



**Post-Event Report:
THE EUROPEAN IT BANKING FORUM 2006
Milan, November 23-24, 2006**

The challenges of globalization: technology as a strategic lever to achieve efficiency and competitiveness in a European financial services market

Claudia Corradi

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SPONSORS

IDC's 11th European IT Banking Forum 2006 was organized in collaboration with the 24 market players listed below, which are among the leading companies in the Italian ICT market; the number of event sponsors has increased 20% compared with last year.

Platinum Sponsors



Gold Sponsor



Silver Sponsors



Exhibitors



With the contribution of



The conference was also sponsored by



Why Did You Decide to Sponsor the European IT Banking Forum 2006? Key Sponsors Explain Their Decisions

"As usual, the European IT Banking Forum represents an excellent occasion to get in touch with authoritative representatives of institutions and organizations operating in the financial services industry and to discuss their business requirements. For some time, Adobe's technological offering has been directed to the needs banking institutions have in terms of efficiency, competitiveness, and security ... IDC's event is therefore a congenial frame in which to present these innovative tools to banks, especially today, when banks keep on expanding the scope of their activities in order to strengthen their relationship with customers through a wider range of quality products and services, and to increase their business through diversified low-cost sales channels and approaches."

Giuseppe Verrini, Managing Director, Southern Europe, Mediterranean, Middle East, and Africa, Adobe Systems

"We have decided to sponsor the European IT Banking Forum 2006 because it is an important event for an industry in which CSC is a global leader and offers a wide range of integrated services and application solutions which satisfy the needs expressed by customers in terms of innovation. In particular ... we can support banking institutions in the transformation process of their information systems — a change which has become a necessity because of several reasons: the need to comply with EU regulations, new business opportunities offered by the market, and the rapid evolution of technology. We are therefore taking part in the European IT Banking Forum 2006 to present specific solutions in the SEPA as well as in the credit management and document management areas developed by CSC with the aim of concretely supporting banking institutions which face internal organizational and process changes ..."

Daniele Melato, Financial Services Business Executive, CSC Italia

"EMC considers its participation in the European IT Banking Forum 2006 as an important occasion to meet, exchange views, and collaborate with customers operating in the banking industry, a sector which has always been an important point of reference for EMC. Our products and solutions are important elements for the IT infrastructures implemented in this sector; moreover, in a period such as the present one, in which fast changes and the need to clearly outline possible development strategies drive decisions in the IT area, I hope I can contribute to the discussion on this topic. The forum is an important occasion also because of the presence of numerous and qualified representatives of the industry players we constantly deal with ..."

Roberto Sortino, Regional Technology Officer, EMC Italia

"We at Microsoft believe that the most important asset of an organization is people. And that software should help people work better and satisfy customers' requirements more effectively ... Therefore, Microsoft's participation in the European IT Banking Forum 2006 becomes a way to spread this vision, which is in turn adapted to the specific requirements of this industry and translates into an ad hoc special offering for the financial services market ...where technologies are a fundamental tool that helps the people who work in banks provide customers with banking products and services that are innovative, customized, and available through different channels. The capability of involving customers in various channels, of responding to the different needs of customers in a timely fashion, of providing exhaustive and punctual information, of employing professional and skilled staff supported by adequate work tools, of offering a wide range of services, plays a fundamental role for banks operating in the current market situation, not to mention the level of transparency, privacy, and security only technology can ensure."

Simonetta Moreschini, Finance Market Director, Microsoft Italia

"RA Computer takes part in the European IT Banking Forum 2006 in order to contribute to the analysis of the issues to be faced and of the opportunities of development in a European context which is undergoing great changes driven by the introduction of the Single Euro Payments Area ... The main aim of RA Computer and SIA is to develop and market integrated technological solutions specially designed to meet the requirements of commercial banks, central banks, and clearing houses, which are now called to redesign their business model from a SEPA perspective. For the SIA Group, and for RA Computer in particular, this event therefore represents an opportunity to look at Europe adopting a clear strategic approach that enables us to meet the needs of the financial services sector through infrastructural and application solutions."

