IBM Cognos Forum Asia Pacific
Gold Coast, QLD, Australia
August 12-14, 2009
Trip Report

[your name here]
[your company name here]

What is IBM Cognos Forum Asia Pacific?
IBM Cognos Forum Asia Pacific is the annual conference for Cognos customers from the Asia Pacific region. It offered over 50 in-depth educational sessions covering deployment best practices, tips and techniques, and strategies for maximising the ROI from our current investments. The event was held on the Gold Coast, Queensland, August 12-14.

Why did I attend IBM Cognos Forum?
My primary objectives for attending Forum were:
- [to be completed]
- [to be completed]
- [to be completed]

What did I learn?
Below are details of the sessions that I attended during the conference and the key takeaways. In addition, I can share session presentations with any individuals or groups who are interested.

Pre-Conference

Special Interest Group: [if applicable]
Session Presenter Name:
Session Summary:
[summarise in your own words]

Major takeaways:
- [describe concepts that were presented; tips and techniques that were learned]

Action Items(s):
- [describe actions that you intend to pursue or application scenarios in your organisation]

Estimated Return on Investment (ROI):
[estimate cost savings and/or ROI by implementing the actions described above]

Thursday, August 13

General Session
Session Title: Optimising Your Solutions for Turbulent Times
Speaker Name:

Session Summary:
[summarise in your own words]

Major takeaways:
- [describe concepts that were presented; tips and techniques that were learned]

Action Items(s):
- [describe actions that you intend to pursue or application scenarios in your organisation]

Breakout Sessions:
[repeat this block for each session that you attended]
Session Title:
Session Presenter Name:
Session Summary:
[summarise in your own words]

Major takeaways:
- [describe concepts that were presented; tips and techniques that were learned]

Action Items(s):
- [describe actions that you intend to pursue or application scenarios in your organisation]

Estimated Return on Investment (ROI):
[estimate cost savings and/or ROI by implementing the actions described above]

Friday, August 16

General Session
Session Title:
Speaker Name:

Session Summary:
[summarise in your own words]

Major takeaways:
- [describe concepts that were presented; tips and techniques that were learned]

Action Items(s):
- [describe actions that you intend to pursue or application scenarios in your organisation]

Breakout Sessions:
[repeat this block for each session that you attended]
Session Title:
Session Presenter Name:
Session Summary:
[summarise in your own words]

Major takeaways:
- [describe concepts that were presented; tips and techniques that were learned]

Action Items(s):
- [describe actions that you intend to pursue or application scenarios in your organisation]

Estimated Return on Investment (ROI):
[estimate cost savings and/or ROI by implementing the actions described above]

Performance World

Solutions Zone
[repeat this block as needed]
Vendor/Partner Exhibits:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

[repeat this block as needed]
Demo Theaters:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

Hands-on Zone
[repeat this block as needed]
Product "test drives":
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

[repeat this block as needed]
E-Learning Lab:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

[repeat this block as needed]
Solutions Implementation Methodology Lab:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

Software Services Zone
[repeat this block as needed]
Customer Support Analysts:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

[repeat this block as needed]
Training and Consulting:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

[repeat this block as needed]
Solutions Implementation Methodology Lab:
[summarise in your own words]
Major takeaways:

- [describe concepts that were presented; tips and techniques that were learned]

Networking Contacts

[repeat this block as needed]
Person's Name:
Organisation Name:
Benefit of Contact:
[summarise in your own words]