

MANAGING VIRTUAL DISTANCE



Driving Business Transformation through Distributed Work

THE One, THE Only Conference Focused on Strategies, Teams, Tools & Beyond in the Virtual Workplace

November 14-16, 2007 • The Disneyland Hotel • Anaheim, CA

You Will Leave Prepared to:

- IDENTIFY, MANAGE & MEASURE virtual distance
- Break through language barriers & manage MULTI-CULTURAL ENVIRONMENTS
- Harness virtual KNOWLEDGE MANAGEMENT
- Believe the unbelievable & witness the power of VIRTUAL WORLDS technology
- Transform business norms & cause cultural shifts in the way people work through SOCIAL NETWORKING
- Implement new millennium strategies that change the way we think about INNOVATION in a corporate context
- Manage, Train & Measure Productivity of the REMOTE EMPLOYEE
- Identify SECURITY CHALLENGES introduced by the transition into Web 2.0 and Web 3.0



Visit us in Second Life!

See pgs. 3 & 4 for more details & look for the star.

CO-LOCATED WITH
ProjectWorld & the
World Congress for
Business Analysts
NATIONAL FLAGSHIP



See page 6 for more details.

LOOK INSIDE if you work in HR, Legal, or Project Management. This event is especially for YOU!

FEATURED VISIONARY KEYNOTES:



The New World of Work

Daniel W. Rasmus,
Director of Information
Work Vision – MICROSOFT



Virtual Worlds Technology

Philip Rosedale,
Founder & CEO –
LINDEN LABS



Virtual Distance Under High-Stress

Honorable Jerry MacArthur Hultin,
President –
POLYTECHNIC UNIVERSITY &
FORMER UNDER SECRETARY OF
THE U.S. NAVY



Secrets of High-Performance Distributed Teams

Cynthia C. Froggatt,
Author of "Work Naked:
Eight Essential Principles
for Peak Performance in
the Virtual Workplace"



Global Projects vs. Traditional Projects

Karan Sorensen,
Chief Information Officer –
JOHNSON & JOHNSON
PHARMACEUTICAL R&D



Leadership in the Digital Age

Charles H. House,
Executive Director –
STANFORD UNIVERSITY,
MEDIA X LAB



Legal Issues & IP Protection

Michael S. Mensik,
Partner –
BAKER & MCKENZIE



A Perspective From Corporate Resources

Ann Barnesberger,
Vice President of Open
Work Services –
SUN MICROSYSTEMS

More from...

Best Buy, IBM, Cultural Connections, Inc., Hewlett-Packard Labs, Cullinane & Green, Inc., Boeing, Virtual Distance International, AT&T, & US Trust

To Register: Call 888.670.8200 Fax 941.365.2507 E-mail register@iirusa.com

Visit www.iirusa.com/virtual

VIRTUAL DISTANCE IS A GROWING PHENOMENON born out of the Networked Digital Age. With the exponential growth of virtual communications, virtual work environments, and the growing universe of virtual worlds, we as a set of individuals, and organizations, joined together by a collective intent to maximize both our happiness as well as productivity, need a forum in which to focus discussion on the effects these changes have on us, our work, our organizations, and our future.

What is Virtual Distance?

Virtual Distance is defined as the perceived distance between two or more individuals, groups or organizations, brought on by the persistent and widespread use of communications that are electronic versus face to face.

All of us have felt this growing 'disconnect' between each other and the organizations we work for. We intuitively know that something has gone awry in the way we live and work. Until now it has gone unmeasured and unspoken, unbeknownst to us. Data and metrics on Virtual Distance show evidence that it can have negative consequences to innovation, leadership, and corporate performance.

"Myth Busters":

- **The Myth:** Virtual Distance is sometimes thought only to exist in far-flung teams.
The Truth: We will discuss clear-cut cases of Virtual Distance between people separated by continental masses, miles, as well as millimeters.
- **The Myth:** Virtual Distance is assumed to be only the remnants of poorly conceived email or communications gone bad.
The Truth: It is a deeper, more profound social and emotional state – one that is characterized by cultural distances, social distances, lack of a shared view of the world between group members, and day to day distance which makes us feel further away from each other than we actually are.
- **The Myth:** Multi-tasking is always good for productivity.
The Truth: When Virtual Distance is high, multi-tasking severely retards innovation and financial success.