Cristina Astore, Managing Director, RA Computer and Payment Systems Director, SIA

"Symantec is glad to be one of the sponsors of a prestigious event such as the European IT Banking Forum 2006, and thus to confirm its commitment to support banking institutions and insurance companies when they set up sensitive processes to protect the data they store and process. Banks and insurance companies manage a wealth of invaluable confidential information which is at the same time essential for their respective business; for this reason, it is important that these organizations are adequately protected against attacks, especially as today the latter are mainly directed against customers' privacy. It is therefore essential that these institutions implement ad hoc solutions; that — in addition to the deployment of specific products ensuring data protection and availability — they are supported by consultants and experts who can carry out careful risk analyses and advise them on the technologies needed to protect and ensure full-time availability of

the data assets. Symantec can meet this requirement thanks to a team of experts who provide consulting services and support on an ongoing basis with the help of a full range of security and data management technologies."

Marco Riboli, Country Manager, Symantec Italia and EMEA Director, Finance Vertical

"The financial services industry is greatly expanding and communication technologies play a fundamental role as they lay the foundations of global success. IP-based communication is increasingly recognized as a factor of strategic importance to achieve business efficiency, to improve the positioning of banks vis-à-vis their competitors and to facilitate closer relationships with customers. Verizon Business collaborates with many of the major financial institutions with global operations. The European IT Banking Forum 2006 gives us the possibility of explaining how we help these institutions achieve their business goals and migrate to IP environments. Companies should establish a relationship based on close collaboration with their telecom services providers, so as to make sure that the latter provide an adequate level of security, coverage, and technical expertise ..."

Massimo Peselli, Country Leader, Verizon Business Italia

"At the moment, the evolution of IT systems in Italian banks is mainly focused on the integration of the different application 'silos,' including branch applications. From this point of view, SOA architectures represent the — potentially — most successful solution for organizations that aim at better aligning business management with IT, by creating, managing and organizing services within composite applications and business processes ... Oracle helps organizations find technological solutions that enable them to be more competitive, and greatly relies on SOA architectures to enable its customers to respond more quickly to market changes. The European IT Banking Forum 2006 offers financial institutions a great opportunity to find adequate tools to face the challenge of competitiveness; this is why Oracle has taken part in this event for some years, acknowledging its valuable role."

Andrea Morena, Integration & SOA Solutions Leader, Oracle Italia

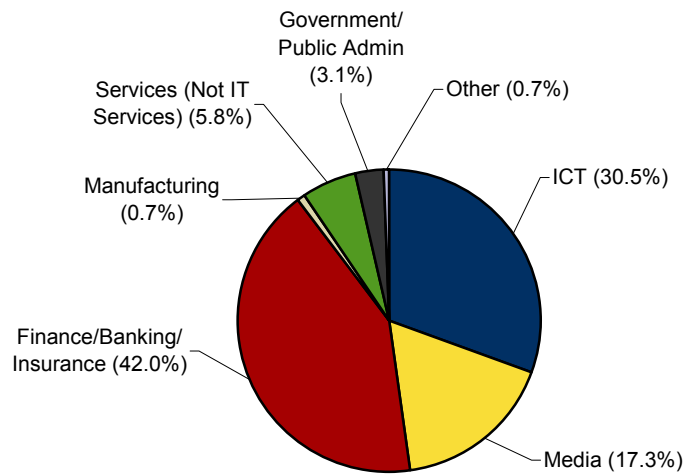
PARTICIPANTS

The European IT Banking Forum 2006 was an extremely successful event, with over 350 participants, including high-ranking representatives of several major banking institutions and insurance companies.

