

CATAAlliance

The Second City  
COMMUNICATIONS

CIO ASSOCIATION OF CANADA

**Here's what executives said about last year's event:**

In today's new flat world, enterprise organizations face a high degree of complexity and operational risks. As a result, it is important for Chief Information Officers to align their activities to company objectives.

As the Chief Information Officer at Smart Systems, I have participated in a number of Access Group kitchen table conversations. I find Access Group does a great job in getting my peers from various organizations into a peer to peer roundtable and provide us with an opportunity to collaborate with each other in an open forum where we can talk about our burning issues and help each other come up with practical solutions. **Roman Olarnyk, Chief Information Officer, Smart Systems**

Thank you very much for inviting me to the session last week. I enjoyed the conversation and came back with a few ideas to try out at my firm. Please feel free to invite me to any future sessions you might have for CIOs. **Doug Lennox, VP Information Technology, Inscape Corporation**

In my role as the Director of Information Technology at a major retailer, I have participated in a number of kitchen table conversations put together by The Access Group. My experience is that their format is fairly unique as it allows me (and other participants) to openly share some of our burning issues with peers and help with each other arrive at possible solutions. **John Newell, Director Information Technology, M&M Meat Shops**

**Join the Conversation**

Please join IBM Canada, Ted Rogers School of Management Ryerson University, CATAAlliance and The Access Group in presenting:

**SELLING THE CASE FOR INNOVATION  
How to demonstrate ROI for INNOVATION**

CIOs and IT executives, don't miss this unique technology-focused seminar of: THINKPOSIUM 08, our innovation series for leading Canadian business leaders.

It's a chance to dialogue with senior peers and share working strategies on how to:

- **Sell through the real value and ROI for your IT-related purchases**
- **Present a more powerful, best practices business case**
- **Strengthen your technology planning, strategies and results**

Please join us for a unique knowledge-sharing symposium, exclusively for senior Canadian executives on

**Thursday, April 10th, 2008  
8:00am - noon  
Second City, 51 Mercer Street Toronto, Ontario**

This informative free *half-day* session will allow you the opportunity to debate and discuss amongst your colleagues on the topic of **demonstrating ROI for technology spending**.

**Featuring keynote speaker** Ron Babin, Associate Director of the Ted Rogers School of IT Management **"How to write a Business Case for ROI"!**

**Panelists Include:**

- **CIO, Sapphire Technologies Canada**
- **CIO, City of Toronto**
- **CIO, Canadian Medical Association**

**TECH ROI Roundtable:** You know technology is essential ...

- But how can you accurately measure the value of your proposed 2008 purchases?
- Are there effective new methods to prove and to improve the bottom line impact of your IT spending?
- What are the key elements you need to include when you sit down to draw up your plan that could take you from delays, scrutiny and questions... to rapid approval and timely implementation?

Find out from leading colleagues what's been working for them, and acquire some fresh new thinking and tactics to strengthen your technology case.

**Get onboard today**

**and find out why past attendees have included the nation's top financial leaders!**

**RSVP NOW** "Seats for roundtables discussion forums fill quickly, so we ask that you please confirm your participation as soon as possible by sending your full contact information to [CATAexecutiveroundtable@access-group.ca](mailto:CATAexecutiveroundtable@access-group.ca)

For more information, please contact the project coordinator at 416-986-1026