

David Lindover

From: FEI Canada <fei@feicanada.org>
Sent: Thursday, February 07, 2008 12:05 PM
To: David
Subject: FEI Canada Breakfast Seminar - Understanding the Relationship between Your IT Function and Your Business, March 18, 08



Dear David,

"Understanding the Relationship between Your IT Function and Your Business –What's Driving Your IT ROI"

Dr. James McKeen, Professor and IT Strategist, Queen's School of Business
Joel Freedman, Vice-President, Chief Financial Officer, Microsoft Canada Co.

Senior finance executives understand the importance of quantifiable return on investment. But when it comes to information technology (IT), poor communication between IT and the business often prevents finance executives from understanding how money is spent and how the business benefits. Management needs a way to improve the business-IT relationship so that they can direct IT investment effectively and realize critical improvements in enterprise agility, efficiency and competitiveness.

Among the preeminent authorities and educators on IT strategy, Dr. James McKeen of the Queen's School of Business emphasizes that the business-IT relationship must be treated as a two-way street. The keys to improving that relationship, he says, include a clear understanding of how it works, an effective governance model, and management of risk. Using leading-edge research and case studies Dr. McKeen will show how you can forge clear and productive ties between IT and the business to gain a better understanding of IT ROI.

Following Dr. McKeen's keynote, Joel Freedman, Vice-President and Chief Financial Officer of Microsoft Canada Co. presents his views on information technology and how it enables compliance. You'll discover how a close-knit business-IT partnership can develop the full potential of information technology to enhance business processes and transform compliance—whether mandated by regulation or in support of internal processes—into competitive advantage.

Tuesday, March 18, 2008:

Location: [Fairmont Royal York](#) (100 Front Street)
Room: Ballroom

Agenda:

7:30 - 8:00 am - Registration & Hot Buffet Breakfast
8:00 - 9:15 am - Seminar Presentations
9:15 - 9:30 am - Seminar Q&A

FEI Canada members plus guests (max two guests, you must pre-register to attend) – No charge
Non members - \$ 60.00 CAN (plus GST)

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If you have already signed up for this event, please forward this message to a colleague who might be interested in attending.

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