

Date: February 22, 2012

Location: CME Group, One North End Avenue, New York

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(If you experience any problems registering for this event contact [Rebecca Lake](#))

3:30PM - 4:00PM **Registration & Networking**

Panel Session: Getting the Word Out - Change is a given - system upgrades, product introductions, changes in pricing or licensing policies --- all must be communicated effectively. These changes are mostly unavoidable; but how and when they are communicated add significantly to their impact. Communication that is poor or late creates additional work and headaches. We will discuss the processes and *Best Practices*

of communication and notification in our industry. The focus will be not so much on *what* is communicated as *how* it is communicated.

Moderator:

Nick Merritt, **FISD**, Director, Programs

Panelists:

Susan Mannix, **Thomson Reuters**, Senior Vice President

Jeff Kimsey, **NASDAQ OMX**, Associate Vice President

Bill Lee, **Morgan Stanley**, Vice President, Exchange Relations

The Real Time Technology Roundtable Four short (*each limited to 7 minutes*) sharp presentations articulating a key idea from the domain of real time market data technology. These individual items of thought leadership will be analysed by a peer review group who will fire questions at the presenters aimed at extracting yet more insight and clarity before we open up to the audience for general Q&A.

Presentations:

Sinan Baskan, **Sybase**, Vice President Global Financial Solutions,

Market Data is the ultimate BIG DATA

Henrique Hablitschek, **Equinix**, Subject Matter Expert - Financial Services

Can the submarine cable system cope?

Andrew Miller FIA, **Arcontech**, CEO

Regulatory & technological deluge - does The Cloud have a silver lining?

Varghese Thomas, **Savvis**, Global Head of Financial Services

Liquidity Fragmentation - Solutions for Accessing Market Data & Trading Connectivity.

Peer review panel:

Guillaume Goussault FIA, **Blackrock**, Market Data Relationship Management

Ed Flynn FIA, **The Flynnindex**, Independent Consultant

Emilio Mercado, **ICAP EBS**, Product Manager

MC:

David Anderson FIA, **FISD/Atradia**, Program Director

6:00PM - 7:30PM **Networking Reception**