

Creating Exceptional Experiences:

Reinventing the IBM Global Conference



Colleen Bisconti
Vice President
Global Conferences and Events
IBM



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Vice President
Account Management
George P. Johnson



Assess



What is the world **making** today?

IBM Security

IBM Big Data & Analytics

The Enterprise. Anywhere

audience made with

IBM Big Data & Analytics

The New World, by IBM















Think **BIG**
Deliver **BIG** **WIN BIG**

IBM

Information On Demand 2013

Information On Demand

EY Building a better working world

intel



IBM
IBM Power Systems
The Big Data on Power

IBM
IBM IT & Infrastructure Analytics

900
Management

1000

Information

IBM

Information On Demand





5,850 views | Mar 8, 2018, 09:00am

Five Data Trends That Will Transform Cloud And AI In 2018



Derek Schoettle Forbes Councils Member
Forbes Technology Council COUNCIL POST | Paid Program

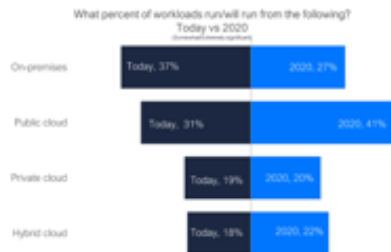
POST WRITTEN BY

Derek Schoettle

Chief Business Officer for IBM Cloud.



Where Will Workloads Run (Today versus 2020)



Forbes

Billionaires Innovation Leadership Money

34,868 views | Jan 7, 2018, 07:36pm

83% Of Enterprise Workloads Will Be In The Cloud By 2020



Louis Columbus Contributor

TWEET THIS

- Digitally transforming enterprises (63%) is the leading factor driving public cloud engagement or adoption today.
- 66% of IT professionals say security is their most significant concern adopting an enterprise cloud computing strategy.



DIGITAL TRANSFORMATION - CUSTOMER EXPERIENCE - INTERNET OF THINGS - INDUSTRY

Big data processing and the shift to cloud and machine learning initiatives

Companies continue to grow and the role of analytics has become critical, as enterprises are revisiting their big data processing strategies.

As organizations getting value from the big volumes (and types and sources) of data gains a challenge. Digital transformation requires different approaches. Computing, artificial intelligence and analytics are instrumental.

73 percent of businesses are now performing their big data processing in the cloud, up from 53 percent in 2015.

Deloitte Insights

Industries Topics Economics Multimedia Deloitte Review Regions



“ Organizations are storing and processing increasingly vast amounts of data in the cloud for sophisticated use cases such as machine learning, ad hoc analysis, application data integration, and data streaming ”

AI-fueled organizations

Reaching AI's full potential in the enterprise



Nile Mittal
United States



David Kuller
United States



Saurabh Harna
United States



As AI technologies standardize across industries, becoming an AI-fueled organization will likely be table stakes for survival. And that means rethinking the way humans and machines interact within working environments.

Why 2018 Will be the Year of Human-to-Human Marketing (H2H)

Forget about B2B or B2C. The future of marketing is H2H

in f t

By Sangram Vajra Co-founder and CEO, Terminus [@sangramvajra](#)



2,788 views | Apr 20, 2017, 09:00am

How To Leverage Human Engagement To Build Brand Loyalty



Joey Kercher Forbes Councils Member
Forbes Agency Council **COUNCIL POST** | Paid Program

Human to human: The end of B2B/C marketing

29 [Share](#) [Tweet](#)



By Scott Axcell
November 2017, 08:08 a.m.
comment

Categories
Experience, Data-driven
Personalised Marketing



There is no B2B and B2C. Human to Human: H2H

Bring back the human side of communication, in all its imperfection, empathy and simplicity.

Bryan Kramer

When I first began my career, I'd hear people say things like "is business," which they would use as an excuse for treating badly. Today, more people are realizing that business is actually people, which completely shifts the paradigm. Your approach shift with it.

Marketing has traditionally been segmented into two categories: business to business and business to consumer – also known as B2B and B2C.

Even these names imply an impersonal, transactional approach to customer relationships – and that's exactly what we saw. Fortunately, business thinking is evolving and there's a better approach: human-to-human (H2H).

H2H starts to say:

"I'm not a business and you are not a business or a customer. We're both human and we're going to have a conversation about something which will hopefully benefit both of us."

Think of H2H as simply talking to someone, communicating.

