

ATTENDEE INFORMATION
INFORMATION OVERLOAD AWARENESS DAY
INAUGURAL EVENT
www.InformationOverloadDay.com
August 12 via the World Wide Web

[Information Overload Awareness Day](http://www.InformationOverloadDay.com) is a new workplace observance that calls attention to the problem of Information Overload and how it impacts both individuals and organizations.

Information Overload describes an excess of information that results in the loss of ability to make decisions, process information, and prioritize tasks. Organizations of all shapes and sizes have already been significantly impacted by information overload, a problem that costs the U.S. economy \$900 billion per year in lower productivity and throttled innovation according to research from Basex.

An online event has been set for August 12 to commemorate the day. It features a variety of speakers that will address the key issues and challenges associated with lessening the occurrence of Information Overload.

- The presentations and discussions will focus on critical cultural, organizational, business and IT topics.
- Emphasis will be placed on key business issues and drivers
- Senior executives from global companies will present and discuss their ideas, successes, failures, and strategies.
- Pertinent issues will be analyzed
- Tactical and strategic recommendations will be provided.

You and your colleagues will learn:

- What are the smartest managers doing today to combat Information Overload?
- What does the problem of Information Overload cost companies?
- What are possible solutions?

Best of all, because the event is online, you and your colleagues can attend from virtually anywhere.



WEB www.basex.com

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You'll be in good company...

Past attendees include:

Company	Title
American Airlines	Managing Director
Aventis	Head of Global eLearning
Bowne & Co.	Chief Knowledge Officer
Bristol-Myers Squibb	Director, Knowledge Management
Edelman	VP, Global Knowledge Manager
Ericsson	Chief Knowledge Officer
Gap International	CIO
Girl Scouts of America	CTO
Grace Performance Chemicals	Director of Innovation
IBM Corporation	VP, Worldwide Intranet Strategy & Programs
International Trade Administration	Deputy CIO
JPMorgan Chase	Vice President, IT
KPMG	Director, Global KM
Lufthansa Airlines	VP for the Americas
Marsh & McLennan Companies	Chief Information Officer
Marsh, Inc.	Managing Director, KM
Mott's N.A.	VP, Knowledge Management
Northrop Grumman	Director, IT Strategy
NYC Economic Development Corp.	Vice President
NYU School of Medicine	Director, IT
Pfizer Inc	Sr. Mgr. Business Technology
PricewaterhouseCoopers	Managing Director, Global KM
Prudential	VP, eCommerce
Reuters	Senior Product Manager
SAIC	Director
SchlumbergerSema	Chief Knowledge Officer
Siemens	Senior Vice President
Sony Electronics	Vice President
Unisys	Director, Technology Planning
United States Navy, 3 rd Fleet	Science Advisor
Xerox	Senior VP



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What People Are Saying...

"The quality of the speakers, presentations and audience participants lived up to your usual high standards."

– Vice President, Prudential

"I was very impressed by the caliber of the people you attracted".

– CEO, Infostreet

"As always, the range of expertise of your speakers was impressive, providing both an interesting long-range perspective and practical day-to-day business tips."

- Sr. VP, InterContinental Hotels Group

The Information Overload Awareness Day Inaugural Event

[August 12, 2009, on the Web starting at 11 a.m. EDT/3 p.m. GMT/8 a.m. PDT](#)

Speakers include:

- Max Christoff, Managing Director, Morgan Stanley
- Maggie Jackson, author, *Distracted*
- Col. Peter Marksteiner, CIO, United States Air Force
- Anne-Katrin Neyer, Assistant Professor, School of Business and Economics, University of Erlangen-Nürnberg
- Brigitte Ricou-Bellan, Sr. VP, Dow Jones
- Christina Randle, CEO, The Effective Edge
- Paul Silverman, CEO, Integra
- Mike Song, author, *Hamster Revolution*
- Edward Stern, Senior Program Analyst, OSHA
- Jonathan B. Spira, CEO and Chief Analyst, Basex
- Nathan Zeldes, President, Information Overload Research Group



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Become a Designated Site for Information Overload Awareness Day

Be part of the solution to Information Overload: enroll your organization as a Designated Site for Information Overload Awareness Day.

Your enrollment covers all locations worldwide for a small participation fee.

It includes unlimited attendees from within your organization, an internal site license for the report **Information Overload: We Have Met the Enemy and He Is Us**, and an internal site license for our forthcoming handbook, **Managing Information Overload**. Your organization's name will be included on all event collateral.

To enroll as a Designated Site Sponsor, click [here](#).

You can [enroll online](#) or contact [Jeff Kaufman](#), +1 212 725-7600 ext. 125 for further information.



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