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FOR IMMEDIATE RELEASE

**David Allen and Eric Mack Present Best Practices Sessions on
Maximizing Personal Productivity at Lotusphere 2009**

LOTUSPHERE, ORLANDO, FL, January 15, 2009 – The David Allen Company (DAC) today announced that international best selling author, David Allen and eProductivity Specialist, Eric Mack, will present two sessions at Lotusphere 2009 on January 19 & 20.

Best Practices Session, BP304:

“IBM Lotus Notes and Me: Maximizing Personal Productivity with Lotus Notes” will take place at 5:00 PM on January 19, at the Swan Hotel (SW 7-10)

Lotus Notes is marketed as an "organizational" productivity tool, and that's often the way organizations deploy it – from the top down – not as a tool for "personal" productivity or knowledge management. As a consequence, many users see Notes as a "company" tool and not "their" tool. When tools become "personal," productivity increases and when personal productivity increases so does the productivity of the workgroup and the organization. This session will show both expert and novice Notes users how they can use Notes coupled with proven best practices to make them immediately more productive.

Birds of a feather session, BOF408: **“Getting Things Done with IBM Lotus Notes”** will take place at 7:00 AM on January 20, at the Swan Hotel (SW Mockingbird 1-2)

Abstract:

This session will explore ways to make using Lotus Notes more productive by making it “personal.” This interactive discussion will bring together expert and novice Lotus Notes users to share how they are using Notes for personal action and information management.

“Eric Mack's approach to personal knowledge management and David Allen's GTD® methodology are natural companions. Add in Lotus Notes, and you have a great combination that can help individuals be more productive,” said Ed Brill, director Lotus Notes, IBM Lotus. “David and Eric have been long-time advocates for Lotus Notes and I am looking forward to seeing this session at Lotusphere.”

David Allen will also be signing copies of his new book, "[Making It All Work](#)" in the Lotusphere product showcase, immediately following the Monday evening session.

Speaker Information:

About David Allen

David Allen is widely recognized as the world's leading expert on personal and organizational productivity. His twenty-five-year pioneering research and coaching to corporate managers and CEOs of some of America's most prestigious corporations and institutions has earned him Forbes' recognition as one of the top five executive coaches in the world and Business 2.0 magazine's inclusion in their list of the "50 Who Matter Now." Fast Company Magazine has also called David "one of the world's most influential thinkers" in the arena of personal productivity.

David is the international bestselling author of *Making It All Work: Winning at the Game of Work and the Business of Life*, *Getting Things Done: the Art of Stress-Free Productivity*, and *Ready for Anything: 52 Productivity Principles for Work and Life*. He is also the engineer of GTD, the popular Getting Things Done methodology that has shown millions how to transform a fast-paced, overwhelming, overcommitted life into one that is balanced, integrated, relaxed, and has more successful outcomes.

For additional information about David Allen and GTD, please visit www.DavidCo.com

About Eric Mack

Eric Mack is the founder and president of ICA.COM, Inc. (ICA), a professional consulting organization, based in California, USA. In 2007, Eric celebrated 25 years in business as a technologist, software developer, public speaker, and productivity consultant. He has provided expert consulting services to more than 350 corporate and government clients, most notably in the area of information, communication, and action management. An articulate speaker, Eric has also shared his technological insights with more than 10,000 people around the world through his eProductivity coaching and seminars. Eric has been a featured speaker at the Office 2.0 and KMWORLD conferences and was the keynote and featured presenter for the Beyond Planning Conference in Manila, Philippines.

Eric is also the creator of eProductivity™, a GTD® implementation solution for Lotus Notes that is both used and recommended by David Allen.

For additional information about Eric Mack or ICA, please visit www.ICA.com

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