



Kellogg School of Management

Kellogg Technology Network (KTN)

Energizing the Senior IT Executive Dialogue

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Vision

The Kellogg Technology Network (KTN) vision is to create a cross industry exchange of IT executives that will result in innovative approaches to address critical management issues such as managing complexity, global sourcing, and leverage IT to drive growth and profitability. Participants will engage in a highly interactive knowledge exchange focused on pressing technology management and strategy issues in a confidential, collaborative atmosphere. The KTN will also stimulate and support significant new research relevant to the technology management community and will produce frameworks and best practices that will impact academia as well as practice.

Focus Areas

Organizations leveraging IT face similar challenges across all industries and government. The KTN will specifically address the following questions which are significant challenges for executives:

- How do you manage global IT initiatives, complexity of legacy systems, and global sourcing?
- How do you drive top line growth, improve operational effectiveness, and increase profitability of your organization by leveraging IT?
- How do you define and implement an IT governance process, and develop enterprise wide buy-in to a new IT strategy?
- How do you manage the mounds of data your organization is creating and collecting, manage security and privacy issues, and leverage data for improved performance and growth?
- How do you create an enterprise-wide culture receptive to rapid technological change, improve the productivity of your people, recruit and retain good people, and communicate the value of IT to business executives?

Format

The KTN will convene two times annually during the spring and fall season. Each program will run over the course of two days, beginning at 2:00 PM (CST) on day one and concluding at 3:00 PM (CST) on day two. The KTN Board of Advisors will be responsible for selecting the topic that will frame each program's dialogue in advance. The topic and invitation will then be distributed 8-12 weeks prior to the event.

In order to create a high level of interactivity the sessions will use a combination of activities to stimulate ideas and help guide discussions. There will be a handful of brief presentations throughout the day; however the majority of time will be allocated to open-floor discussions in a roundtable setting.

Activities include:

- Breakout sessions with facilitators to focus and guide group discussions
- Interactive panel presentations and discussions
- One to two Executive Perspectives

Participants

Participation is by invitation only to CIOs, CTOs and their direct VP level reports and/or business sponsors for a maximum of five people per organization. Participation will be capped at 60 executives per event and on a first-come, first-serve basis. There will be no vendors invited to the events.

Timing

The KTN Fall Summit will be held 2:00 PM November 19 until 1:30 PM November 20 at the Kellogg James Allen Center, in Evanston IL.

Venue

The KTN sessions will be primarily held at the Kellogg School of Management Executive Centers in Evanston IL, downtown Chicago, and Miami, Florida. We also anticipate holding at least one session per year on the East or West Coast at the suggestion of the Advisory Board.

Pricing

The fee for 2008 will be \$1,500 per person per program.