By attending this FIRST EVER event dedicated to these subjects, you will become part of the growing chorus of voices that need to be heard in a forum uniquely suited to the people whose lives these technologies effect.

Be a part of history in the making. Gain practical skills and techniques for managing these complex dynamics in your own lives and organizations. **BE THE LEADERS AND AMBASSADORS OF THE FUTURE** who can help others maximize the benefits of virtual spaces and minimize the downside effects on uniquely human behaviors.

Let us help YOU profit from successful virtual collaboration. Join us in Anaheim with your team.



Sabina Gargiulo
Sr. Conference Producer
Marketing & Business Strategy
Division
IIR
Avatar – Sabina Upshaw



Kim Rivelle
Managing Director
Marketing & Business Strategy
Division
IIR



Karen Sobel-Lojeski
Conference Chairwoman
Virtual Distance
International

A Very Special Thanks to Our Chairwoman Who Has Helped Bring this Event to Life!



Karen Sobel Lojeski, Ph.D.,
Chief Evangelist Officer – Virtual Distance International
& Author of "Uniting the Virtual Workforce"

Talk to Karen in Second Life via her Avatar, Zephyrus Szondi

AS A SPECIAL GIFT to our attendees, you will be invited to take the Virtual Distance Survey at no cost, about a month prior to the conference. This will entitle you to be privy to the most cutting edge data on Virtual Distance issues, and will receive a complimentary Executive Summary of the findings. You will also receive a Virtual Distance toolkit to help guide you through these exciting but often tumultuous times.

DESIGNED WITH YOU IN MIND

Human Resources:

- Understand the organizational changes needed to occur that enable virtual team success
- Collect data on what is going on in your workforce & rapidly prototype alternative work arrangements
- Change perceptions and realities using metrics

Project Management:

- Create a draft process of how teams can be implemented for a planned project
- Differences & similarities between global projects and traditional projects
- Virtual Leadership: Overcome the fear of managing with no clock and no office

Legal:

- Gain an understanding of the broad sweep of "legal compliance"
- Explore complexities in several key areas – SOX, privacy & security
- Consider what's next – today, security breach...tomorrow?

For a complete listing of functions & industries that should be attending this event, please see pg. 6

AM Workshop: 9:00 am – 12:30 pm

The Collapsing Corporation & the Rise of Virtual Distance: What Everyone Needs to Know

Virtual Distance is a growing phenomenon experienced by people who work in environments where digital communications are the primary mode of interaction, and where physical operational, and cultural separation are predominant. This half-day workshop will address the major problems generated by Virtual Distance and how to tackle them in order to improve performance, innovation, leader effectiveness and individual well-being. What you will learn:

- The Underpinnings of Virtual Distance
- The Major Problems Arising From Virtual Distance
- How the Notion of Old World "Teams" is Suffocating Solutions to Today's Problems
- How to Fix Virtual Distance Problems and Enhance Leader Effectiveness

TOP 5 Action Items & "How To's" that will be gained from this workshop:

1. Make use of Virtual Distance Mapping and Modeling to unearth Virtual Distance Problems
2. Leverage the Virtual Distance Toolkit for Optimum Success and Well-Being
3. Make Global Business Models Work
4. Become an Ambassadorial Leader
5. Improve Virtual Communications

Facilitator: Karen Sobel Lojeski, Ph.D., *Chief Evangelist Officer* – VIRTUAL DISTANCE INTERNATIONAL

PM Workshop: 1:45 pm – 5:00 pm

Integrating Cultures in Virtual Teams for Synergy & Productivity

No matter what the reason for the formation of a virtual team or what form the team takes, leaders and team members must address the complexity of virtual teamwork by architecting new ways of collaborating that take into account the multiple cultural identities people bring with them to the virtual team. Belonging to different cultural groups has a significant impact on what people think is important in their work and how they interact with and relate to others in a work situation. People's identities are formed in large part through the influence of membership in cultural groups both at work and outside of work, such as national culture, religious groups, occupational groups such as engineering, or organizational groups, like the purchasing or sales and marketing departments. People carry these multiple identities with them when they come to the team. Culture exerts subtle influences that create expectations about leadership and status, about appropriate work practices, such as communication with superiors or subordinates or

meeting participation, about the use of time and what constitutes a deadline, about quality, decision-making, and problem solving. Of course, language barriers just compound the complexities of integrating work across cultures.

