



Atlantic
tomorrowsoffice.com



**SPRING
PRODUCT EXPO**

THURSDAY 2011

FEATURING:

- Product Demos
- Solution Center
- Manufacturer Reps

EVENT AGENDA Product Expo Seminars 2011

Join over 1000 business leaders from the greater NYC area to learn how your organization can leverage technology and innovation to improve productivity and reduce expenses!

9:15 - 10:15

RECORDS MANAGEMENT SEMINAR:

Speaker: Phyllis Elin - Regulatory Compliance Officer - Atlantic, Tomorrow's Office

Are your firm's record keeping initiatives legally sufficient? Do you know what's inside your stored boxes? With the growing requirement for governance, compliance and eDiscovery, it might be time to consider deploying a Records Management system. This seminar will answer questions regarding compliant records management programs and the importance of developing Records Retention Schedules, Policy and Procedures, Disaster Recovery/Business Continuity Programs and ROI impact.

10:30 - 11:30

IT INFRASTRUCTURE OPTIMIZATION

Speaker: Scott Steele - Senior Vice President - NER DATA Corporation

Is your environment optimized? This seminar will present opportunities to improve ROI, lower TCO, and achieve your greening initiatives through proper IT Infrastructure optimization in the following areas; Cooling Efficiency & Heat Extraction, Power Distribution and Protection, Monitoring & Alerting, IT Asset Management, Cabinets & Enclosures, Solution Integration & Support.

11:45 - 12:45

THE RISE OF SOCIAL MEDIA IN BUSINESS

Speaker: Martin Perry - Chief Social Business Strategist - in2communications.com

Martin will discuss how and why traditional marketing and communication methodologies are quickly giving way to "Social Business". Social media has democratized influence, forever changing the way businesses communicate with customers and the way customers make buying decisions. Buyers today are armed with unprecedented access to information that is influencing their buying decisions well before they engage with a seller. This shift in the buy - sell equation is changing how sellers must influence the buying decisions in the future. You will gain practical insights on why companies must respond to this quickly evolving phenomenon.

1:30 - 2:30

Managed IT Services

Speaker: Bill McLaughlin - Chief Technology Officer - Atlantic, Tomorrow's Office

What is Managed IT Services? Do strategic Managed IT Services partnerships align with a company's growth strategy? You will hear first hand how the following companies have improved their operations by partnering with Atlantic's Managed IT Services.

- Christian Health Care Center
 - Kevin A. Stagg - Executive VP and CFO
 - Jennifer D'Angelo - Assistant VP Information Services
- Devils Arena Entertainment (NJ Devils)
 - Andre Mutovic - Director of IT

3:00 - 6:00



Brian Cashman - Keynote Speaker

Sr. Vice President and General Manager - New York Yankees

- 3 - 4pm Meet Brian Cashman!
- 4 - 5pm Keynote Address
- 5 - 6pm Q & A with Brian

**REGISTER NOW:
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LOCATION: SHERATON NEW YORK HOTEL & TOWERS
7TH AVENUE AND 53RD STREET, MANHATTAN
COST: FREE REGISTRATION!