

9th Technology Forum

Making Change Happen: Opportunity for Change - or lost in transition?



2nd December 2010,
Sheraton Carlton Hotel, Nuremberg



**Keynote by Paul Nielsen, CEO
of the Software Engineering
Institute of Carnegie Mellon
University, Pittsburgh/USA**



**Keynote by conductor and con-
sultant Christian Gansch about
parallels between orchestras
and modern business**

Experience the benefits of attending the Technology Forum in Nuremberg:

- Presentations and discussions about trends and chances of software and systems engineering and strategic process improvement
 - Gain insight from top industry experts and speakers and join the lively discussions
 - Cultivate relationships with peers and join the software development community
 - Network with peers and industry leaders
 - Best practices, methods and strategies for successful implementation of change
 - Cultivate relationships with peers and industry leaders in a pleasant atmosphere.
- The conference provides an ideal environment for networking and expert discussions

Register online: www.technologieforum.com

Focus of this year's Technology Forum

The world around us is changing. Continually. Change is not random, but permeates the daily environment in which companies operate and compete with each other. The rate of changes is becoming increasingly rapid, however. Technological innovations are being developed and development processes improved at ever briefer intervals.

Such continual shifts demand that companies demonstrate a permanent willingness to learn and to embrace change – not only to secure their own existence but also to ensure that the economy and society continue to function. Only those who see and seize the opportunity that change holds can remain fit for the future.

To achieve this, every company needs to develop a strong sense of trust in the positive effects of change. Engineering this change is the central task of any management team. Those at the head of the company must ensure that structures, processes, methods and tools are monitored and steered, and that they are adapted to the changed possibilities and conditions in an efficient way and with minimum risk. Besides this, the company management is also responsible for generating acceptance of these changes among the employees – after all, the workforce is at the center of change. Those leading the company must bring everyone on board in order for change to work.

Are you fully appreciating this responsibility? Do you want to successfully engineer changes in your company? Do you want to motivate your employees to embrace change? Do you want to prevent your company from “going astray” during phases of change?

Then come and visit us on December 2, 2010 at the Technology Forum in Nuremberg. The presentations held by experts and the discussion with the conference participants will show you ways of exploiting the opportunities that permanent change can offer.

Delegates

The Technology Forum addresses quality managers, IT executives and IT managers.

Registration

- Yes, I would like to attend the Technology Forum 2010 on 2nd December 2010 in Nuremberg.**

Registration rates

Conference registration: 590,00 € incl. VAT
Early bird special (until 10/20/2010): 510,00 € incl. VAT

Please note that VAT at the appropriate rate must be added to these prices. You will receive the bill including VAT as well as a registration confirmation by the end of October.

Salutation _____

Titel _____

First name _____

Last name _____

Position/Department _____

Company _____

Adress _____

ZIP/City _____

Phone/Fax _____

E-Mail _____

Signature _____

- Yes, I would like to get news about the latest Method Park process management activities including white papers, webinars and regional events that are distributed electronically in the Method Park newsletter on a monthly basis.

We made block bookings in the following hotels:

- Sheraton Carlton Nuremberg 150,00 € per person
Phone: +49 (0)911-2003-0
www.carlton-nuernberg.de/
- Intercity Hotel Nuremberg 112,00 € Single Room
131,00 € Double Room
Phone: +49 (0)0800-784 683 57
www.intercityhotel.com/Nuernberg
- Dürer Hotel Nuremberg
Phone: +49 (0)911-214 665-0
www.duerer-hotel.de

Reservation in the name of Method Park.
Please note that the block bookings will expire on 7th October 2010 for the Sheraton, on 18th November 2010 for the Intercity Hotel and on 6th October 2010 for the Dürer Hotel.

Conference Hotel

Sheraton Carlton
Eilgutstraße 15, 90443 Nuremberg
Phone: +49 (0)911-20 03-0
Fax: +49 (0)911-20 03-11
www.carlton-nuernberg.de

Evening Program

Cohn'sche Villa/Tanzgalerie
Campestraße 10, 90419 Nuremberg
Phone: +49 (0)911-331 445
Fax: +49 (0)911-37 88 585
www.tanzgalerie.de