- Assess the multiple cultures in a virtual team to learn which cultures are the most important to manage to achieve the team's business objectives
- Design and form virtual teams to minimize cultural conflict and create cultural synergy
- Learn the steps involved in negotiating a team working culture in multi-cultural environments
- Know when language barriers are likely to be significant and what to do about them

Facilitator: Julia Gluesing, *President* – CULTURAL CONNECTIONS, INC.

5:00 **Kickoff Welcome Cocktail Reception** ~ Located in the Exhibition Hall



Visit IIR's Island in Second Life! COMING SOON...

We are currently working on building our presence in Second Life so we can create a **NEW BREED of conference** that truly manages virtual distance. Aspects of this and other conferences will be made available should you

not be able to attend the actual event or just enjoy interacting virtually with other professionals that share the same interests, job functions, and challenges as you. Use this as a social networking tool to connect with others from around the globe or across the country; and meet people you would never have the chance to meet otherwise.

It's powerful, it's enlightening, and it's the future of where things are going. Believe it.

What is Second Life?

Second Life is a 3D virtual world that is developed and ran entirely by its residents. **Second Life is a user-defined world of general use in which people can interact, play, do business, and communicate through the form of Avatars.** While Second Life is sometimes referred to as a game, this description is disputed. It does not have points, scores, winners or losers, levels, an end-strategy, or most of the other characteristics of games.

How Do I Attend an IIR Second Life Event?*

As long as you have access to a computer with speakers and a high speed

internet connection...you can join us in Second Life! We also suggest that you have a decent video card so that you can fully appreciate the richness of the world we've created for you. No matter what your level of expertise in virtual and social networking, you can join us and have lots of fun while you learn. Visit us at www.iirusa.com/secondlifeevents and follow the simple registration instructions provided.

** Not every IIR event will be launched in Second Life and not every IIR Second Life event will be simulcast. For more information on how your computer can best access Second Life, visit the system requirements page at <http://secondlife.com/corporate/sysreqs.php>*

Do You Have an Avatar Already?

Go to IIR NY HQ. Remember, you must register in advance or access to the virtual event will be denied.

Don't Have an Avatar? No Problem. We've Got You Covered.

We want this to be a very simple and enjoyable experience for you. IIR has created generic avatars that we can loan you for purposes of attending one of our events in Second Life. Just let us know the event you want to attend by contacting Sabina Gargiulo at sgargiulo@iirusa.com, and we'll hook you up. A complete listing of Second Life events, dates and times can be found by visiting www.iirusa.com/secondlifeevents

Want to Create Your Own Avatar?

Log on to www.secondlife.com to create your free account today.

To Register: Call 888.670.8200 Fax 941.365.2507 E-mail register@iirusa.com

Visit www.iirusa.com/virtual

Main Conference Day One: Thursday, November 15, 2007

7:00 Registration & Morning Coffee - Exhibition Hall Opens

8:00 **Chairwoman's Opening Remarks & Introduction:**
How Everything Has Changed: The Importance of Developing New Management Strategies for the Virtual Workforce

Not long ago, organizations were vertically integrated – everything from manufacturing to sales and customer service were done “in-house” with full-time employees centrally located. The majority of employees were culturally similar and company loyalty was in and of itself a strong motivator for high performance and innovation. Organizations today are collections of many different entities sewn together by high-speed information and communication technology made up of distributed workforces. Many ‘corporate’ functions reside outside traditional company boundaries and resources are a mix of full-time, part-time, and contracted people. Many of the underlying assumptions about managing people and developing competitive approach to market plans have changed. Under this backdrop, our strategies, team approaches, tools, and positioning for the future must also be overhauled.



Karen Sobel Lojeski, Ph.D., Chief Evangelist Officer – VIRTUAL DISTANCE INTERNATIONAL

THE STRATEGY

8:30 **Prometheus Unbound: Leadership, Creativity and Innovation for Mankind**

Friedmann's “The World is Flat” thesis is true, as far as it goes, but it misses the essential elements of the issues for any employee / erstwhile team member who is “at a distance”. This talk will describe some of the nuanced issues, and how to deal effectively with them.

