



Cisco Networkers
2008

January 21-24 Barcelona, Spain



Ignite Innovation

Experience Cisco Networkers 2008

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Why Attend Cisco Networkers

A once-a-year opportunity for IT networking professionals to get [hands on technical training](#), [expand their professional network](#) and [enhance industry knowledge](#) through direct access to Cisco Experts and Executives.

- 150 unique [Sessions](#) on the latest networking technologies
- Full day [Techtorials](#) on a specific technology
- Hands-on complimentary [2 or 4 hour mentored Lab sessions](#)
- [Network](#) and discuss [technical challenges](#) one-to-one or in small groups
- Test your skills and accelerate your career with a [Cisco Career Certification Testing](#) exam
- Learn about industry innovation from Cisco and key Partners by visiting the [World of Solutions](#)

Expand Your Technical Knowledge

Expand your technical knowledge by choosing from over 150 unique sessions.

Cisco Networkers offers a range of sessions covering the below technologies:

- **Application Optimisation Technologies**
- **Data Centre**
- **Enterprise Campus and Wireless Networks Evolution**
- **IP and MPLS Infrastructure Evolution**
- **Management and Operations**
- **Mobility**
- **Security**
- **SP NGN Architectures and Technologies**
- **Unified Communications Technologies**

Expand Your Technical Knowledge

- **More than 150 Technical Sessions**

- Delivered by Senior Cisco Engineers, Cisco Technology leads and Cisco Partners
- Covering Security, Unified Communications, Core Technologies, Mobility, Datacenter and much more

- **21 Full-Day Techtorials**

- An in-depth session on a particular technology
- Includes design principles based on case studies and best practices

- **Cisco Career Certification Testing**

- Test your skills and accelerate your career with an exam onsite *

- **Complimentary 2 or 4 Hour Lab sessions**

- Hands-on experience with mentors available to answer your questions

- **Case Studies**

- Learn how other customers are deploying Cisco technologies and solutions
- Presented either by the customer, partner or Cisco account team

- **Technology Panels**

- Interactive sessions allowing the audience to discuss the hottest technology topics

- **Birds of a Feather**

- Moderated by Cisco Engineers
- Discuss technology topics, share information and ideas, and get answers to specific questions in a relaxed setting

- **Partner Sessions**

- Hear from Cisco Networkers 2008 Platinum Sponsors at this 1 hour session

- **NEW! Executive Insight Sessions**

- Cisco strategy direct from Cisco leadership

* Free Certification exams are limited to one exam per attendee and subject to availability

Extend Your Professional Network

■ World of Solutions

- A technology showcase featuring Cisco's latest innovations alongside a group of key partners highlighting their Cisco-based products and services

■ Design Clinics

- Situated in an informal area within the World of Solutions
- Troubleshoot your current technical challenges through whiteboard discussions with Cisco Technical Assistance Centre engineers
- No appointment necessary, just bring your issue or question with you to Barcelona

■ World of Solutions Welcome Reception

- Tuesday January 22
- Join us for drinks at the official launch of Cisco Networkers 2008



I saw much more stands from the Cisco Partners than Cisco... they were presenting some good solutions . (2007 delegate)

I only looked for the one I was interested in... so it was very valuable for me. (2007 delegate).

Extend Your Professional Network

■ Meet the Expert

- Meet Cisco experts through private, one-on-one meetings
- Select your topic of interest and preferred expert then arrange a specific time to meet during the event



■ Meet the Executive

- A unique opportunity to arrange a one-to-one meeting via your Account Manager from a selection of Cisco Senior Executives

The best part was the whole atmosphere... I haven't been disappointed at any point (Advisory Council).



