

## The 35<sup>th</sup> Anniversary SIM IT Trends Study: 3 Big Reasons to Participate

Each and every SIM member will receive their personal invitation to the 35<sup>th</sup> Anniversary *IT Trends Study* the second week of April. [Last year's study](#) took in a record of nearly 600 responses from top IT leaders from almost 500 organizations, and gave us an in-depth look into the priorities, concerns, budgets, practices, employment, and other aspects of our rapidly-changing industry. This year we want to significantly increase the response rate and make SIM members *the* definitive voice of the industry.

### Why should you participate? Here are three big reasons:

**1. Individual prizes for completing the questionnaire:**

Respondents will be entered into drawings to win one of thirty-five (35) \$250 gift cards<sup>(1)</sup>.

**2. Get a personalized report to see how your responses compare:**

For the first time ever, this year's respondents will receive a personalized report detailing how your answers compare with the rest of the respondents. This is a unique opportunity to get a comparative benchmark for your organization.

**3. Represent your chapter *and* support STEM education:**

The SIM chapter with the largest percentage of members completing the survey will receive \$1000 for their scholarship fund. The second and third place chapters will receive \$500 and \$250 respectively<sup>(1)</sup>.

So keep an eye on your inbox for complete details about this year's SIM IT Trends Study and your unique personal link to the questionnaire. Let's make this the most representative and comprehensive look at the state of IT to date.

(1) All prizes provided thanks to the generous support of our IT Trends Study sponsors: IDC, Infogix, Manager Mechanics, NoMagic, Palladin Consulting, and Pariveda Solutions.