- 3/4th of Corporate “Creators” today are on Intercontinental Teams
- 20% have never met their supervisor face-to-face
- Getting noticed, getting trusted, getting empowered, and getting the money – matter!
- Techniques that help are vital to understand



Charles H. House, Executive Director – STANFORD UNIVERSITY, MEDIA X LAB

9:30 **New Millennium Strategies that Change the Way we Think About Innovation in a Corporate Context**

The IT revolution has been the most rapid technological advance in the history of human civilization. Even the aerospace revolution pales in comparison: from the A4 to Saturn V, rocket performance improved by a factor of 100 over thirty years, and from the Wright brothers to the X-1 aircraft performance improved by a factor of 30 over 45 years. In contrast, every dimension of IT (speed, storage capacity, and communication) has improved by at least a factor of 2000 over 25 years, with cost reductions as dramatic. All of this has reduced the costs and effect of distance in human affairs. The IT revolution has been a performance and cost revolution in traditional communication. The forms of communication newly enabled by computers are now emerging in the forms of shared simulation and visualization. This talk will survey these emerging efforts, and discuss how they will affect us and our institutions in the near future.



Rick McGeer, Scientific Liaison – HEWLETT-PACKARD LABS

10:30 Networking Break - Located on the Exhibition Floor

THE TEAMS

ALL attendees from ProjectWorld, the World Congress for Business Analysts & Managing Virtual Distance will UNITE to hear our Bridge Keynote...

11:00 **Secrets of High Performance Distributed Teams**

Most workers today collaborate with teammates they don't see everyday. The dynamics of fully co-located teams are very different than those of geographically distributed teams, but rarely are these differences acknowledged or even exploited. Many distributed team members are struggling to overcome the physical distance between them rather than seeing location and time zone differences as features to be exploited.

- Learn the top 3 positive reasons for forming geographically distributed teams
- Understand how much and what kind of structure enhances the performance of distributed teams
- Know how to detect common problems of distributed teams
- Be able to lead discussions that will improve communication



Cynthia C. Froggatt, Author of “Work Naked: Eight Essential Principles for Peak Performance in the Virtual Workplace”

12:00 **Lunch & Learn – It's All About YOU!**

Please see website for more details on how you can sign up to join industry specific, peer to peer knowledge sharing roundtables.

Book Signing with Cynthia C. Froggatt

1:15 **“Results Only, Please.” How the Virtual World Has Unlocked Employee Performance & Engagement at Best Buy**

Best Buy has embarked on a bold plan to unleash the power its people. Results Only Work Environment (ROWE) throws away the clock and the cubicle and focuses only on results. How does it work? Can it work for you? Hear from a leader at Best Buy who has taken the journey.

- Hear about an environment where all meetings are optional
- Can employees be trusted to work anytime, anywhere?
- Does this environment require a new set of tools for leadership?
- What are employees saying about it?



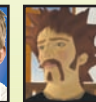
Chap Achen, Director, Order Management and Credit Risk – BEST BUY

2:15 Advance to Next Session

THE TOOLS

2:20 **Virtual World Technology: Get Ready for a REAL Virtual Experience & Join Us in Second Life!**

The concept of virtual world technology, specifically Second Life, stands to revolutionize the way we are living and working today and in years to come. In this session, Philip Rosedale, Father of virtual worlds and pioneer, will prove how this technology is helping to shape the future of communication and collaboration for individuals as well as major businesses today. Philip will join us in Avatar form through Second Life to demonstrate the power and richness that only this virtual world brings.



Philip Rosedale, Founder & CEO – LINDEN LABS via his Second Life Avatar, Philip Linden

3:20 Networking Break - Located on the Exhibition Floor



THE BEYOND

3:50 **Are You Ready for the New World of Work?**

The New World of Work examines the challenges that will face businesses, workers and governments over the next 10 years, and how investments in technology and practices to empower information workers can lead to better outcomes. The New World of Work is an analysis of broad themes affecting the workplace. It acts as an essential framework for discussing changes in the workplace and the role that technology can play in leveraging opportunities or mitigating risk. It is not a book that answers questions, but one that rather raises important issues to be solved through strategic dialog, within the context of individual organizations and industries.

