

**Association of Information Technology Professionals (AITP)
Dinner Meeting Events information**

Date and Time: March 8th, 2010, 5:30 Registration, Presentation at 6:30 and Dinner 7:45

Location: Lamirage Restaurant (On Algonquin Road just few blocks east of Route 53)
3224 Algonquin Road
Rolling Meadows, IL
847-222-1222

Event Type: Presentation and Dinner

Sponsor: Association of Information Technology Professionals AITP

Price: Members \$30, Nonmembers \$40, Students \$20, at the door add \$5

Topic/Theme: "Engineering the New Revenue - Opportunistic Innovation and Mobile Technology"

The world keeps advancing and the use of Mobile technology, which is a relatively new medium, requires a fresh approach and creative business models, but the goals are the same - to produce products of value to your users and generate revenue for your business.

Speaker: Alex Bratton

After founding 8 tech companies and advising many startups, Alex Bratton has gained unique insight into innovation in the mobile technology landscape. His presentation will share these lessons and focus on practical approaches, examples and processes for intentional innovation in the mobile application space, including how to recognize (and capitalize on) technology trends in a fast changing market.

Added Treat: Sharmi Madaboosi - During her presentation and at the end of Alex's presentation, Sharmi will share BP US PL's use of mobile technology to enhance maintenance work management and to generate operational efficiencies."

Second Speaker: Sharmi Madaboosi BP IT&S Manager - US Pipelines and Logistics

"Sharmi Madaboosi is with BP's IT&S (Information Technology & Services) organization. BP is one of the world's largest energy companies with (as of December 31st 2008) annual sales of approximately \$361 billion and approximately 92,000 employees. In her current role in BP IT&S, Sharmi is a member of the US Pipelines and Logistics (US PL) Business Leadership Team and provides leadership in creating business value for US PL through IT solutions.

How to register:

Please register using the meeting link on the www.aitpchicago.com web site before noon on the Friday before the event. We have to provide the restaurant with an estimate of the attendance. You may also use the web link over the weekend. For late registrations and cancellations on the day of the event, please call Paul Dittmann at 312-391-5822.