

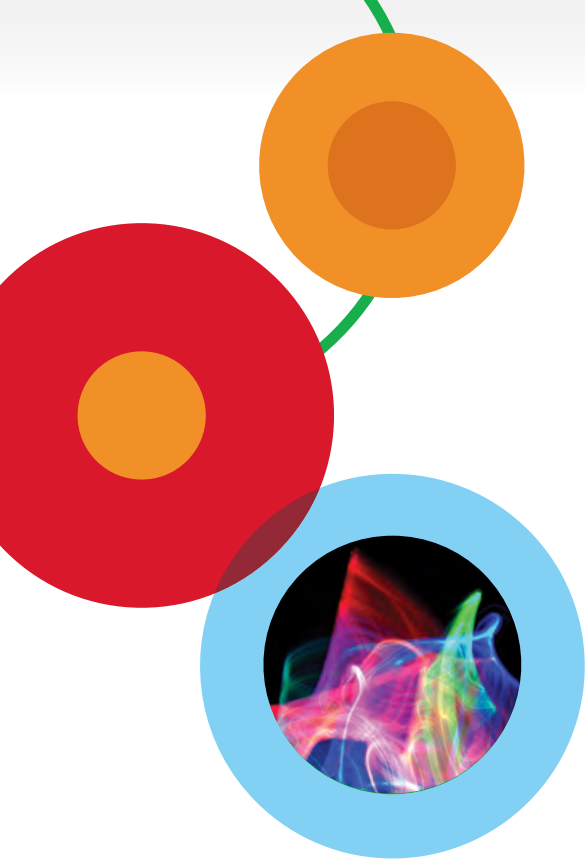
A decorative graphic in the top left corner features several overlapping circles in red, orange, and light blue. One of the light blue circles contains a colorful, abstract image of a network or data visualization.

# IBM Software Business Analytics **Forum**

**March 13-15, 2012**

Melbourne Convention Centre | Melbourne





Join us at IBM® **Business Analytics Forum Asia Pacific 2012**, the most comprehensive learning opportunity for IBM Cognos®, SPSS®, OpenPages® and Clarity software users.

Here you'll find the practical know-how you need to maximise the value of software deployments – from business intelligence, financial analytics, reporting and governance to risk management, predictive analytics and analytic applications – and perform your day-to-day job more effectively.

IBM Business Analytics Forum offers:

- More than 60 information-packed **breakout sessions**
- **The EXPO Hall**, where you will see real-world solutions, powerful innovations and hands-on demos. Experience the entire IBM Business Analytics ecosystem and get one-on-one answers to your toughest challenges.
- **Opportunities to network** with like-minded peers and colleagues in the business analytics community.
- **Real-world insights** from other customers and industry leaders. Learn how to save time, reduce costs, and respond to change more quickly.

For all these reasons – and more – you won't want to miss this informative annual user conference!

View the full event overview at [ibm.com/au/forum2012](http://ibm.com/au/forum2012)

# Take advantage of much more – at Business Analytics Forum 2012

## Business Analytics Super Sessions:

Join IBM Certified Service Professionals for 2 hours of absolute focus on the technology that matters most to you. Attend one of the following Super Sessions:

- IBM Cognos TM1®
- IBM Cognos FSR
- IBM Technical Architecture
- IBM Cognos BI
- IBM SPSS
- IBM OpenPages

## Special Interest Groups:

Network with like-minded peers, learn from industry-specific case studies, share common challenges and discuss the hot topics in your industry.

## IBM Professional Certification Testing:

Don't miss this opportunity to validate your skills and demonstrate your proficiency in the latest IBM software and solutions. Free IBM software certification exams will be available to registered attendees during Business Analytics Forum.

## Business Analytics Experience Workshops:

Join a 2 hour highly interactive workshop where you will play an executive role in a fictitious company. You will participate in a realistic business simulation of meeting aggressive revenue targets all while learning to use business analytics tools to make business decision-making easier.

For more details visit our [conference website](#).





## Destination Melbourne

Join us in cosmopolitan Melbourne at the state of the art Melbourne Convention & Exhibition Centre.

Stay on in Melbourne after Business Analytics Forum and be part of the excitement of the **Australian Grand Prix**. You'll hear the distinctive pitch of elite Formula One racing cars across the city when Albert Park is transformed into an international Formula One racing hub.

**NOTE:** We have secured some rooms at Crown Promenade at a corporate rate for Grand Prix weekend. However, availability is limited. If you wish to extend your stay please book extra nights when you register online.

## REGISTER NOW

Register early and save up to \$450

### Conference Registration Fees

<b>Advanced Early Bird Fee:</b>	<b>AUD\$1,500* per person (save \$450)</b> Ends December 20
<b>Early-Bird Fee:</b>	<b>AUD\$1,600* per person (save \$350)</b> December 21 – January 25
<b>Standard Fee:</b>	<b>AUD\$1,850* per person (save \$100)</b>

Saving based on single, full priced rates.

\* To receive these rates, **PMSquare** customers must enter code **PMSQ** when registering as a full conference attendee.

### Full Conference Pass Includes:

- 2 nights accommodation and breakfast at Crown Promenade or Crown Metropole Hotel
- Access to all keynotes, breakout sessions and networking events at IBM Business Analytics Forum 2012
- Access to the EXPO
- Access to evening events on Tuesday & Wednesday night
- Food and beverages at all scheduled events, including morning/afternoon tea and lunch
- Online access to available conference materials including session presentations

Visit the [conference website](#) to register today.



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