The IDUG DB2 Tech Conference in Barcelona, Spain
13 – 18 October | The Gran Hotel Princesa Sofia | Barcelona, Spain

Celebrate 25 Years of IDUG DB2 and 30 Years of IBM DB2

For 25 years, IDUG has been the foremost independent, user-driven community, providing a direct channel to thousands of professional DB2 users across the globe. Celebrate IDUG's 25th Anniversary in Barcelona, Spain. Access IDUG's peer-reviewed technical program, featuring a notable mix of real-world DBAs, developers, programmers, IBM Gold Consultants, vendor representatives and influential IBM-ers who are recognized worldwide for their expertise. Register now.

Join Us, and Celebrate 25 Years of IDUG!

Event Highlights:

- Robust and Relevant Technical Program – Featuring key DB2 topics
- One Day Educational Seminars – In-depth training on DB2 topics
- Certification Exams – Complimentary IBM Exams and FREE preparation workshops for all attendees
- Registration to Fit Your Needs – Including special discounts for first-time attendees
- Wi-Fi – For all guests in meeting spaces and exhibit hall
- Easy-to-Navigate Space – Compact and excellent meeting space

DB2 **30**th ANNIVERSARY 1983-2013

IDUG Milestones

1988   1992   1995   1999   2007   2011   2013

Take Advantage of Complimentary Workshops, IBM Certification Exams and Preparation Courses

IDUG is pleased to offer complimentary workshops and Pre-Certification courses to our attendees. Announced workshops and preparation courses include:

- **Pre-Certification for DB2 10 for z/OS Fundamentals & DBA Certification Exam (Exam 610 & Exam 612), presented by Kurt Struyf, SuadaSoft**

  Sunday, 13 October

  This training is a preparation for candidates looking to take the certifications exams "DB2 10 Family Fundamentals Exam (610)" and "DB2 10 for z/OS Database Administration Exam (612)." The class has been designed to optimally benefit attendees as a lecture-only class, overviewing DB2 concepts that are important within the 610 & 612 exam objectives. Participants are expected to have basic knowledge of relational principles, and preferably have a good understanding of DB2.

- **Pre-Certification for DB2 10.1 for Linux, UNIX, and Windows Advanced Database Administration Certification Exam (Exam 614), presented by Guy Przytula, Infocura**

  Sunday, 13 October

  This training is designed to introduce attendees to the concepts a test candidate must know in order to take and pass the "DB2 UDB V10.1 for Linux, UNIX, and Windows Advanced Database Administration Certification Exam (614)." The material for this course is aligned with the 614 exam objectives. This session offers an intense, overall review of the areas on the certification exam and is a lecture-only class with no labs. Participants are expected to have fundamental knowledge of relational principles in addition to applied working knowledge of DB2 10.1 features.

- **Recommended Best Practices from Customer DB2 Health Check Studies, presented by John Campbell, IBM Corporation and Florence Dubois, IBM Corporation**

  Sunday, 13 October

  This workshop will introduce and discuss the major lessons to be learned from customer DB2 Health Check Studies carried out by DB2 for z/OS Development and recommend best practices in each area.

- **Data Warehousing with DB2 for z/OS: IBM DB2 Analytics Accelerator Deep Dive Workshop, presented by Patric Becker, IBM Corporation and Peter Bendel, IBM Corporation**

  Thursday, 17 October

  This architecture workshop from IBM helps attendees understand how this game-changing technology can be used in DB2 for z/OS Data Warehousing and BI environments.

- **DB2 10.5 for LUW Immersion Workshop – with New BLU Acceleration, presented by Danny Arnold, IBM Corporation**

  Thursday, 17 October

  This workshop helps extend participants technical skills to include the latest features and capabilities in DB2 10.5 for LUW with BLU Acceleration.

Take Advantage of Complimentary IBM Certification Exams

IDUG, in partnership with IBM, works to provide you with opportunities to get ahead.