A perfect storm



IBM

Ask

Think Jam

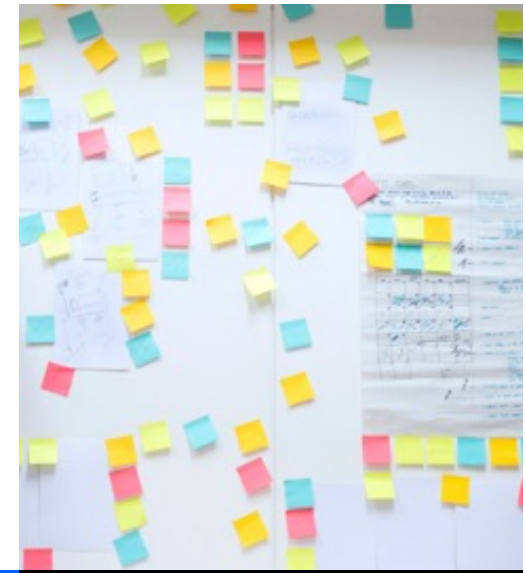
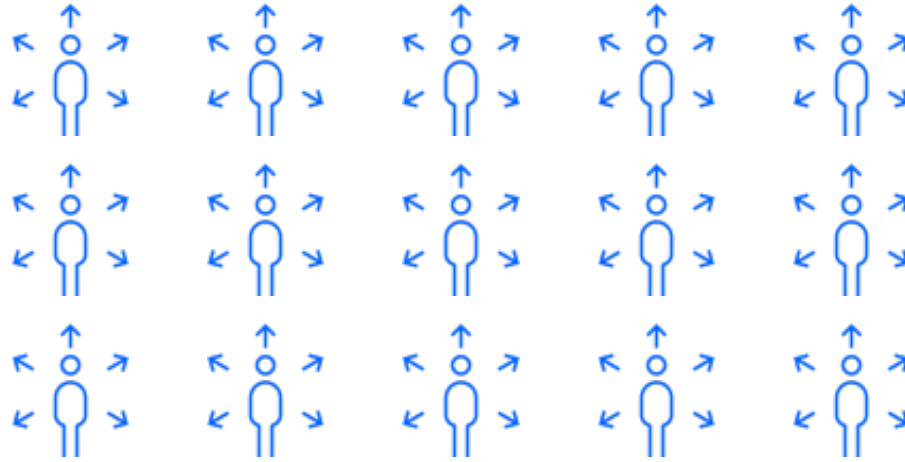
June 20-22, 2017

