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## Agenda at a glance

May 24-27, 2004 JW Marriott Desert Springs Resort, Palm Desert, CA

**Please note that this agenda reflects our May 2004 conference.**

- ↓ Monday, May 24
- ↓ Tuesday, May 25
- ↓ Wednesday, May 26
- ↓ Thursday, May 27

### Monday, May 24, 2004

- 12:00pm - 5:00pm      **Pre-Conference Golf Outing**
- 1:15pm - 5:00pm      **Industry Pipelines and Technology Workshops**
- 1:15pm - 1:45pm      **Industry Pipeline**  
Ann Sun, Senior Manager, Mobility and Wireless, Cisco Systems
- 1:50pm - 2:20pm      **Industry Pipeline: HP Ruggedized Solutions**  
Richard Stone, Wireless & Mobility Solutions Manager, Hewlett-Packard Company
- 2:25pm - 2:55pm      **Industry Pipeline**  
Karl Danz, Director of Product Management, Enterprise Solutions, Nokia
- 3:00pm - 3:30pm      **Industry Pipeline: Transforming Your Business Through Wireless Mobility**  
Gary Brown, Manager of Worldwide Mobile Programs, Intel Corporation

"... information and contacts gathered ... play into the decision we make on our future products and strategy ..."

Tom Dillon, Manager, Mobile & Wireless, Hilton Hotels

"... brings IT leaders together -- from both the vendor and user community -- for an exchange that leads to the introduction of new and better technologies ..."

Ken Newman, Director and Information Risk Manager, Deutsche Bank

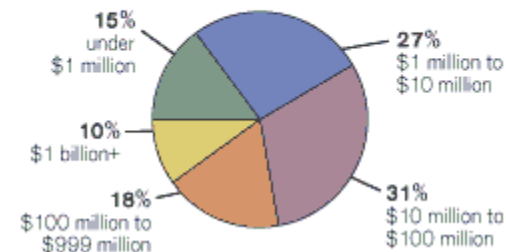
"... enables me to to understand what's going on and what will go on in the future ..."

Ken Venner, CIO, Broadcom

#### Audience Profile

\$235 Million

is the average company IT budget of 214\* IT end-user attendees



Source: Registrant supplied data from MWW, May 2003

- 3:30pm - 5:00pm **Technology Workshop: Wireless Managed Services - Deployment Challenges and Advantages**  
Omar Javaid, Senior Director, Business Development, QUALCOMM Enterprise Services, QUALCOMM
- 3:30pm - 5:00pm **Technology Workshop: Wireless Convergence in the Enterprise**  
Scott Ruck, Business Development Manager, Proxim Corporation;  
Stephen Durney, Solutions Director, Avaya; Chris White, Director of Sales, Motorola
- 7:00pm - 9:00pm **Welcome Reception**



Mobile & Wireless World for 2004  
 May 24 -27, 2004  
 JW Marriott Desert Springs Resort  
 Palm Desert, California

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## Tuesday, May 25, 2004

- 7:00am - 8:00am **Buffet Breakfast**
- 8:00am - 8:15am **Welcome and Opening Remarks**  
Ron Milton, Executive Vice President, Computerworld
- 8:15am - 9:00am **Opening Keynote Presentation**  
Dan Gillmor, Business and Technology Columnist, San Jose Mercury News
- 9:00am - 9:30am **End User Case Study: FedEx Delivering Mobile Technology**  
Ken Pasley, Vice President, FedEx Internet Technology Corporation, and Director, FedEx IT Services
- 9:30am - 10:00am **Best Practices in "Mobile & Wireless" Awards Ceremony**  
Bob Carrigan, CEO and Publisher, Computerworld, and Leo Leger, Vice President, Strategic Initiatives, Computerworld, with comments from Marty Menard, Director, Productivity, Collaboration and Flexible Services, Information Technology, Intel Corporation and Ann Sun, Senior Manager, Mobility and Wireless, Cisco Systems
- 10:00am - 10:15am **Break**
- 10:15am - 10:45am **End User Case Study: Wireless Location Technology Delivers Strong ROI for NYK Logistics**  
Rick Pople, Vice President of Operations, NYK Logistics
- 10:45am - 11:15am **Industry Leader Presentation: Securing The Insecure and Managing The Unmanageable while Mobilizing The Immobile**  
Richard Stone, Wireless & Mobility Solutions Manager, Hewlett-Packard Company
- 11:15am - Noon **Panel: End Users Discuss Their Top Challenges**

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## COMPUTERWORLD MOBILE/WIRELESS NEWS