Figure 1 shows a breakdown of the industries represented by the registered delegates and highlights that the percentage of subscribed end users was significant:

FIGURE 1

Industries Represented by the Registered Delegates

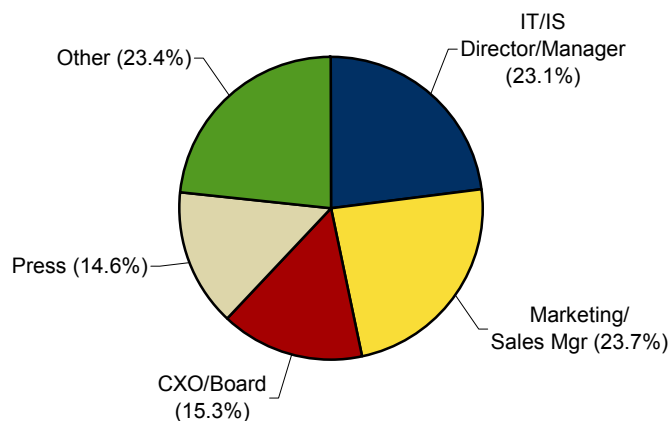


Source: IDC, 2006

Figure 2 illustrates the registered delegates' job profile and title:

FIGURE 2

Registered Delegates' Job Title

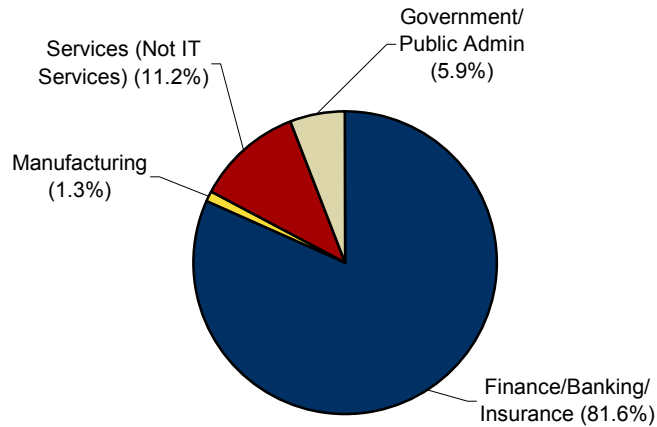


Source: IDC, 2006

Figure 3 shows a breakdown of the industries represented by the registered end users and highlights that a high percentage of representatives of the finance/banking/insurance sectors subscribed to the event:

FIGURE 3

Industries Represented by the End Users Registered at the Conference

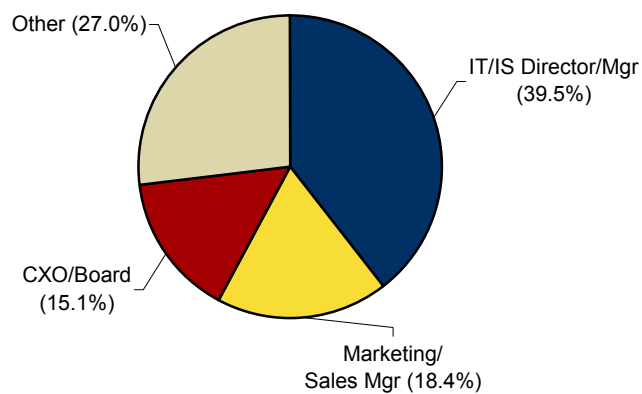


Source: IDC, 2006

Figure 4 illustrates in detail the job titles of the end users registered at the forum and clearly shows that IDC reached its planned high-end target:

FIGURE 4

Job Title of the Registered End Users



Source: IDC, 2006

The success of the European IT Banking Forum 2006 has been further confirmed by the results of the general evaluation forms filled in by the participants during the event: the average score reported was 3.7 on a scale of 1 to 5.