IBM Employees

Business Partners

Conference Alumni

Vendors



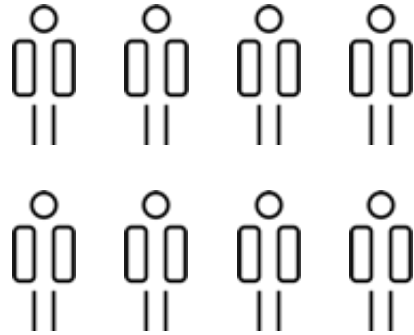
Engage in a Meaningful
Conversation

think

Think Jam

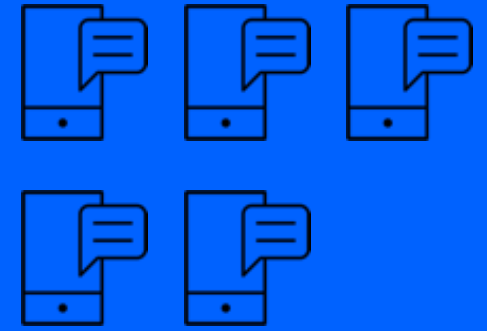
8,000+

Jammers



5,000+

Posts



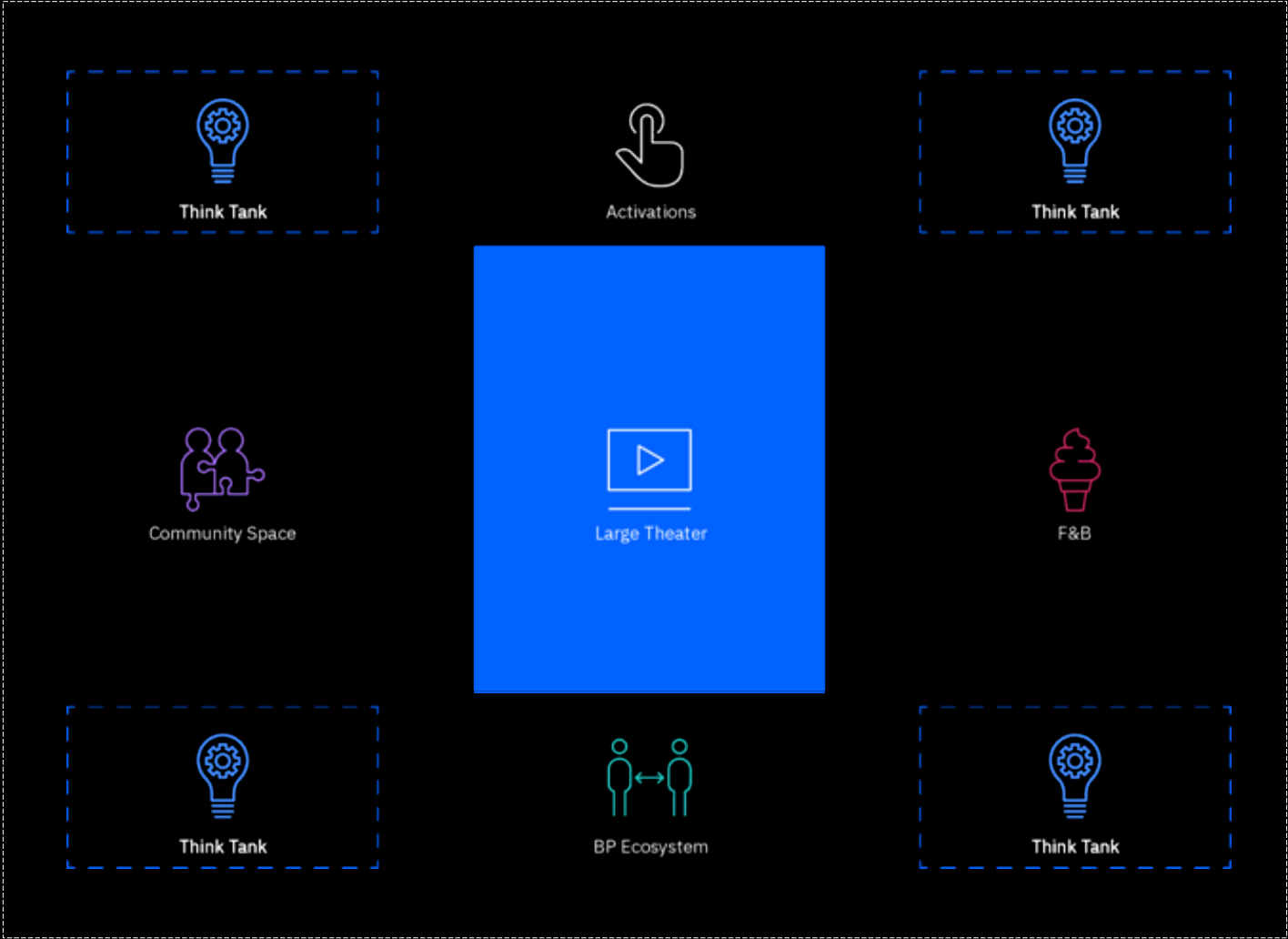
Design
Thinking



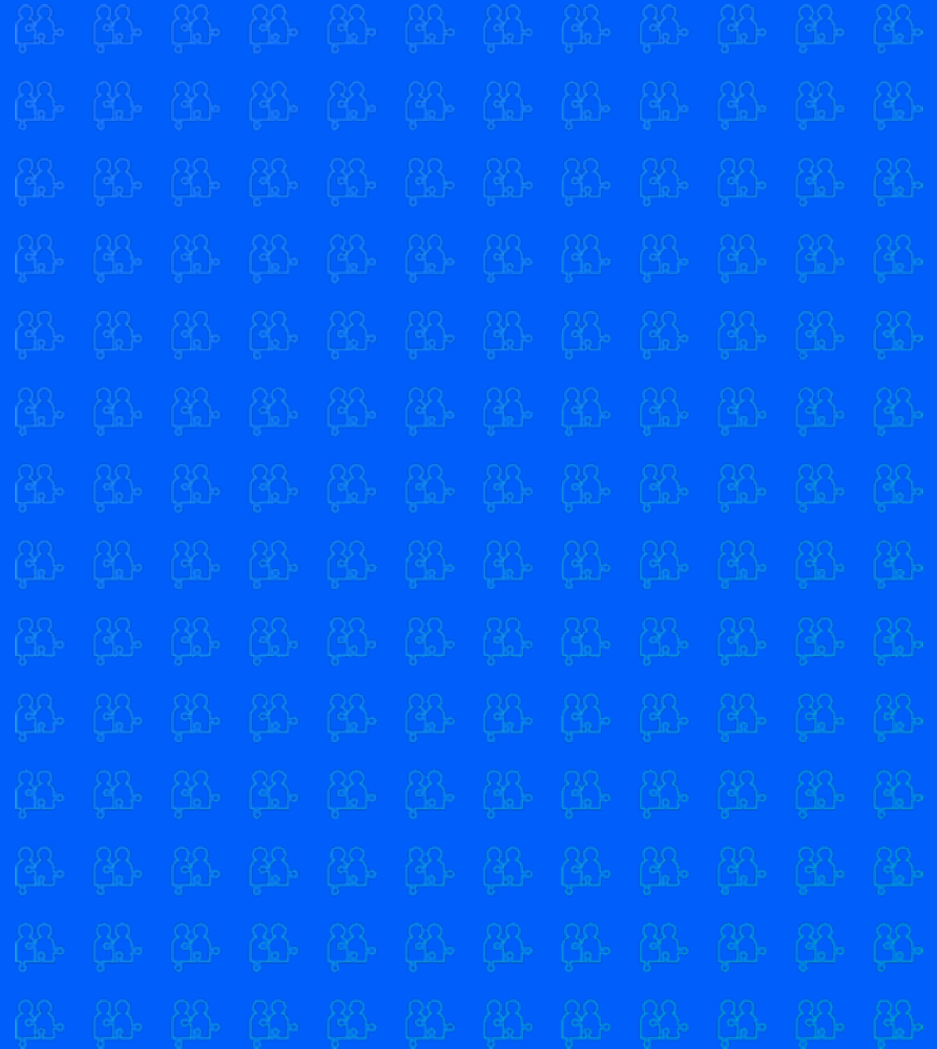