- Broad global scenarios will provide the audience with insight into the shared reality of the evolving work place and a clear understanding that the future may not be what you think it will be
- The only way for an organization to navigate and succeed in a future filled with uncertainty is to use its people and its technology effectively



Daniel W. Rasmus, *Director of Information Work Vision* – MICROSOFT

4:50 *Advance to Next Session*

4:55 **The Extended Enterprise: Legal Hazards of Global Sourcing**

The extended enterprise is global, electronically integrated – and increasingly dependent on external sourcing providers. It also is increasingly focused on compliance, from Sarbanes-Oxley, to privacy, data protection and IT security, to codes of social responsibility and more. How do you manage the tension required to stay both competitive and compliant? How can compliance roles and responsibilities be defined, structured and allocated as between the enterprise and its providers so as to stay out of trouble at the lowest overall cost?

- Taxes on services – VAT, permanent establishment and other tax risks
- Ethics codes and corporate social responsibility
- IP and other hidden legal consequences



Michael S. Mensik,
Partner – BAKER & MCKENZIE

5:55 *End of Day One*

Main Conference Day Two: Friday, November 16, 2007

7:00 *Registration & Morning Coffee - Exhibition Hall Opens*

8:00 **Chairwoman's Introduction & Opening Remarks: Re-thinking the Context in Which We Work**

Much of our language about work was developed under the auspices of the "traditional" work setting of days gone by. The very essence of the term strategy carried with it a long term view while the notion of teams assumed groups of permanently bonded employees tied to a common goal to which they would work toward full-time. In the Digital Age, these and other definitions and concepts have become outdated. Individuals and leaders need a new set of language that better describes the context in which we work to more accurately reflect the expectations associated with individual and corporate performance.

Karen Sobel Lojeski, Ph.D., *Chief Evangelist Officer* – VIRTUAL DISTANCE INTERNATIONAL

9:30 **Differences & Similarities Between Global Projects & Traditional Projects: Increased Virtual Dependency Due to Distributed Teams or Outsourced/Offshored Partners**

Karan Sorensen has significant experience in leading global projects. The TOP 5 discussion points that will be brought forth through this presentation are:

1. Understand how to engage commitment and teamwork across a virtual team
2. Communication Dos and Don'ts
3. Size matters
4. Out of sight...out of control?
5. Taking advantage of "low hanging fruit"



Karan Sorensen, *Chief Information Officer & Vice President, Information Technology* – JOHNSON & JOHNSON PHARMACEUTICAL RESEARCH & DEVELOPMENT L.L.C.

10:30 *Networking Break – Located on the Exhibition Floor*

THE STRATEGY

8:30 **Virtual Distance Under Stress: Lessons Learned When Your Life Is On the Line**

From the earliest days of history to the present, naval and military operations have depended on managing virtual distance. Whether flying flags at sea, tapping commands in Morse code, or organizing battle plans on the Internet, military leaders have learned to lead in life and death conflict using virtual tools and techniques. These same virtual tools and management practices can illuminate how to operate in the new virtual workplace and help define best practices for the 21st century.

- How virtual distance shaped military and naval command
- How virtual distance shapes the modern leader and why you may need different skills than the leaders who guided you
- Why bandwidth and speed of communication drive decision-making up or down the chain of command – and weaken the middle
- How you should perform and systems should operate for you to succeed in the virtual workplace



Honorable Jerry MacArthur Hultin, *President* - POLYTECHNIC UNIVERSITY & FORMER UNDER SECRETARY OF THE US NAVY

THE TEAMS

11:00 **PANEL DISCUSSION: The Changing Definition of Teams in the 21st Century & the Secrets to Successfully Building & Managing Them**

The increasing costs and risks of travel combined with competitive pressures to globalize many key business processes are among the factors fueling the increase in globally dispersed teams. While this trend is creating new opportunities it also presents challenges – not only in understanding this evolving definition of teamwork but in creating and managing these new-age teams to success.

- What is the definition of a team in the 21st century?
- One size does not fit all: How to organize in a Virtual World

Moderated by: Roger L. Green, *President & Managing Partner* – Cullinane & Green, Inc.

Participants:

Kathy Burke-Thomas, *Associate Director, Project Management Center of Excellence* - AT&T

Main Conference Day Two: Friday, November 16, 2007

Jim DePiante, *Executive Project Manager – IBM*

Michael Schertz, *Project Manager - BOEING*

12:00 Lunch & Learn – It's All About YOU!

