

## **HP Software Forum 2005: It was a great Conference!**

By Abby Dogum, OVFI Conference Director

Over 2000 OpenView customers, partners, consultants, and HP employees convened to learn and share OpenView knowledge and prepare for the future of adaptive management at HP Software Forum 2005, held June 6-10 in Denver, Colorado.

A truly international event, attendees represented nearly 50 countries from around the globe, including some of the largest contingencies from Australia, Brazil, Canada, France, Germany, Russia, Spain and the United States.

The theme, Things change. Be ready, was clearly threaded throughout the conference by the keynote speakers, presenters, panelists and show floor displays. Highlights of the conference included: enlightening messages from HP executives, more than 190 information-packed breakout sessions, hands-on labs, in-depth training classes and a world-class show floor featuring information about OpenView and OpenView-related technology and services.

Attendance continued to grow from 2004, and the post-conference survey revealed extremely positive feedback. Results indicated that the great majority of attendees said they would attend next year conference or recommend the conference to a colleague sure sign that HP Software Forum is delivering what the OpenView community needs.

The opportunities for networking with peers and with HP's product teams, sales and management remained one of the great strengths of the annual conference. During sessions, breaks, meals, receptions, and social events everywhere you looked during the week people were exchanging ideas, sharing their experiences and enjoying the company of each another. The amount of business accomplished during these informal networking opportunities is a distinctive and priceless feature of HP Software Forum that keeps attendees returning year after year.

Another key element of HP Software Forum 2005 was the Technology Connections showcase, where attendees had many opportunities to receive information about the latest OpenView applications and partner integrations. Sixty one HP partner-exhibitors joined HP on the show floor, representing a forty two percent increase over last years conference. In addition to demonstrating their products and services, HP and partners always add an element of excitement and fun with giveaways and prize drawings which this year included iPods, computers, and even a car!

One of the most highly-anticipated events of the week was the off-site party at Invesco Field, home of the Denver Broncos football team. HP Software Forum attendees had full reign of the stadium. The club level featured numerous food stations, bars and game areas including pool, air hockey, arcade games and more. Denvers favorite rock band, Grammy nominee Opie Gone Bad," entertained attendees from sundown until the evenings end. Several hundred attendees could be found on the field at any given time, enjoying organized activities such as football punt pass and kick, soccer and bocce ball. The evening featured something for everyone!

We did hear from several attendees that there was simply not enough time for them to accomplish all they intended to achieve at the conference and that there were too many excellent simultaneous sessions to choose from. We will consider extending the program for the 2006 conference. In the meantime, attendees will receive a post-conference CD set with

audio-synched recordings of the presentations. This collection offers the perfect way to view any sessions you may have missed. The CD set will be mailed to all attendees by August 1, 2005. The high registration numbers and extremely positive feedback help validate the time and effort the staff and volunteers poured into this event. It is clear that HP Software Forum remains the best industry conference for the exchange of information among OpenView professionals.

I'd like to offer a special note of thanks to all of the staff, speakers and volunteers who gave their commitment and support to making the conference a success especially the program committee listed below. In addition, thanks to the conference sponsors, whose funding helped make this event possible. I look forward to continuing the success in 2006! OpenView Forum is currently in the process of securing space for the 2006 conference. We anticipate announcing the location by the end of August, 2005.

If you'd like to see more details on this year's event, visit <http://www.hpsoftwareforum.com/>. Our 2006 conference promises to be even more dynamic and compelling! See you there.

----- 2005 HP Software Forum Program Committee -----

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