New Content,
New Ways

- Art Commission
- Emotionally-Inspiring Content
- Moments of Fun
- Education

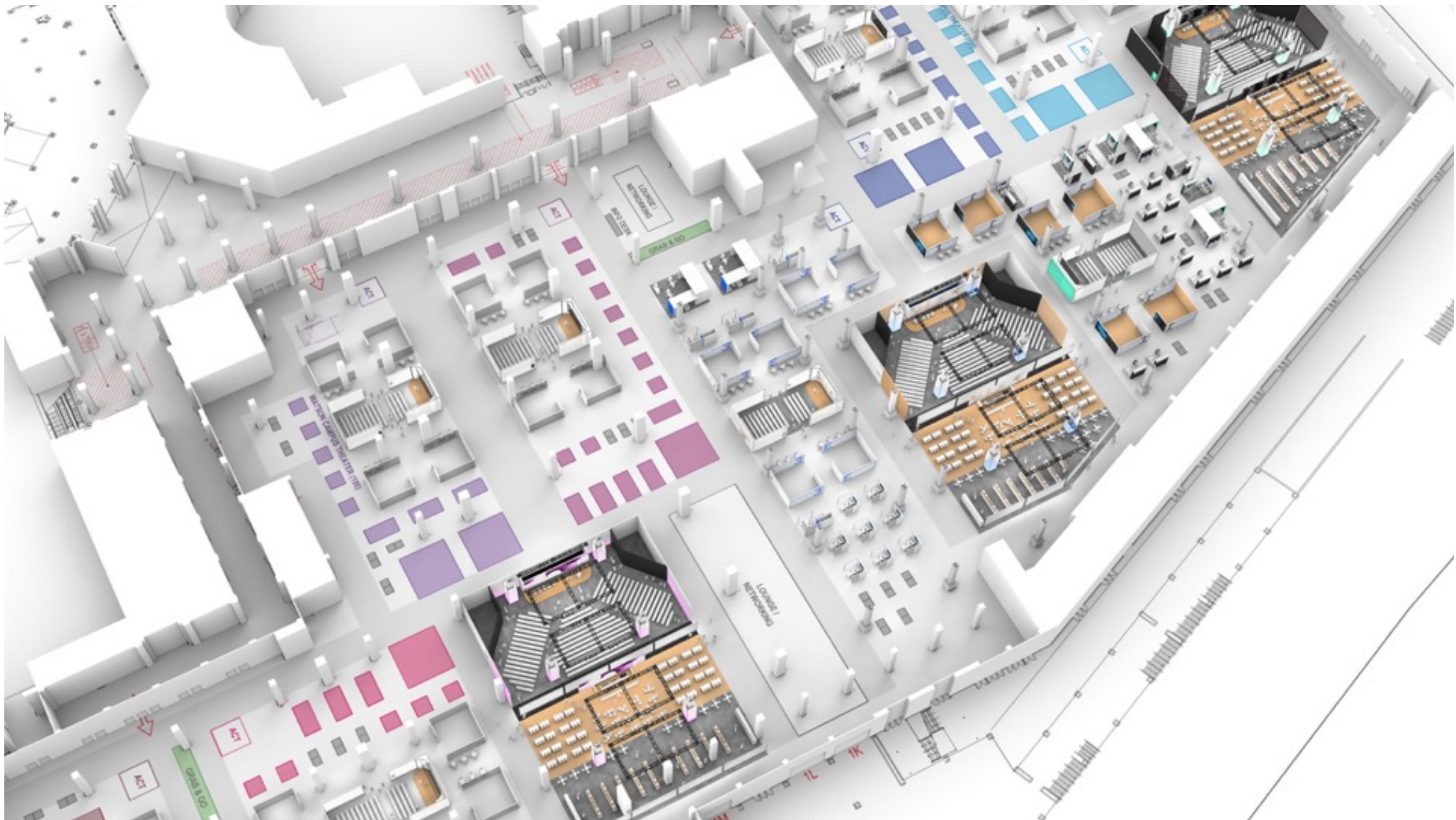