Please see website for more details on how you can sign up to join industry specific, peer to peer knowledge sharing roundtables.

1:15 Perspective from Inside the Corporate Resources Function

Corporate Resources Functions (HR, IT, Finance, Real Estate) are becoming increasingly aware of a changing workforce...to some extent because of opportunities afforded by a global economy, but fundamentally, because of the new dynamics enabled by the internet. Answers to the following questions will be shared: What exactly is Web 2.0, and where is everybody if they aren't in the office? What is the office, anyway? How can I manage without the benefit of line of sight? How can I embrace social networks in the workplace when they all appear to be about non-work related issues?

- Outsourcing & global sourcing require new ways of managing
- Next generation employees (Gen Y) have different expectations
- Current work infrastructure are sorely outdated
- Increasing competition for resources will force new investments & attitudes



Ann Barnesberger, *Vice President of Openwork Services – SUN MICROSYSTEMS*

2:15 *Networking Break – Located on the Exhibition Floor*

THE TOOLS

2:45 Social Networking Transforming Business Norms & Causing Cultural Shifts in the Way People Work Using Social Networking Software



If you are interested in speaking in this session, please contact Deborah Hatcher at dhatcher@iirusa.com or 212.661.3500, ext. 3104

3:45 *Advance to Next Session*

THE BEYOND

3:50 Information Security & Privacy in the Evolving Virtual Workplace

When computers and dedicated networks were first introduced, information security was affected through a combination of physical controls and mainframe security products. With the advent of the Internet, mobile computing, wireless networks, and collaborative work environments, the information security task has become orders of magnitude more challenging. Is security falling behind? If so, will we ever catch up and meet the security and privacy challenges of the evolving virtual environment?

- Challenges with respect to securing corporate and personal information assets
- Aspects of security & privacy specific to virtual environments within and between organizations and across borders
- Is there such an animal as "virtual security"?



C. Warren Axelrod, Ph.D., *Chief Privacy Officer & Business Information Security Officer – US TRUST*

4:50 *Conference Adjourns*



November 13-16, 2007 • The Disneyland Hotel • Anaheim, CA

ProjectWorld & the World Congress for Business Analysts has been deemed the most trusted name in project management and business analysis education and collaboration **FOR OVER A DECADE.**

Project Management is one of the top functions dealing with virtual distance issues today; therefore, it made sense for us to produce and co-locate these two conferences together.

FAST FACT: When AT&T's Project Management Center of Excellence surveyed project managers to determine key areas needing further education and training, **Managing Virtual Distance and Virtual Teams was the #1 most requested topic** for this company of more than 8,000 project managers.

Become More Valuable to Yourself and To Your Organization.

www.projectworld.com

WHO SHOULD ATTEND?

This event and the topic of Virtual Distance affect every single person in your organization, from your most entry level employee to the CEO.

Attendees will be representative of various maturity and competency levels from functions including, but not limited to: Human Resources, Legal, Outsourcing, Project/Program/Portfolio Management, Engineering, Information Technology & Information Systems, Research & Development, Marketing/Market Research, & Operations

And will attract an extremely diverse mix of industries including, but not limited to:

- Automotive & Aerospace
- Biotech & Life Sciences
- Commodities
- Communications
- Construction & Engineering
- Consumer Goods & Retailers
- Electronics
- Government
- Healthcare & Pharmaceuticals
- Manufacturing
- Oil, Gas & Energy
- Real Estate
- Services: Business, Financial & Insurance
- Technology & High-Tech
- Telecommunications
- Travel, Entertainment & Hospitality

INNOVATION REQUIRES COLLABORATION: SEND A TEAM

This event and the topic of Virtual Distance affect every single person in your organization, from your most entry level employee to the CEO. We encourage you to come and learn as part of a **TEAM-ORIENTED** effort & **WE WILL REWARD YOU IF YOU DO!**

Show your team spirit by sending a Group of 5 or More, and we'll treat you like VIPs on-site.

- Skip the long lines at on-site registration
- Receive a special gift when you check in
- Debrief with your team, check e-mail, catch up on work or simply relax in between sessions in a dedicated VIP room on-site at the event hotel*
- Optional reserved seating at lunch and in the general sessions
- Receive a significant discount off the registration fees

Book Your Group TODAY*. Contact Aloycia Bellillie at 212.661.3500, ext. 3702.