The following comments were made by participants of the event:

- ☒ *"Very interesting"*
- ☒ *"Good"*
- ☒ *"A high-level information content"*
- ☒ *"The contents provided by IDC were extremely interesting and very advanced"*
- ☒ *"Contents provided by the sponsors: relevant and noticeable"*
- ☒ *"Networking opportunities with the other participants: very good and extremely useful"*
- ☒ *"Excellent conference venue"*
- ☒ *"High-quality catering"*
- ☒ *"Advanced technical features"*
- ☒ *"IDC's staff was extremely welcoming as well as professional and efficient during the entire event"*

The following list is a sample of the companies that took part in the event:

TABLE 1

A sample of the companies that took part in the Event

ABAXBANK — NETWORK SECURITY MANAGER; **ABI LAB** — PRESIDENT; **EMBASSY OF ISRAEL** — TRADE OFFICER; **EMBASSY OF NORWAY** — BUSINESS DEVELOPMENT; **AUSED** — TREASURER GENERAL SECRETARY; **BANCA APULIA** — ADVISOR; **BANCA DELLE MARCHE** — CENTRAL DIRECTOR, ORGANIZATION & INFORMATION SYSTEMS DIVISION; **BANCA D'ITALIA (Bank of Italy)** — JOINT DIRECTOR, DATA PROCESSING & IS SERVICE; **BANCA FIDEURAM** — HEAD OF INTERNET BANKING CENTRAL OFFICE; **BANCA GENERALI** — EXECUTIVE CONSULTANT; **BANCA IMI** — IT AUDITOR; **BANCA INTESA** — HEAD OF ITALIAN & FOREIGN BANKS DIVISION; **BANCA MONTE DEI PASCHI DI SIENA** — TLC PROVISIONING STAFF; **BANCA POPOLARE DI MILANO** — INFORMATION COMMUNICATION TECHNOLOGY MANAGER; **BANCA POPOLARE DI SONDRIO** — BRANCH MANAGER; **BANCA POPOLARE ITALIANA** — VICE-GENERAL MANAGER; **BANCA SAN PAOLO IMI** — SECURITY — RELATIONS WITH GOVERNMENT AGENCIES AND TRADE ASSOCIATIONS; **BPI BANCA POPOLARE ITALIANA** — HEAD OF RISK MANAGEMENT AND CONTROL ORGANIZATION; **BPU BANCA** — HEAD OF TECHNOLOGY DEVELOPMENT AND SERVICE PROVISIONING; **CARD IDEA** — HEAD OF ITALIAN BRANCH; **CASSA DI RISPARMIO DI RAVENNA** — MIDDLE MANAGER; **CIM ITALIA** — TECHNICAL MANAGER; **CITIGROUP** — MANAGING DIRECTOR, EUROPEAN CLIENT MANAGEMENT INDUSTRY HEAD PUBLIC; **COMMERZBANK** — HEAD OF CORPORATE BANKING AND STRUCTURED FINANCE; **GENERAL CONSULATE OF NEW ZEALAND** — INVESTMENT MANAGER ICT EUROPE; **OPERATIONAL CONSORTIUM OF GRUPPO MPS** — STAFF, BUSINESS PORTFOLIO AND CREDIT TRANSFERS OFFICE; **CREDITO EMILIANO** — IS MANAGER, APPLICATION AREA; **DEUTSCHE BANK** — HEAD OF IT AUDIT; **EURIZON VITA** — HEAD OF IT ARCHITECTURES; **FIDITALIA** — CIO; **FINDOMESTIC SPA** — CENTRAL DIRECTOR, IT AND LOGISTICS, RISK MANAGEMENT; **FINITAL** — MANAGING DIRECTOR; **GESI GRUPPO ALLIANZ** — SYSTEMS DEVELOPMENT MANAGER; **GROUPAMA** — CENTRAL DIRECTOR; **GRUPPO BANCHE POPOLARI UNITE** — CENTRAL DIRECTOR, INFORMATION & COMMUNICATION TECHNOLOGY; **GRUPPO MONTE DEI PASCHI DI SIENA** — HEAD OF FINANCE & RISK MANAGEMENT OFFICE; **IL SOLE 24 ORE** — PROJECT MANAGER, TECHNOLOGICAL AREA; **ING DIRECT** — IT MANAGER; **KEY CLIENT CARDS & SOLUTIONS** — ICT DIRECTOR; **LINEA** — HEAD OF INFORMATION SYSTEMS; **M&G FINANZIARIA INDUSTRIALE** — IS OPERATIONS MANAGER; **MEDIOBANCA** — FUNCTIONAL ANALYST; **MORGAN STANLEY** — IS MANAGER; **NEW COLLEGE CAPITAL** — CIO; **POLITECNICO DI MILANO** — ADVISOR; **REALE MUTUA ASSICURAZIONI** — IT MANAGER, BANKING PROCESSES; **REUTERS ITALIA** — HEAD OF PSG — ITALY, IBERIA & GREECE; **SANPAOLO IMI** — APPLICATION SOLUTION ARCHITECT; **SI HOLDING GRUPPO CARTASI** — CORPORATE DEVELOPMENT; **UBM** — UO COMPLIANCE; **UNICREDIT** — RISK MANAGER; **UNICREDITO ITALIANO** — ICT STRATEGY MANAGER; **"L. BOCCONI" UNIVERSITY** — RESEARCHER; **UNIVERSITY OF MILAN** — COLLABORATOR; **VOLKSWAGEN BANK GMBH** — ANALYST — APPLICATION TEAM; **ZOPA** — CO-FOUNDER & CTO