- [Bluetooth group downplays security risks](#) 05/11/04
- [AirDefense sniffs out Bank of America Bluetooth-based ID system](#) 05/11/04
- [Security Policy a Paper Tiger](#) 05/10/04
- [A Road Warrior's Inventory](#) 05/10/04
- [HP, Sun Launch RFID Test Centers](#) 05/10/04
- [Security threats raise concerns about Bluetooth](#) 05/10/04
- [Sidebar: Cisco Rivals Ready WLAN Responses](#) 05/10/04
- [Cisco Adds Support for WLANs to Its Switches](#) 05/10/04

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Panel Moderator: **Carl Zetie**, Vice President, Forrester Research  
 Panelists: **Tom Dillon**, Senior Manager, Hilton Hotels; **Rick Pople**,  
 Vice President of Operations, NYK Logistics; **Bruce Winters**, CPA,  
 CISA, Global Risk Management Solutions, PricewaterhouseCoopers

- Noon - 1:30pm **Luncheon**
- 1:30pm - 2:00pm **End User Case Study: Mobilizing the Workforce in Cisco**  
**Colin Seward**, IT Manager, EMEA, and Leader, Mobile Centre of Excellence, Cisco Systems
- 2:00pm - 2:30pm **Analyst Update: Aligning Mobile IT with Business Process (and Vice Versa)**  
**Carl Zetie**, Vice President, Forrester Research
- 2:30pm - 3:00pm **Industry Leader Presentation: The Workplace Hits the Road: Intel IT Assesses Wireless Productivity**  
**Marty Menard**, Director, Productivity, Collaboration and Flexible Services, Information Technology, Intel Corporation
- 3:00pm - 3:15pm **Break**
- 3:15pm - 3:45pm **Industry Leader Presentation: CDMA Wireless Technology in the Enterprise: Overview and Case Studies**  
**Jan Dehesh**, Vice President, Enterprise Market Development, QUALCOMM Incorporated
- 3:45pm - 4:15pm **End User Case Study: Wireless Initiatives in the Travel Industry by Travel Incorporated**  
**Linwood Hayes**, Senior Vice President and Chief Technology Officer, Travel, Inc.
- 4:15pm - 4:45pm **End User Case Study: Effectively Bridging Wireless Technology to Field Service**  
**Ralph Nichols**, Service Program Manager, Pitney Bowes
- 4:45pm - 5:15pm **End User Case Study: Wireless Knowledge Management Strategies - Delivering Value to Mobile Professionals**  
**Justin Hectus**, Director of Information, Keesal, Young and Logan
- 5:30pm - 8:30pm **Solutions Showcase & Expo with Buffet Dinner**

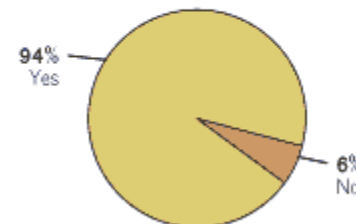
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**Wednesday, May 26, 2004**

- 7:00am - 8:00am **Buffet Breakfast**
- 8:00am - 8:15am **Opening Remarks**

Audience Profile

**94%** plan to return for the 2004 event



Source: Registrant supplied data from MWW, May 2003

**WIRELESS PRESS RELEASES**

- [Syndicated Tech Journalist Dan Gillmor And It Executives From FedEx And Verizon Wireless To Address It Management At Computerworld's 2nd Annual Mobile and Wireless World Conference 02/06/04](#)
- [Computerworld's 2nd Annual Mobile and Wireless World Conference Announces Formal Call for Presentations 12/09/03](#)
- [Mobile and Wireless World Calls On IT End-Users For 'Best Practices' Awards Program 08/04/03](#)
- [IDG's Computerworld Unveils Agenda of Executive-Delivered, User Presentations at Mobile and Wireless World 03/20/03](#)
- [Bush Administration Advisor on Communications Policy, General Motors CTO to Keynote Mobile and Wireless World 2003 02/12/03](#)
- [More Computerworld press releases](#)

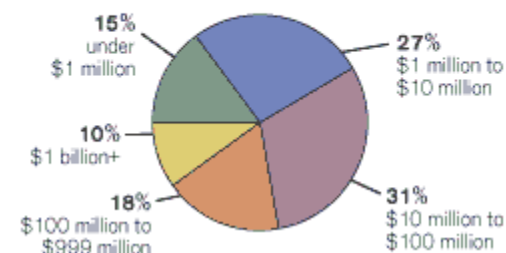
- Ron Milton**, Executive Vice President, Computerworld