*Groups must register at the same time and no two discounts may be combined.

Media Partners



Council on Ed

For over 35 years Council has been the leader in human resource, employment law and workers' comp training. Thousands of HR and management professionals turn to us each year for the most cutting-edge and up-to-date information. At

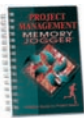
Council we believe an employee who is highly trained is a valuable employee. Many of the most successful companies in the country rely on Council for their training needs. Our acclaimed seminars, certificate programs, and online training will provide you with the latest information to help you make the right decisions for your organization. Find out more about our award winning training solutions by visiting www.counciloned.com



The Institute for Innovation & Information Productivity

The Institute for Innovation & Information Productivity (IIP)

was formed to research and develop global productivity metrics more appropriate to the Information-Age - and to explore and define the influence of technology and innovation that will uncover ways to measure the productivity of innovation.



GOAL/QPC offers people practical tools and organizational skills to support teamwork and continuous process improvement within their organizations. **FREE FOR ALL ATTENDEES:** The Project Management Memory Jogger™ can help jump-start project management and bring projects in on time and within budget. Written for all employee levels within the organization, it teaches readers how to plan a project, create a project charter, work as a team, create a project plan, implement the project, and close out the project.

Baseline

Baseline is a practical guide to costing and managing the deployment of leading-edge information technology. Through case studies, news stories, company dossiers, and financial tools, Baseline provides technology leaders and business executives with a detailed look at how their peers are implementing information technology. The success-or failure-of each project is measured by the company's actual progress against "baseline" expectations of financial returns and technology deliverables. <http://subscribe.baselinemag.com>

CIO INSIGHT

CIO Insight is the business journal of record for today's senior IT decision-makers. Its mission: to provide IT leaders with articles about the cutting-edge strategies, management techniques, and high-level technology perspectives - as well as original market research and expert commentary - they need to succeed in today's economy. When CIOs are searching for insightful ideas to solve the complex business and technology issues they face, CIO Insight is the place they turn. <http://subscribe.cioinsight.com>

eWEEK

eWeek: Diving deeper for better understanding of the market In the technology marketplace the SR IT decision makers require an information source capable of addressing their wide array of demands. Research shows print is the preferred platform for more strategic analytical editorial content. eWEEK provides comprehensive relevant insights on the information that matters through its Analysis, Executive Interview, Commentary, and Insight sections. As our readers have told us, this print strategy will enable them to shorten their technology decision making process, in turn eWEEK Partners shorten their buying cycles thus increasing ROI. <http://subscribe.eweek.com>

WHAT ARE YOU WAITING FOR? GET INVOLVED!

Don't Miss Your Opportunity To: **SPEAK, SPONSOR, EXHIBIT, and NETWORK...**

CUSTOM-TAILORED MARKETING SOLUTIONS

As a business to business professional, you recognize how challenging it is to navigate through to the actual decision-maker. Our executive conferences attract attendance by top level professionals across industries across functions.

Our attendees seek your products and services. Together we can provide them with a one-stop-shop for all their marketing and business needs. Contact Deborah Hatcher, Sales Team Leader at 212-661-3500 ext. 3188 or email dhatcher@iirusa.com to reserve your spot today.

REGISTRATION DETAILS

Five EASY ways to register:

FAX (941) 365-2507
PHONE (888) 670-8200 or internationally at (941) 951-7885
MAIL Customer Service - IIRNY
P.O. Box 3685, Boston, MA 02241-3685
EMAIL register@iirusa.com
INTERNET www.iirusa.com/virtual

Your registration for attending **Managing Virtual Distance** includes:

- Conference presentations and speaker handouts in electronic format*
- Morning coffee, luncheons and refreshments
- Welcome cocktail reception
- Networking opportunities
- Book Store admittance
- Exhibit hall admittance

*Please note that we do try our best to secure all of the presentations from our speakers for you. Occasionally, the distribution of presentation materials is prohibited by the speaker or their respective company. Thank you for your understanding.