Source: IDC, 2006

Two different elements have contributed to the success of the European IT Banking Forum 2006 in terms of number and quality of registered and actual participants:

- ☒ Agenda
- ☒ Promotional campaign

Agenda

IDC's 11th **European IT Banking Forum**, which took place in **Milan** on **November 23 and 24, 2006**, confirmed its role as the leading event for banking institutions and insurance companies that intend to implement innovative technology solutions and speed up the alignment of business with IT. Senior IDC analysts, top managers representing leading ICT companies, CIOs of major banking institutions, and Italian and international experts in banking and financial services attended the event in order to analyze, with the support of ABI Lab, the evolution of technology specifically intended for the banking and insurance industry, also through the presentation of national and international "excellence" case studies. The event focused mainly on the role played by technology as a strategic lever to increase efficiency, innovation, growth, and customer satisfaction, and to successfully meet the challenges of the globalization process that is now under way in the European financial services market.

How are banking institutions and insurance companies evolving? What are the main challenges they face? How can technology support the evolution of the financial market? These are some of the issues discussed by industry experts during the forum.

The years when cost-cutting and efficiency recovery were the foundations of any industrial plan are over. In fact, the current scenario is characterized by a shift of emphasis on growth at a pan-European level and in the emerging countries to sustain profitability. In the short term, the priorities of the banking system will continue to be aggregation in the domestic market and cross-border consolidation, as both allow organizations to become large enough to compete in local and international markets. From a technological viewpoint, this strategy can be optimized through IT investments aiming at creating regional hubs and at standardizing processes on the basis of a single European platform.

"Banks must be competitive in all areas: costs, efficiency, customer retention, acquisition of new market shares, and product and process innovation," said **Ezio Viola**, group vice president and general manager, IDC Southern Europe and VM & Insights Business Units. "ICT technologies are the tool that enables banks to meet these improvement challenges, which characterize an increasingly integrated and global context. Portfolio strategies tailored to the specific requirements of different customer segments are needed, and this in turn requires more flexible product factories and segmented multichannel distribution processes. Systems should be redesigned on the basis of an industrial logic to focus mainly on the productivity of processes and transactions. In addition, banks need more global and competitive sourcing models both for technologies and processes."

Information technology is the second major area of investment for banks; moreover, the banking sector is the industry that invests the most in technology, and in Italy it is the largest industry in terms of absolute value. As to IT spending, although mergers — considered a strategic factor — and the consequent need to integrate heterogeneous systems will drive technology investments over the next few years, in 2007 budgets will mainly focus on tactical priorities, which are related to long-debated topics — i.e. the security of IT systems, with special emphasis on Web applications as IT systems are moving from centralized to distributed environments, and themes such as national and European regulations, measurement and monitoring of productivity and of the payment system.