Each attendee may select one exam for free and if you pass the first exam, you can take a second for free as well! Exams will be administered at the following times:
- Monday, 14 October: 11:30 - 16:30
- Tuesday, 15 October: 8:30 - 16:00
- Wednesday, 16 October: 8:30 - 17:30
- Thursday, 17 October: 8:30 - 12:30

DB2 Leaders at Two Expert Panels

Have a question you need answered about DB2? Ask an expert panel of IBM strategists, developers, consultants and independent DB2 users at the z/OS or LUW DB2 **Expert Panels**. By hosting two separate panels, the questions will not only be more focused, but we will effectively double the number of specific questions that can be asked.

The z/OS Expert Panel will consist of:
- Jeffery Berger, IBM Corporation
- Chris Crone, IBM Corporation
- Namik Hrle, IBM Corporation
- Frank Petersen, JN DATA
- Dan Luksetich, DanL Database Consulting

The LUW Expert Panel will consist of:
- Matt Huras, IBM Corporation
- Steve Rees, IBM Corporation
- David Kalmuk, IBM Corporation
- Ole Holmskov, HITCON
- Phil Nelson, ScotDB Ltd.

Milestones

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IDUG was founded.

Drive Your Development with Key Sessions

The diverse educational program at the 2013 IDUG DB2 Tech Conference in Barcelona offers everything from in-depth technical sessions to high-level industry updates that you need to stay on the bleeding edge and drive your career development. Customize your schedule by choosing a mix of sessions that best suit your needs to expand your knowledge base on the issues you need to know.

DB2 11 Sessions Featured at IDUG
IDUG has been working closely with IBM and we have a multitude of DB2 11 sessions planned. While the formal product announcement date has yet to be released from IBM, this is your chance to gain insight into the new product and get a head start with your DB2 Migration Plans.

Expand Your Skill Set with Technical Sessions
The IDUG DB2 Tech Conference provides technical content that impacts DB2 specialists at every experience level. These highlighted sessions are representative of the high-quality education you have to choose from:

DB2 11 for z/OS Technical Overview

John Campbell, IBM Corporation

An Inside Look at the Next Release of DB2 LUW

Matt Huras, IBM Corporation

Explaining Tuning Results to the C-level

Thomas Baumann, Swiss Mobiliar

Fun with SQL

Kurt Struyf, SuadaSoft; Daniel Luksetich, DanL Database Consulting

The Challenges and the Redesign of Big Data Mission Critical Application

Bryan Paulsen, John Deere

DB2 with BLU Acceleration - Live!

Matthias Nicola, IBM Corporation

Build Your Agenda Today
To explore the full session schedule, view the **Online Conference Agenda**.

First Time Attendees and IDUG Mentors
The IDUG Mentor program recognizes and helps loyal IDUG attendees, IBM Champions and RUG Leaders share their DB2 knowledge with first time attendees. If you fall into one of these categories, you are eligible to apply for a coupon worth **80% off the registration rate** for a first time attendee. First time attendees can take advantage of this offer by reaching out to a co-worker that falls into one of these categories. To apply, or for more information about the IDUG Mentor Program, visit the **IDUG Mentor Web page**.

Milestones

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1992

The first IDUG European Conference was held in Geneva, Switzerland. This indicates the trend of globalization of DB2 applications.

Keynotes

Keynote Presentation from Pete Cohen
Monday, 14 October, 9:00 – 10:30

Join us on Monday for a session full of energy and entertainment that will inspire and motivate you to take that step outside your comfort zone and achieve desired results. Let Pete's simple and effective techniques help you better understand yourself and make it easy for you to make the most of your working life.

Pete Cohen
Pete Cohen is a personal development trainer and GMTV's resident life coach. Pete's ability to help people through entertainment and fun techniques makes his work visual, easy to comprehend and exciting. In addition to his TV and commercial work, Pete has been highly respected in the world of sport for many years, and is the peak performance coach to numerous world-class sports people. Pete Cohen has also been recognised as a successful author of ten books that advise people on losing weight, beating habits and boosting self-esteem.