Extend Your Professional Network

- **NetVet**
 - Enjoy several exclusive benefits as part of this select group of networking professionals - see website for further details
- **CCIE**
 - Special benefits will be provided for CCIE certified professionals – see website for further details
- **Customer Appreciation Party**
 - Wednesday January 23
 - An opportunity to relax and have fun at this must-attend evening event



Audience Profile

2007 Statistics

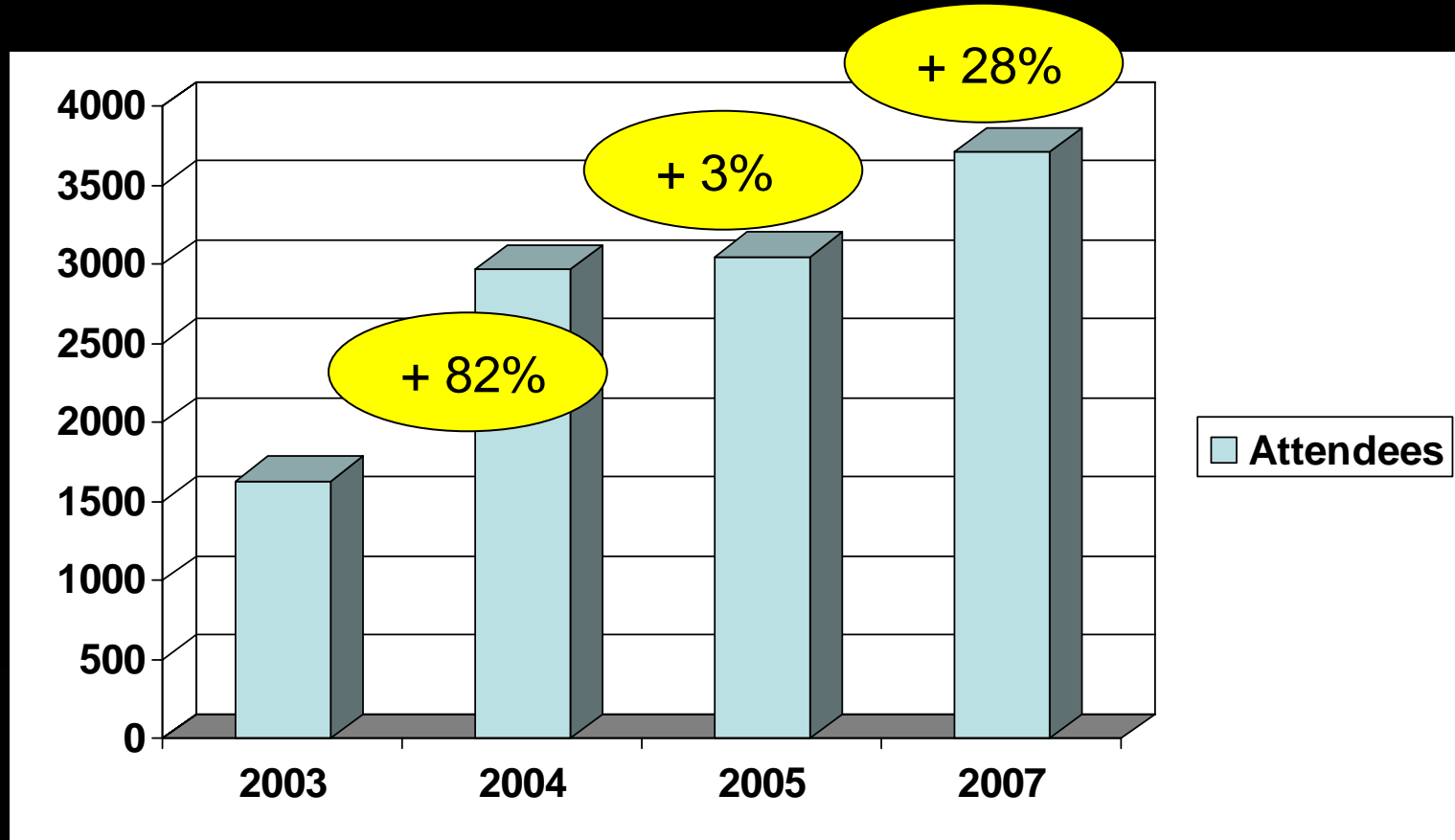
- Over 3500 delegates (28% increase from Cisco Networkers 2005)
- Representation from over 70 countries
- 52% of delegates were end users/customers
- 75% of delegates were technicians and/or decision makers in Telecommunications, Public Sector, Financial Services or IT