The conference begun with **Ezio Viola's** contribution. "The Italian banking industry is characterized by an increasingly global and cross-border scenario," he said. "These merger processes will significantly influence technological choices over the next few years. The current consolidation trend highlights the increasing need to integrate heterogeneous IT environments, but technology alone is not enough to achieve this goal. The industry needs a cultural change enabling banking institutions to overcome the current branch-centric approach and favoring the evolution of the systems that support peripheral offices."

The latter concept was further stressed by **Giovanni Boccolini**, head of Italian and Foreign Banks Division, Banca Intesa, who maintained that a certain degree of sensitivity should be developed in order to achieve a proper balance between the level of autonomy of the individual banks and the control maintained by the holding company over core areas.

Bob Giffords, an independent banking and technology analyst, made an important contribution to the discussion as he outlined the current European banking situation, stressing that it is going through a period of great discontinuity and change. According to Giffords, local and cross-border globalization calls not only for better regulations but also for discipline, control, and agility; that is, for better governance and development of intelligent processes.

According to **Norbert Walter**, chief economist, Deutsche Bank Group and head of Deutsche Bank Research, the road to success starts from a careful analysis of the economic system. European growth seems slow when compared to growth in the United States; therefore, when engaging in the current consolidation phase, we should look at what happens outside, beyond the borders of our continent, while at the same time playing an active role in the regulatory process and ensuring extensive risk management.

On day 1, the forum agenda featured a panel discussion; panelists included **Giuseppe Apicella Guerra**, vice general director, Banca Popolare Italiana, and the following CIOs of some of the major Italian banking groups: **Giovanni Damiani**, ICT manager, Banca Popolare di Milano; **Corrado Faletti**, central director, Organization & Information Systems Division, Banca delle Marche; and **Gianfranco Lorusso**, central director, Information & Communication Technology, Gruppo Banche Popolari Unite. The panelists discussed the strategic choices that should be made in the IT area in order to face the new business challenges in the best way.

Day 2 began with a speech by **Domenico Santececca**, central director, Market Services Division, ABI, and president of ABI Lab, who said the banking system is the major IT "spender," with investments focusing both on business development and on the improvement of internal processes. According to Santececca, in a period of great changes associated with the phenomenon of integration at a European level, we should focus on the unification of payment systems, which is ABI's main priority.

During the forum, the potential threats to the current banking system were also analyzed; the main focus was on the threats originating from the emergence of destructive business models that are based on the development of a Web-based consumer credit market with interest rates determined by an auction mechanism. The event ended with a question by **Tim Parlett**, co-founder and CTO, Zopa, who asked, "Are people better than banks?" Parlett illustrated an alternative method of banking on a one-to-one basis hinging on direct interaction between the two parties (lenders and borrowers), without intermediation by a bank. As co-founder of Zopa, the first peer-to-peer exchange system, Parlett underlined that the prerequisite for this alternative banking model was the change in customers' behavior. Technology has now become a mass commodity, people live in an interconnected global village characterized by the ubiquitous presence of the Internet and by users who play an active part in the production, distribution, and exchange process.

New technologies were also widely discussed, with a special focus on the phenomenon of IT-TLC convergence, which can improve internal and external interaction and cooperation, and on dynamic banking and Web services, which enable not only an integration of information systems but also the creation of business value.

Several case studies were also discussed during the two-day event, including Bit Systems (Gruppo Borsa Italiana), BPU, Cedacri/Credem, CedacriNet, Cim Italia — Centrale Interbancaria Monetica, Fiditalia, Morgan Stanley, SecServizi, and Telecom Italia.

As last year with Accenture, a **VIP lunch** was organized for one of the sponsors (BT Italia) during this year's event. Before the conference, the sponsor drew up a shortlist of prospects it intended to meet; IDC followed it up and the 15 prospects who accepted the invitation joined the top managers of BT Italia along with Ezio Viola for a special lunch during the event.

The final agenda of the conference can be downloaded from http://www.idc.com/italy/events/banking06/banking06_agenda.jsp.

Promotional Campaign

An Innovative Advertising Campaign

Thanks to the **innovative image** and the **innovative slogan** that were used for the advertising campaign for the European IT Banking Forum 2006, the event was easily recognized by potential participants. This created greater awareness of the event and contributed to its success.

