

CIO Launches Enterprise CIO Forum for Global IT Executives

The Enterprise CIO Forum Opens in the US, UK, Germany, China, and Japan

FRAMINGHAM, MA – March 10, 2011—[CIO](#) and the CIO Executive Council have launched a new online global forum, the [Enterprise CIO Forum](#) (ECF) www.enterprisecioforum.com, which is exclusively focused on the topic of CIOs driving transformation at both business and government enterprises. This Forum is a unique setting for CIOs to learn from and make connections with their global peers. The ECF is designed by CIOs committed to helping define and discuss ways to succeed in enterprise transformation. Additionally, the ECF extends its web presence through a variety of established social networks – providing connection points where CIOs are most active in peer-to-peer exchanges.

The ECF is exclusively sponsored by HP.

CIO Leaders in the Forum

The ECF is a multi-lingual forum in [US English](#), [German](#), [Chinese](#), and [Japanese](#). ECF agenda and leadership content are shaped by the [ECF Council](#), a group of global CIOs from The Clorox Company, Campbell Soup Company, General Dynamics Information Technology, SUPERVALU, Deloitte/Germany, UnionPay (China), Eisai, and Japan Tobacco. Most are members of the [CIO Executive Council](#), a global peer advisory group formed by *CIO* magazine in 2004, as well as international partners.

Each local language ECF has its own dedicated full-time manager who focuses on community management and content development for each market. In the US English language Forum, noted technology journalist John Dodge is the community manager. Featured material includes special CIO-focused research studies and briefs; independent industry analyst commentaries; CIO Executive Council [CEO Agenda video interviews](#); interactive benchmark tools; guest bloggers; white papers; articles and blog posts (ECF staff and user generated); content curated from within and outside the ECF; and [ECF Council leadership videos](#), articles and outlook/trending briefs. Currently available is a video interview with ECF Council member Spain “Woody” Hall, VP IT Strategy and CIO, General Dynamics Information Technology, [who talks about major changes coming to IT over the next several years](#).

IT Executive Resource on the Web and Social Networks

The focus on CIOs driving enterprise transformation is supported by five categories: [Application Modernization](#), [Converged Infrastructure](#), [Enterprise Security](#), [Information Optimization](#), and [IT Delivery](#). Access to premium content and community engagement requires a brief registration.

A key element of the ECF is its global social presence and social web integration within key networks and communities where CIOs congregate. This will be accomplished through sub-groups on [LinkedIn](#), [Twitter](#), and [Facebook](#). In addition, content from the ECF will be threaded in select social network groups such as the [CIO LinkedIn Forum](#) and through independent influential blogger networks. According to Charles Lee, senior vice president, IDG Strategic Programs and Custom Solutions Group, “Our goal is to make the ECF a truly pervasive and highly accessible platform for CIOs to engage and connect with their like-minded peers globally and locally through a variety of social network outlets and social media connections to reach executives wherever they go for information and interaction.”

CIOs will learn about the ECF through a global promotion campaign including [IDG's Amplify](#) social advertising, online display media, and promotions across [cio.com](#), [computerworld.com](#) and [IDG Tech Network](#), and in print advertorials in *CIO* magazine.

Research helped shape the ECF format, mission, and content. *CIO* magazine's annual State of the CIO research identified the key transformation role CIOs must play in their organizations. A survey by [IDG Connect](#) showed the preferred information sources for IT buyers who are focused on issues that impact an enterprise such as risk, security for applications and content, and modernizing infrastructure and processes.

According to Lee, “The Enterprise CIO Forum is a terrific example of a peer-to-peer program that combines publisher content with HP's thought-leadership to become 'a go to resource' for IT executives in the midst of transformation.”

About CIO

CIO produces award-winning content and community resources for information technology executives and leaders thriving and prospering in this fast-paced era of business, as well as creates opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes [CIO.com](#), *CIO* magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with

analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including the American Society of Business Publication Editor's Top B-to-B Magazine since 2000 and two Grand Neals from the Jesse H. Neal National Business Journalism Awards. *CIO* websites and printed publications appear in more than 25 countries, including Australia, Canada, Finland, India and Sweden. CIO Executive Programs—a series of face-to-face conferences including the CIO 100 Awards & Symposium™—provide educational and networking opportunities for pre-qualified corporate and government leaders. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company. Company information is available at www.idgenterprise.com.

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