Bridging the Gap between Marketing and IT professionals

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Have you ever noticed that the marketing department and IT department seem to speak different languages? Would you like to receive the tools that can help your business roll out a successful software project from start to finish?

If so, than this executive briefing will provide tools for the technical and non-technical professionals to approach a project together in efficient manner avoiding software & project disasters. This session will not only provide you with the resources that you need to bring back to the office but we will provide you and your peers with a forum to ask questions and a platform to network. Our goal is to provide you with the knowledge to avoid common pitfalls in your software development.

Reasons to attend? Go to http://www.cfunited.com/bridging_gap.cfm