Direct Marketing

From the beginning of September until the event, forum announcements were sent by fax and email (around 40,000 contacts) to the IT managers of organizations operating in the following sectors:

- Banking and financial institutions
- Insurance companies
- Consulting companies
- Retailers
- Service providers
- Solution providers
- Technology vendors
- Media and industry-specific publications

The event agenda was mailed to a selection of addresses contained in the databases provided by the sponsors.

To complement the above initiatives, IDC carried out a follow-up campaign focusing on selected names taken from its own database starting in October 2006.

Promotional Campaigns of the Sponsors, Associations Supporting the Event, and ABI Lab

The sponsors of the forum provided fundamental support for the promotion of the event through specific campaigns directed at their own customers. Moreover, IDC, for the first time in the history of the event, created a partnership with three associations (ANIPA, focused on ICT for the public administration, Assointernet and AUSED, focused on ICT in general), which helped increase the visibility of the event on the Internet through newsletters to their members and advertisements of the event on their respective Web sites, enabling the event to reach a new target audience which would have been difficult to identify otherwise. This year, the promotional campaign for the forum was also supported by ABI Lab, which advertised the event among its members.

Internet

Starting from September 2006, exhaustive information on the event as well as the downloadable pdf file of the brochure and the links to the sites of the sponsors and the partners, which in turn put on their home page a banner of the forum with a link to the conference Web page, were made available on the following Internet site: www.idc.com/italy/events/banking06/banking06.jsp. In addition, after the event, the speakers' presentations were published on IDC's Web site and made available exclusively to the event's participants.

Special Sections Dedicated to Events

The forum was also advertised in the "events" sections published, both in print and online, by major Italian newspapers and magazines.

Media Partners

The European IT Banking Forum 2006 was advertised with the support of 21 media partners (a 75% increase compared to last year):



The media partners advertised the conference through integrated, multimedia promotional initiatives in traditional newspapers and magazines, newsletters, Web sites, and TV channels, and offered sponsors the opportunity, on an exclusive basis, to buy advertising space at favorable rates.

The event's media partners included the press agency Ansa tlc; the ICT portals Apogonline and Nomadvillage; general ICT magazines (such as Corriere delle Comunicazioni, Data Business, Sistemi di Telecomunicazioni, and Week.it); specialized ICT magazines focused on the financial services and banking industry (such as Assicurazioni, BancaFinanza, Bancamatica, Banking Italia, and Finance Business Review Italy) and on the public administration (such as e-Gov and LABItalia); business papers (e.g., Bloomberg Borsa&Finanza, Bloomberg Finanza&mercati, and Monthly Vision); PMI Magazine, the magazine for SMEs; and the integrated multimedia technological format Interrupt Format TV.

The media partners contributed advertisements, mentions of the event in newsletters, and articles published in the following newspapers and magazines:

TABLE 2

Mentions of the Event

	ADS	MENTIONS IN NEWSLETTERS	EDITORIALS AND ARTICLES
BUSINESS NEWSPAPERS AND MAGAZINES			
Bloomberg Borsa&Finanza	Issue of Nov 11		
Bloomberg Finanza&Mercati	Issue of Nov 16		
Monthly Vision	Issue of Oct 11		
GENERAL IT PRESS			
PMI Magazine	October issue	X	
Corriere delle Comunicazioni	Issue no. 33 of Nov 6		Issue no. 34 of Nov 20
Sistemi di Telecomunicazioni	October issue		
Week.it	Issue no. 33 of Nov 7	Issue of Nov 14	
Data Business	November issue no. 18	X	
SPECIALIZED IT PRESS			
Finance Business Review Italy	September issue	X	
Banking Italia	X	X	On the Web site
Bancamatica	October issue		October issue
LABItalia	October issue	X	October issue
e-Gov	October issue	X	October issue
Assicurazioni	October issue		
BancaFinanza	October issue		
IT PORTALS			
Apogonline		X	On the Web site
NomadVillage		X	On the Web site
MULTIMEDIA CHANNELS			
Interrupt Format TV			On the Web site and on TV
PRESS AGENCIES			
ANSA TLC			On the Web site