30 Years of DB2 – Past, Present and Future
Tuesday, 15 October, 8:30 – 10:00

The history of DB2 is the fundamental for the present and the launch base for the future. How did it all start? What were the main milestones in the history of DB2? What is the role of DB2 in our industry today? Where are we going? In this special keynote, three industry leading DB2 experts will share their experiences of 30 years of DB2, why DB2 is important today and what you have to do to prepare yourself to be part of the future of DB2.

Tim Vincent, IBM Fellow, VP and CTO in IM at IBM Corporation
Tim Vincent is an IBM Fellow and Vice President and the CTO for Information Management, and serves as the Chief Architect for DB2 on the distributed platforms. Currently, his primary focus is on helping drive the strategy of how Big Data becomes the next generation platform for analytical workloads.

Bonnie Baker, Bonnie Baker Corp.
Bonnie Baker is a consultant and educator specializing in applications performance issues on the DB2 for z/OS platform who has helped hundreds of customers tune their DB2 applications to achieve better performance. She is an IBM DB2 Gold Consultant, a five-time winner of the IDUG Overall Best Speaker award, an IBM Information Champion and a member of the IDUG Speakers' Hall of Fame.

Julian Stuhler, Triton
Julian is a Principal Consultant with Triton Consulting, and has more than 23 years relational database experience working in a number of clients in a variety of business sectors. Over time, he has gained a significant amount of practical knowledge in many aspects of the IBM Information Management portfolio.

Big Data: Old News or BIG Hype?
Thursday, 17 October

Big Data is hot, exciting AND it's NEW! But, is it really? Only recently, I was asked by a consultant if it was possible to extract "real-time-data" from a database running on a zEnterprise. The term Big Data (and new roles like Data Scientists) is used in almost every IT Newsletter or industry update these days in different shapes and forms. Our business managers have always looked for better insight in data because they know (and so do we) that our data often holds the key to success. What does the rise of Big Data mean for those managing the databases? Can we really help the business without bringing down our Enterprise Servers or without interfering with our on-line transactional systems? Maybe Big Data is just bigger data…

Marcel den Hartog, Senior Marketing Strategist, CA Technologies EMEA
Marcel joined CA in 1986 as a pre-sales consultant for both mainframe and distributed products. Before this, he worked as a programmer/systems analyst on VSE and MVS systems, starting with CICS DL1/IMS and later with DB2. He never lost touch with the technical aspects of IT and still has hands-on experience with many CA products. He was responsible for managing CA's pre-sales teams in The Netherlands, Belgium and South Africa for a number of years. Prior to his current role, Marcel worked as Principal Product Marketing mainframe for EMEA, responsible for the marketing and sales-enablement of CA's mainframe solutions.

Milestones

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1995

The inaugural IDUG Asia Pacific Conference was held in Sydney, Australia.

Connect with the People You Need to Know at the IDUG DB2 Tech Conference in Barcelona

Professional connections are invaluable to individuals working with DB2. Attendees have multiple opportunities to meet face-to-face with industry-leading vendors, colleagues, peers and industry experts to build professional connections and share their implementation stories, lessons learned and best practices.

IDUG Solutions Centre

Meet the top DB2 vendors, consulting firms and solutions providers at the IDUG Solutions Centre, an exhibit hall giving you access to dozens of vendors. Benefit from face-to-face conversations with the professionals who create and service the DB2 products you use every day.

Welcome Reception

Celebrate 25 years of IDUG and 30 years of IBM DB2 at a networking reception on Monday, designed to connect you with hundreds of your colleagues.

IDUG Solution Centre Hours

Monday, 14 October	
17:30 – 20:00	Welcome Reception
Tuesday, 15 October	
10:45 – 13:00	Lunch
17:30 – 20:00	Reception
Wednesday, 16 October	
10:45 – 14:00	Hall Open

Milestones

| 1988 | 1992 | 1995 | **1999** | 2007 | 2011 | 2013 |

At the 11th annual North American IDUG Conference, IBM announced a new version of DB2 Universal Database for UNIX, Linux, Windows NT and OS/2 with significant enhancements to help power the most demanding e-business applications.