Campus Community

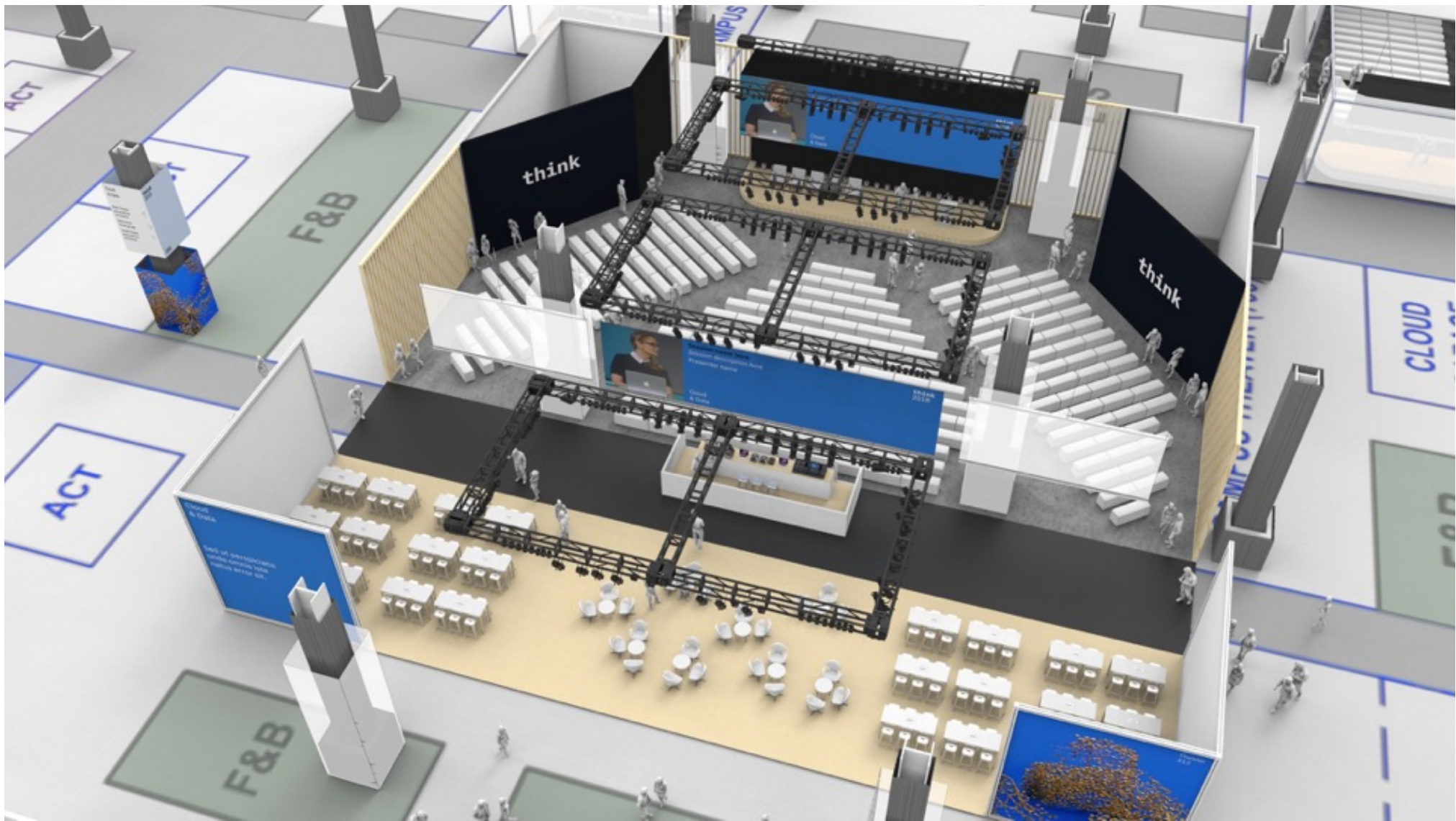


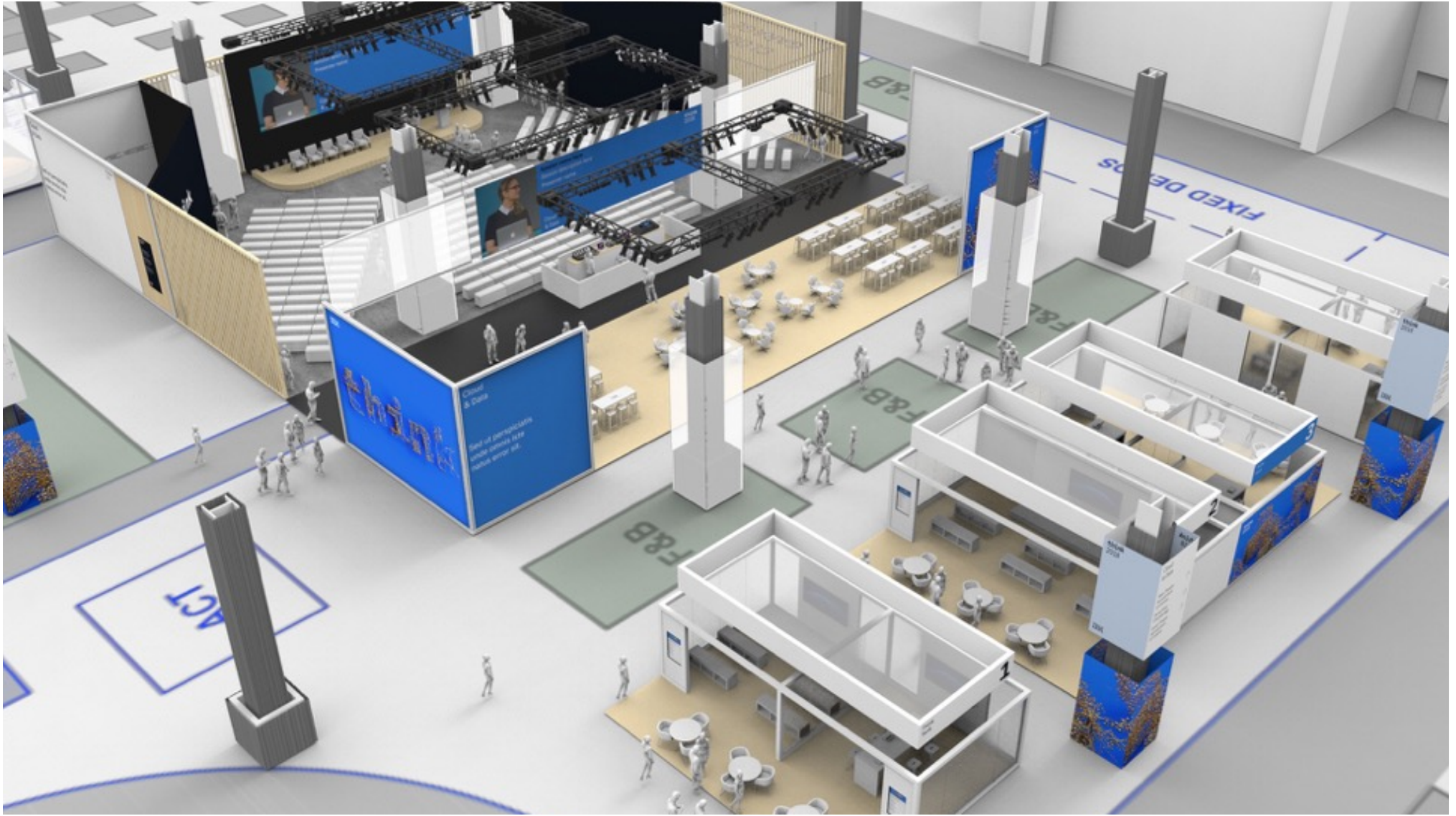
Creating a sense of
community starts with
listening.