Source: IDC, 2006

Advertising banners were set up on the Web sites of the following media partners:

- ☒ **ANSA tlc** (<http://www.ansa.it/tlc>)
- ☒ **Apogeeonline** (<http://www.apogeeonline.com>)
- ☒ **Assoimprese** (<http://www.assoimprese.it>)
- ☒ **Computer Business Review Italy** (<http://www.cbritaly.it>)
- ☒ **Banking Italia** (<http://www.bankingitalia.com>)
- ☒ **Bloomberg Borsa&Finanza** (<http://www.borsaefinanza.it>)
- ☒ **Bloomberg Finanza&Mercati** (<http://www.finanzaemercati.it>)
- ☒ **BluInvest.com** (<http://www.bluinvest.it>)
- ☒ **Corriere delle Comunicazioni** (<http://www.corrierecomunicazioni.it>)
- ☒ **Sistemi di Telecomunicazioni** (<http://www.sistemiditlc.it>)
- ☒ **EPC Periodici** (<http://www.insic.it/eventi.asp>)
- ☒ **LABItalia** (<http://www.labitaliaonline.it>)
- ☒ **Maggioli Editore** (<http://www.maggioli.it> and <http://www.euro-pa.it>)
- ☒ **Interrupt Format TV** (<http://www.interrupt.it>)
- ☒ **Week.it** (<http://www.weekit.it>)
- ☒ **NomadVillage** (<http://www.nomad-village.it>)
- ☒ **Data Business** (<http://www.vnunet.it/databusiness>)

PRESS RELATIONS ACTIVITIES

Goals of the Communication Activity

Burson-Marsteller, IDC's public relations agency, handled press promotion in collaboration with IDC and the PR managers of the event sponsors.

The activity carried out by our PR agency over the two months prior to the forum and during and after the conference was aimed at leveraging the main themes of the event as well as the speakers, and at getting across the key messages to the business press, general ICT magazines, and specialized ICT press to ensure the best possible press coverage.

The PR initiatives were planned on the basis of three macro objectives:

1. Positioning the conference as the point of reference for any analysis of the evolution of the technology supporting the banking industry and insurance companies.
2. Giving visibility to the themes discussed by sponsors, speakers, and IDC analysts in a specialized, business-oriented context, and further supporting the statements made by the partners, the keynote speakers, and IDC's experts in reference to the themes; in particular, providing sponsors with proactive communications support in order to maximize their visibility as partners of the event.
3. Consolidating IDC's role as the leading organization specialized in providing surveys and analysis of the ICT market for the banking industry and insurance sector.

Results Achieved

Thanks to the support provided by Burson-Marsteller, the results reached during the forum were excellent, both in terms of the number and quality of the journalists who attended. Many journalists attended and the press group included representatives of digital satellite TV channels (such as Banca Intesa TV), business and financial magazines and newspapers (such as Circuits — MF/Milano Finanza, CorrierEconomia, and La Repubblica Affari&Finanza), general ICT press (such as CRN, Data Business, Linea EDP, Week.it, and Zerouno), and specialized magazines (such as AziendaBanca, Bancamatica and Banking Italia).

Before, during, and after the event the representatives of the major newspapers and magazines conducted 28 interviews (against the 26 interviews of 2005) with the sponsors and with representatives of the companies mentioned by the sponsors when illustrating case studies, with Ezio Viola and with the keynote speakers of the event. The quality and variety of journalists who attended the conference as well as the number of interviews conducted gave the event, the partners, and the keynote speakers wide press coverage and high visibility in the most prestigious newspapers and magazines.

One of the most important results is represented by the eight previews of the main forum topics that were published during the month prior to the event by leading general and specialized IT magazines and business papers; the previews were based on articles by **Simona Macellari**, EMEA Manager Research & Consulting, Financial Insights, an IDC company, and on interviews with Ezio Viola.
