Discover How to Profit from Digital Data Streams at this October’s APC Meeting

A program of SIM, the APC is an elite group of senior information management executives who commission the world’s leading scholars to answers their highest priority questions. It is the only program of its kind that combines the benefits of leading-edge practical research, global and strategic perspectives of peers across multiple industries, and an intimate network of trusted advisors. The APC’s next meeting takes place October 1-2 in Philadelphia.

APC members hail from top organizations such as Pfizer, UnitedHealth, Allstate, Moody's, Bristol-Myers Squibb, International Monetary Fund, NASA and BP. Members from a diverse mix of industries bring unique perspectives and practical solutions to the discussion, which greatly benefits all members.

“What I find valuable about the APC is camaraderie with peers in different industries,” explains member Robert V. Brown of Pfizer. “We’re all trying to solve the same problems and the ability for us to come together to listen to researchers, to discuss our issues across companies and to ultimately identify challenges that we can all solve together has been the biggest value I’ve seen with the APC.”

Three times per year, APC members meet in person to hear and discuss emerging trends and leading practices in leveraging IT for competitive advantage. The October meeting will focus on two main topics: gaining business value from business analytics and profiting from digital data streams, along with candid discussion on practical applications from APC members. Senior information management executives are invited to attend APC meetings as guests in order to experience first-hand the benefits of APC membership.

Other feature far-reaching and practical topics on the October meeting agenda include:

- Profiting from Digital Data Streams
- Gaining Business Value from Business Analytics, presented by MIT's Barb Wixom
- Employing the Human Cloud to Gain Talent and Resources
- Navigating IT-Related Legal Issues
- Leading Practices among APC Members

The benefits of APC membership extend far beyond the in person meetings, with members taking advantage of year-round sharing of best practices, mentoring exchanges of direct reports, and access to researchers for consultation.

For more details about APC or to learn about how to attend the October meeting as a guest, please contact:

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