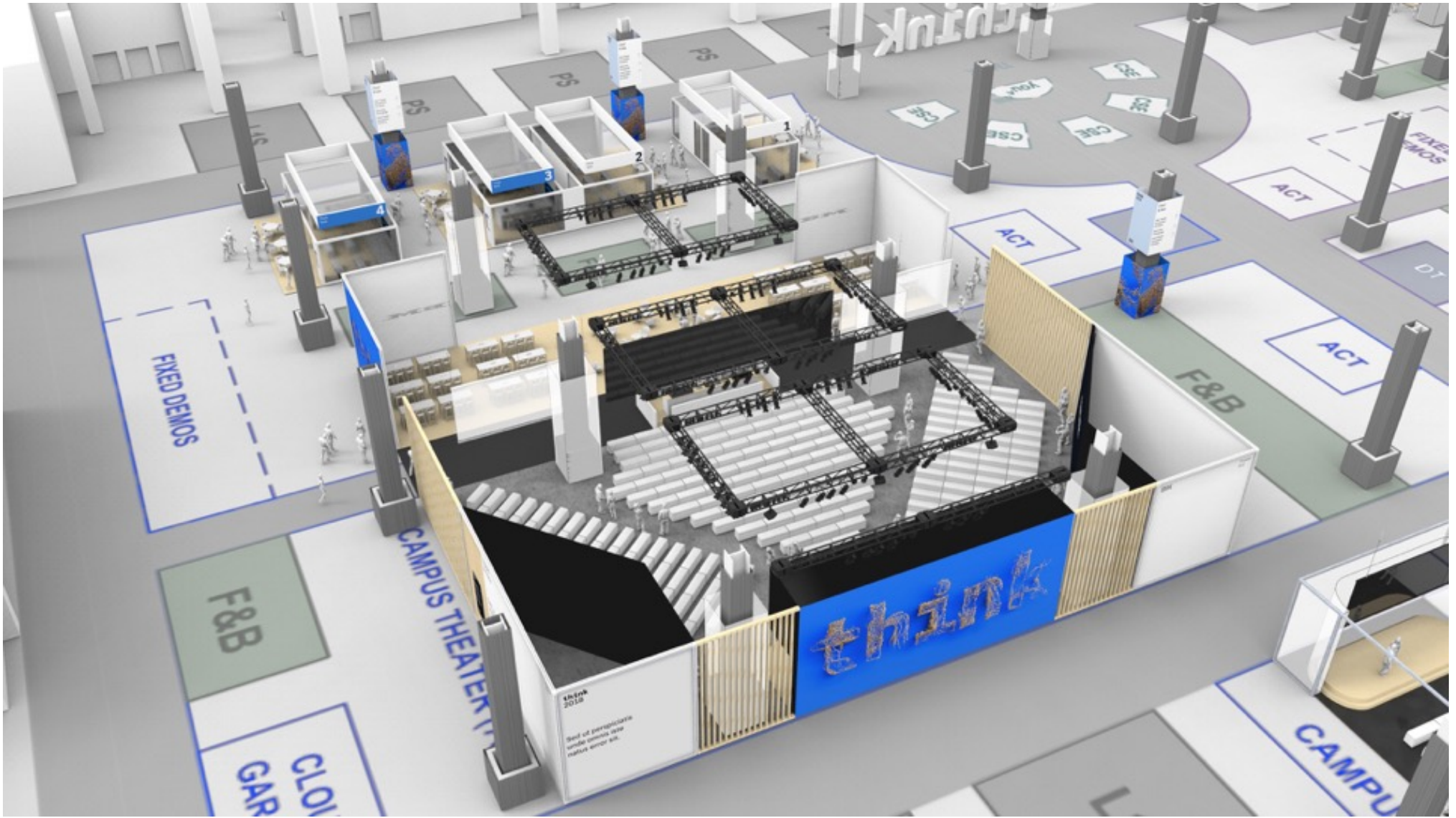


Respond

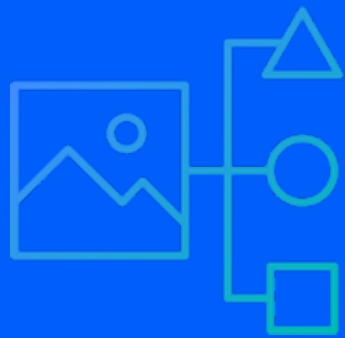








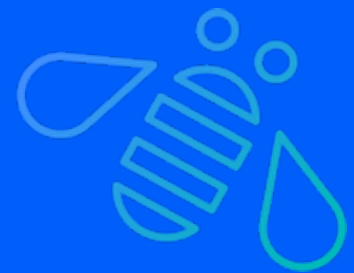
A dialogue is **more** than
two monologues.



