

Why Should Content Management be a Priority for Your Company?

Answer: 100 Trillion Gigabytes ... and counting

That's the volume of digital information shared across networks in 2010.

The amount of digital information is growing 35% year over year.

At this rate the growth of digital content is unsustainable.

How are Top Companies Tackling this Challenge?

We invite you to a breakfast seminar with

Tom Jenkins

Executive Chairman and Chief Strategy Officer at OpenText,
the leading provider of Enterprise Content Management solutions.

Tom Jenkins is the author of *Managing Content in the Cloud*, a global survey and analysis of the information management challenge. Organizations around the world are implementing innovative solutions to claim, control and capitalise on content to maximise productivity, innovation and profit.

Find out more about these best practice strategies.

Content and the way we find meaning is changing as users bring new productivity tools inside the enterprise. Business has shifted from a command & control model to one that is user-centric. According to many analysts, IT doesn't control technology within corporations today — control is in our own hands.

Who Should Attend? CEO's, CIO's, COO's and other executives

Where? The Canadian Embassy, Klarabergsg 23 (T- Sergels torg)

When? May 13, 07.30 – 10.30

[Register Now!](#)

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RSVP by 17.00 pm on May 6. Capacity is limited.

Programme - See below

Why Should Content Management be a Priority for Your Company?

A Breakfast Seminar at the Canadian Embassy (7th Floor)
Klarabergsgatan 23 (T-Sergels torg) Stockholm

May 13

Programme

- 07.30** – Registration & Breakfast
08.00
- 08.00** – Welcoming Remarks by HE Alexandra Volkoff,
08.05 Ambassador of Canada to Sweden.
- 08.05** – Managing Content in the Cloud – A Presentation by Tom
09.00 Jenkins, Executive Chairman & Chief Strategy Officer,
OpenText
- 09.00** – The Legal Dimension – A Presentation by Björn
09.30 Gustavsson & Eva Fredrikson at Advokatfirman Vinge,
one of Sweden’s leading Legal Practices
- 09.30** – Comments and Analysis by our Expert Panel.
10.00
- Marianne Treschow, former Director-General,
Swedish Postal and Telecom Authority
 - Isabella de Feudis, Sr Consultant, Telecom, JKL,
 - Assoc Prof. Stewart Kowalski, Stockholm University
- 10.00** – Coffee & Mingling
10-30

Hjärtligt välkommen!