Take Advantage of Flexible Registration Options to Fit Your Needs

Make the most of your time out of the office. Registration options for the IDUG DB2 Tech Conference are designed to ensure you receive the DB2 education that aligns with your professional development goals and your organizational commitments.

Ticket	Price
Early Registration Fee Purchased on or before Monday, 16 September	€1,645 + VAT
IDUG Mentor Program - for First Time Attendees With discount code provided by **IDUG Mentor**	€384 + VAT
Full Registration Fee Purchased after Monday, 16 September	€1,920 + VAT
Multiple Attendee Registration Register 3 attendees at full rate and 4th attendee qualifies for discounted rate of €730. Contact **awhitmer@idug.org** for your discount code.	€730 + VAT
One-Day Registration	€650 + VAT
Guest Registration (Includes access to the exhibit hall receptions but does not include lunch.)	€100 + VAT

Register Before 16 September for Maximum Savings

Plan ahead and take advantage of the early bird discount. By registering by 16 September, you save €275 off the full-conference rate. Secure your spot by **registering today**.

Educational One-Day Seminars

IDUG Educational Seminars are an opportunity to take a deep dive into specific aspects of DB2 with some of the most renowned speakers in our industry. You will not only have the opportunity to listen to these speakers but will have the opportunity to ask them specific questions as well.

Seminars are held on **Friday, 18 October and the full day experience** includes lunch as well as hard copies of the course materials. There is an additional registration fee for these seminars of **€495 + VAT**. For full registration attendees, the rate is reduced to **€450 + VAT**.

Educational Seminars include:

- DB2 for z/OS Memory Management Masterclass, **Julian Stuhler, Triton Consulting**
- DB2 z/OS High Performance Design and Tuning: Classic Techniques and DB2 10 Considerations, **Susan Lawson, YL&A**
- DB2 LUW Problem Determination and Troubleshooting Workshop, **Pavel Sustr, IBM Corporation and Samir Kapoor, IBM Corporation**
- Matching Indexes to SQL, **Bonnie Baker, Bonnie Baker Corp.**
- Advanced SQL Coding and Performance, **Dan Luksetich, DanL Database Consulting**
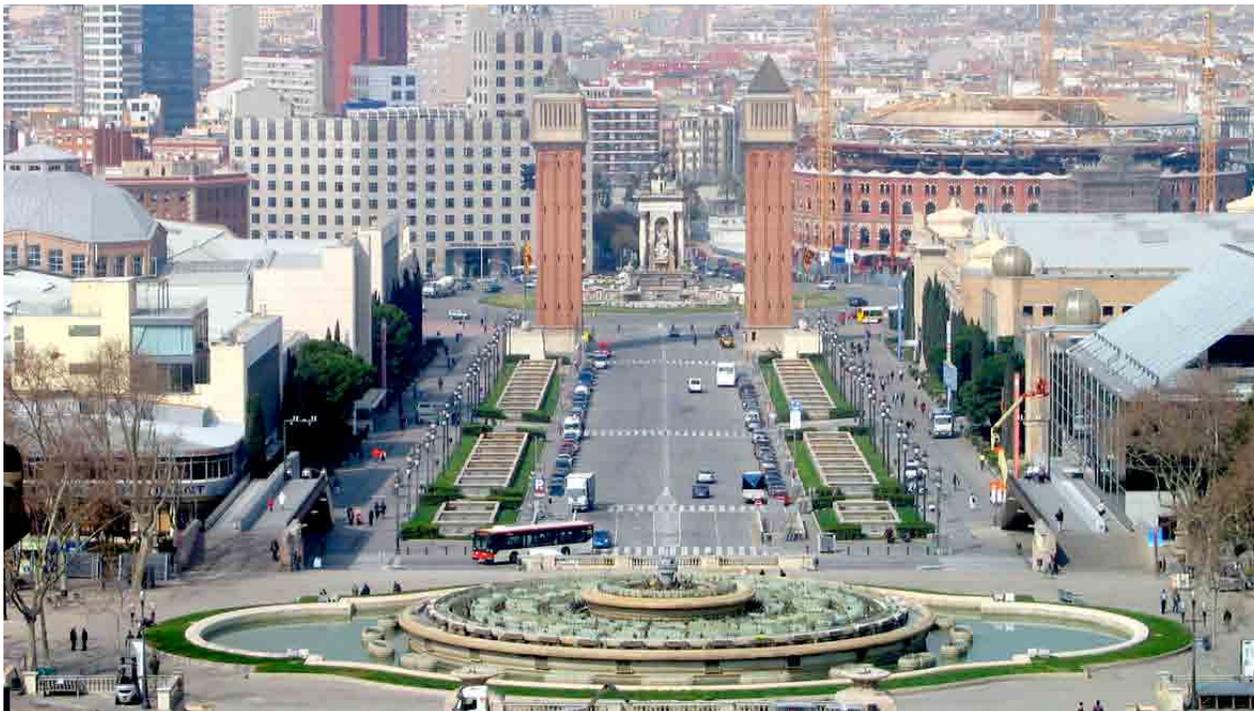
Milestones