PAYMENTS

Payment is due within 30 days of registering. If registering within 30 days of the event, payment is due immediately. Payments may be made by check,

Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: M1993. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

DATE & VENUE

November 14-16, 2007
The Disneyland Hotel
1150 Magic Way, Anaheim, CA 92802
Ph:* 714-956-6860

* This number is for general information only

HOTEL & TRAVEL

All hotel bookings should be made through The Global Executive's Internet booking site. Please visit www.globalexec.com/iir to make your reservation. If you do not have Web access, or need additional assistance, please call The Global Executive at (800) 516-4265 or (203) 431-8950 or send them an email at conf@globalexec.com.

CANCELLATIONS

Cancellation Policy: If you need to make any changes or have any questions, please feel free to contact us via email at register@iirusa.com. Cancellations must be in writing and must be received by IIR prior to 10 business days before the start

of the event. Upon receipt of a timely cancellation notice, IIR will issue a credit voucher for the full amount of your payment, which may be applied towards registration fees at any future IIR event held within 12 months after issuance (the "Expiration Date"). All credit vouchers shall automatically expire on the Expiration Date and shall thereupon become void. In lieu of issuance of a credit voucher, at your request, IIR will issue a refund less a \$395 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time.

If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.



Any disabled individual desiring an auxiliary aid for this workshop should notify IIR at least two weeks prior to the workshop.

CONFERENCE DRESS CODE

Casual and comfortable attire is suggested. We recommend bringing a sweater, as the conference room may be cool.

To Register: Call 888.670.8200 Fax 941.365.2507 E-mail register@iirusa.com
Visit www.iirusa.com/virtual

Managing Virtual Distance REGISTRATION FORM:**Please complete and return this entire form to:**

Fax (941) 365-2507
Call (888) 670-8200 or (941) 951-7885
Mail Institute for International Research, New York
 P.O. Box 3685
 Boston, MA 02241-3685
Email register@iirusa.com
Internet www.iirusa.com/virtual



Institute for International Research
 708 Third Avenue, 4th Floor
 New York, NY 10017-4103

PRSR STD
 U.S. Postage
PAID
 Plattsburgh, N.Y. 12901
 Permit No. 44

Please register the following delegate(s) for Managing Virtual Distance (please photocopy this form for additional delegates)

Name	Title	
Company	Approving Manager	
Address		
City	State	Zip/Postal code
Country		
Phone	Fax	
Email		

Please charge my credit card

Visa MasterCard Discover American Express Diners Club

Card number _____ exp. Date _____

Signature _____

Payment enclosed

Please bill my company P.O. # _____

I cannot attend, but please keep me informed of future events

 I am a PMI, IIBA and/or IIP member and qualify for a 15% discount off the prevailing rate

Indicate which you will attend:	Register by September 21st	Register by October 19th	Standard & On-Site
Conference PLUS 2 Workshops	\$2,795	\$2,895	\$2,995
Conference PLUS 1 Workshop	\$2,295	\$2,395	\$2,495
Main Conference Only	\$1,795	\$1,895	\$1,995

Which Pre-Conference Workshop(s) Will You Attend?

- AM Workshop** – The Collapsing Corporation & the Rise of Virtual Distance (M1993B1)
- PM Workshop** – Integrating Cultures in Virtual Teams for Synergy & Productivity (M1993B2)

Come as a Team, Learn as a Team! Corporate Savings Package Options:*

Package	Total Price	Price per person
5 Pass Package	\$9,950	\$1,990 per person
10 Pass Package	\$18,900	\$1,890 per person
15 Pass Package	\$26,850	\$1,790 per person
20 Pass Package	\$33,800	\$1,690 per person

* Corporate Passes Include Main Conference Plus 2 Workshops

If you are receiving multiple mailings, have updated information or would like to be removed from our database, please contact Carrie Orr at (212) 661-3500 ext. 3157. Or fax this brochure to her attention at (212) 599-2192. Please keep in mind that amendments can take up to 6 weeks to take effect.

PLEASE DO NOT REMOVE MAILING LABEL**M1993**ANNOUNCING  INAUGURAL CONFERENCE ON...

MANAGING VIRTUAL DISTANCE



Driving Business Transformation through Distributed Work

THE One, THE Only Conference Focused on Strategies, Teams, Tools & Beyond in the Virtual Workplace

November 14-16, 2007 • The Disneyland Hotel • Anaheim, CA

To Register: Call 888.670.8200 Fax 941.365.2507 E-mail register@iirusa.com

Visit www.iirusa.com/virtual