8:15am - 9:00am **Opening Keynote End User Presentation: Wireless Data - Full Speed Ahead**  
**Roger Gurnani**, Vice President and Chief Information Officer, Verizon Wireless
- 9:00am - 9:30am **End User Case Study: Wireless Hotspot Use In Railroad Intermodal Facilities**  
**Fred Gratke**, Assistant Vice President, Telecommunications, Burlington Northern Santa Fe Railway
- 9:30am - 10:00am **Industry Leader Presentation**  
**Karl Danz**, Director of Product Management, Enterprise Solutions, Nokia
- 10:00am - 10:15am **Break**
- 10:15am - 10:45am **End User Case Study: Pfizer Broadband: The World's Largest Corporate Deployment**  
**Jay Stallard**, Senior Manager, Business Technology & Information Science, Pfizer, Inc.
- 10:45am - 11:15am **End User Case Study: Why Wireless?...Why Not! Fidelity Anywhere Case Study**  
**Joseph Ferrra**, Chief Wireless Officer, Fidelity Investments
- 11:15am - 12:15pm **Town Hall Meeting and Technology Insights Panel**  
**Panel Moderator:** **Richard Dean**, Program Director, Wireless Infrastructure and Application Services, IDC  
**Panelists:** **Scott Richards**, VP of Product Management, Senforce Technologies; **Marty Menard**, Director, Productivity, Collaboration and Flexible Services, Information Technology, Intel Corporation; **Joseph Ferrra**, Chief Wireless Officer, Fidelity Investments; **Ojas Rege**, Senior Director, Mobile Solutions, iAnywhere Solutions, a Sybase Company; **Richard Stone**, Wireless & Mobility Solutions Manager, Hewlett-Packard Company; **Karl Danz**, Director of Product Management, Enterprise Solutions, Nokia
- 12:15pm - 1:30pm **Solutions Showcase & Expo with Buffet Lunch**
- 1:45pm - 2:15pm **End User Case Study: Mobility Drives Physician Satisfaction**  
**Dave Garrett**, Vice President and Chief Information Officer, Baptist Health Care
- 2:15pm - 2:45pm **What Mobility Means for the Enterprise**  
**Dan Taylor**, Managing Director, Mobile Enterprise Alliance (MEA)



Audience Profile

**\$235 Million**  
 is the average company IT budget  
 of 214\* IT end-user attendees



Source: Registrant supplied data from MWW, May 2003

- 2:45pm - 3:15pm **End User Case Study: Making Mobile Enterprise a Reality**  
**Marina Levinson**, Vice President and Chief Information Officer,  
palmOne, Inc.
- 3:15pm - 3:30pm **Break**
- 3:30pm - 4:00pm **End User Case Study: Wireless WAN Implementation for The Enterprise**  
**Gary Bullock**, Network Solutions Project Manager, Allstate Insurance Company
- 4:00pm - 4:30pm **End User Case Study: Building and Zoning Inspections: Wireless, Tablets, and Voice in the Field**  
**Jay Brummett**, Chief Technology Officer, MIS Division, Ogden City Corporation
- 4:30pm - 4:45pm **Closing Remarks**  
**Ron Milton**, Executive Vice President, Computerworld
- 5:30pm - 7:30pm **Gala Evening: Dinner and Entertainment**

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## Thursday, May 27, 2004

- 7:30am - 8:30am **Buffet Breakfast**
- 8:30am - 11:45am **Analyst and Technology Workshop Tracks**
- 8:30am - 9:15am **Analyst Track: Understanding the Mismatch Between Wireless Network Services and Business Application Requirements**  
**John Stehman**, Principal Analyst, Robert Frances Group
- 9:15am - 10:00am **Analyst Track: Mobile Computing in Healthcare is Gaining Momentum**  
**Gregg Malkary**, Managing Director, Spyglass Consulting Group
- 10:00am - 10:15am **Break**
- 10:15am - 11:00am **Analyst Track: The Converging Wireless Ecosystem and the Influential Role of the Professional Services Organization**  
**Richard Dean**, Program Director, Wireless Infrastructure and Application Services, IDC
- 11:00am - 11:45am **Analyst Track: Harnessing Mobility for the SMB Market: Who Stands to Win?**  
**Cliff Raskind**, Director, Wireless Enterprise Strategies, Strategy

Analytics

- 8:30am - 10:00am **Technology Workshop Track: Introduction to Project Scheduling**  
**John Stenbeck**, President, Pareto Principals
- 10:00am - 10:15am **Break**
- 10:15am - 11:45am **Technology Workshop Track: Using Tablet PCs in Your Enterprise: How to Make the Transition**  
**Dan Coffman**, Senior Product Manager, ViewSonic Corp.
- 11:45am **Conference Concludes**

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