1988   1992   1995   1999   **2007**   2011   2013

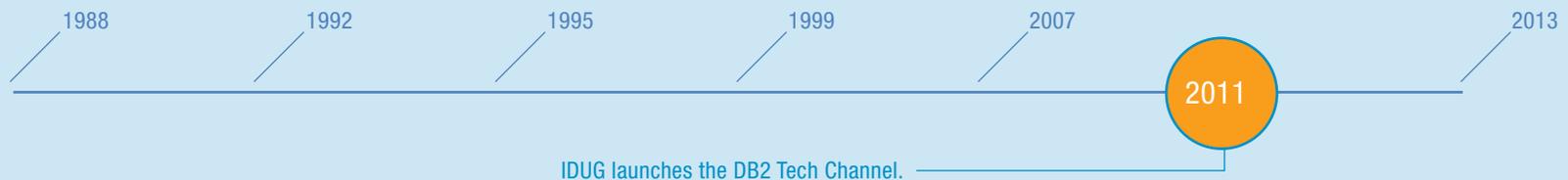The first IDUG India Forum was held in Bangalore, India.

Stay and Enjoy Barcelona!

Maximize your experience in Spain and minimize travel expenses by staying at IDUG's official conference hotel, the Gran Hotel Princesa Sofia, at the IDUG-reduced rate. Visit the **IDUG Official Housing page** today to reserve your room. Single room rates are €148 + 10% VAT and €2.25 city tax for a single inclusive of breakfast. The cost of a double room, inclusive of breakfast and VAT, is €162 + 10% VAT and €2.25 city tax.

Take advantage of all of Barcelona's attractions during your stay at the Gran Hotel Princesa Sofia. Located on Avenida Diagonal in Barcelona, the hotel offers the ideal location with easy access to the underground tram or bus. Enjoy a FC Barcelona football game at the nearby Camp Nou Football Stadium, just a two minute walk from the hotel.

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2011

IDUG launches the DB2 Tech Channel.

Celebrate 25 Years of IDUG and 30 Years of IBM DB2

2013 is IDUG's 25th Anniversary and IBM DB2's 30th Birthday. Celebrate with IDUG in Barcelona.

This year is going to be more than just a noteworthy milestone, but also a year of reinvention for IDUG as we celebrate our first 25 years and plan for the future of IDUG. Keep an eye out for highlights from and these upcoming 25th Anniversary activities from IDUG:

- Celebrate at IDUG events with birthday cake!
- Check out more IDUG milestones, highlights and memories on the official Web page at **www.idug.org/25years**.

IDUG
Leading the DB2 User Community since 1988

Celebrate 30 Years of IBM DB2

IBM kicked-off their 30th anniversary celebrations at the IDUG DB2 Tech Conference in Berlin in 2012. Follow the World of DB2 for z/OS on Facebook for the latest updates about events celebrating the history of DB2 for z/OS and DBAs that have made DB2 for z/OS what it is today. **Follow today**.

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IDUG celebrates its 25th Anniversary.