*I've been deeply impressed...
it was fantastic, there were
development people and
development technology and
they obviously know this better
than anyone else*

Networkers 2007 delegate



Attendance Growing Year on Year



Satisfaction Scores

Networkers: Overall Satisfaction Scores

	'04	'05	'07
Met overall objectives for attending	92%	97%	97%
Useful in making technology purchase decisions	94%	97%	98%
Likelihood to attend next year	90%	93%	92%

Satisfaction Scores

Networkers as a Valuable Experience

	'04	'05	'07
Deliver training on products and solutions	92%	97%	97%
Most advanced innovation technology architecture & solutions update	94%	97%	98%
Enable colleague & peer networking	90%	93%	92%



Barcelona & the CCIB

Innovative, value for money boutique hotels, a fantastic climate, superb food & drink and excellent shopping make Barcelona possibly THE leading conference destination in Europe

This year Cisco has chosen Barcelona's ultra modern CCIB as the venue to host Cisco Networkers 2008

The 4 year old CCIB is formed of two buildings, the remarkable Forum, with its 3200 seat auditorium and the Convention Centre with its superb exhibition hall



The CCIB – Everything under One Roof

CISCO

centre **ccib**
convencions
internacional
barcelona

2nd Floor.

- 211+212: 1260sqm
- Banquet Hall; 1650sqm

Mezzanine 2:

- 211-215. 5 rooms of 60sqm
- 216-221. 6 rooms of 34sqm

First Floor:

- 118-134. 16 rooms of 95 sqm or 6 rooms of 190sqm
- 111, 113, 114, 115 and 116 5 rooms of 420sqm.
- 112, 117. 2 rooms of 840sqm

Mezzanine 1.

- VIP room 270sqm

Ground floor.

- 11000sqm of expo space, divisible into 8 areas
- Entrance Hall of 3600sqm

Auditorium. 3068 seats

■ CONFERENCE ROOM
■ AUDITORIUM (3068 SEATS)
■ AUDITORIUM (1000 SEATS)
■ AUDITORIUM (500 SEATS)
■ STAGE (100 SQM)
■ AUDITORIUM (200 SEATS)

An Award-Winning Program

- Event Awards 2007
 - **Gold** for Best Conference
 - **Silver** for Most Effective IT Event



- A **forum for learning** about the latest Cisco technology, products and solutions
- An unparalleled **networking and relationship-building** opportunity

Registration Packages

Full Conference Pass

Early Bird	€1,495	till November 26
Regular	€1,795	November 26 - January 24
Education and Government Employees ¹ Early Bird	€1,095	till November 26
Education and Government Employees ¹ Regular	€1,455	November 26 - January 24
CCIE Delegate	€1,395	Full Duration
Cisco Powered Program Member	€1,495	Full Duration

Additional Training Opportunities

Techtorials	€525	Full Duration
Education and Government Employees ¹ Techtorials	€325	Full Duration

Registration Packages

Full Conference Pass includes:

- Main Conference Program (Tuesday – Thursday)
- Lunch (Tuesday-Thursday)
- Keynotes
- Executive Insight Session
- Technical Breakout Sessions
- Hands on Labs (2 or 4 Hours)
- Access to World of Solutions
- World of Solutions Welcome Reception (Tuesday)
- Customer Appreciation Event (Wednesday)
- One complimentary Cisco Career Certification exam
- Conference Welcome Pack

Cisco Networkers 2008 at a Glance

- Breakout Sessions
- Techtutorials
- Labs
- Birds of a Feather Sessions
- Technology Panels
- Case Studies
- Cisco Career Certification Testing
- Design Clinics
- Technology Demonstrations
- Keynotes
- Executive Insight Sessions
- Meet Cisco Expert & Executive
- Partner Sessions
- World of Solutions
- Welcome Reception
- Customer Appreciation Event
- Cisco Store & Press
- Innovation Awards
- Press & Analyst Event
- VIP Partner Day

For more information



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