Content + Engagement



= Brand Activations



Discover

Learn

Try/Buy

1

2

3

Activation

Sessions
Demos
Meetings

Sessions
Demos
Meetings

Emotive Response

Information Delivery





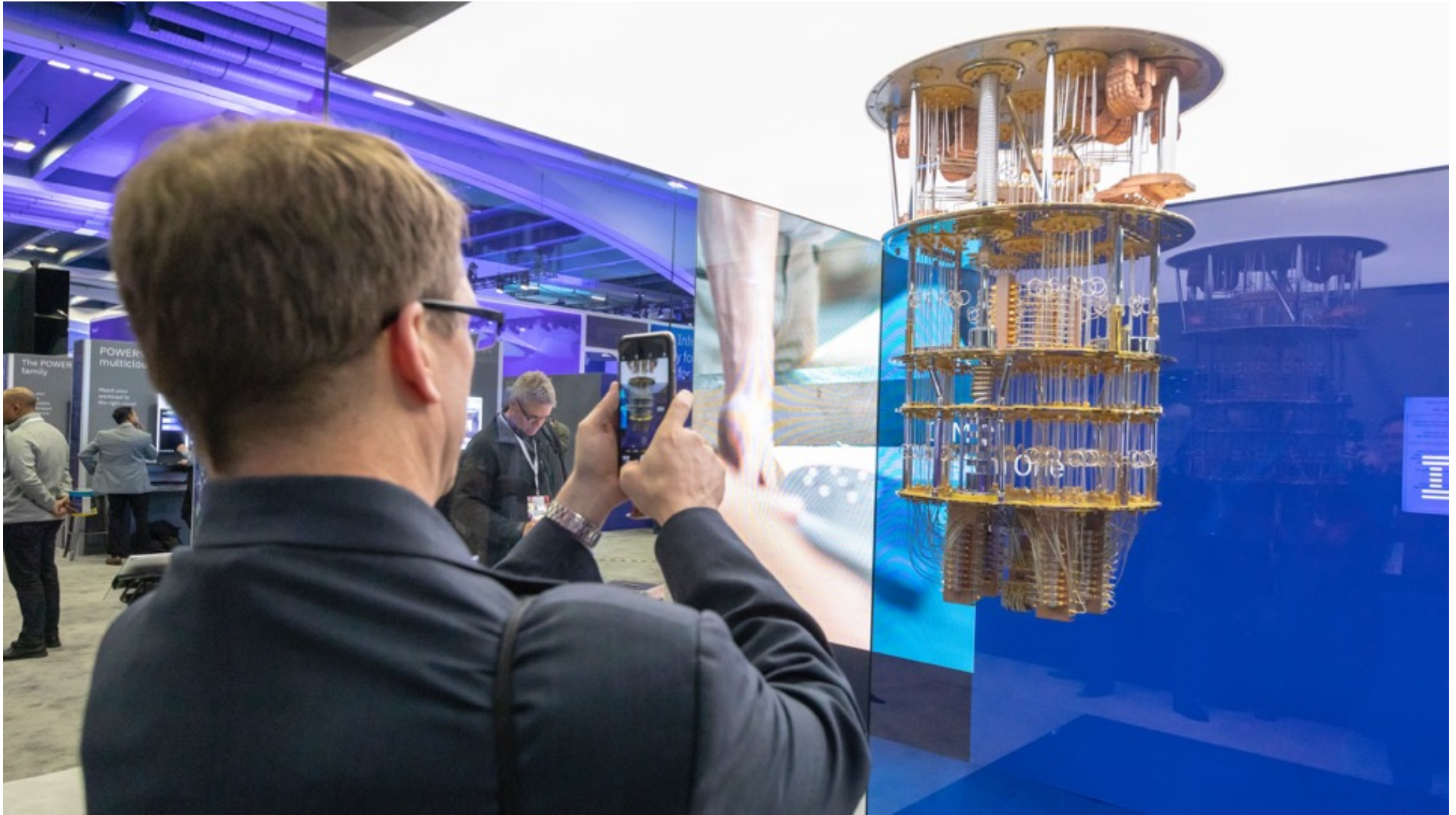














Qatar Development Bank

Qatar Development Bank (QDB) is focused on diversifying Qatar's economy by promoting developmental projects. QDB partnered with IBM to enhance the QDB's operational risk to data to enhance its risk management, as well as to foster a spirit of entrepreneurship. One of the key technologies the risk is leveraging is IBM Cloud Private for Data, which will allow QDB to store and manage its key operational technologies such as AI and machine learning to their full potential.

The results

- Increased revenues
- Cultivate a start-up culture
- Promote entrepreneurship and new business ideas
- Enhance the contribution of the bank to economic development

IBM Cloud Private for Data

01

02

03

04

Is your data trusted and business-ready?

Are you able to scale insights quickly on demand?

Can your AI outcomes be explained and trusted?

















01

IBM IAM Services helped architect, design and manage deployment of the right technology and monitored identity governance.

IBM Insider Threat Protection Services helped bring together data security, IAM and security intelligence to identify gaps insiders might exploit.

Security and Resiliency



02

IBM Identity & Access Management and IBM Secure helped govern access to sensitive resources in distributed environments and maintain trust through privileged identity management.

IBM Guardium could have helped the movement of large amounts of sensitive data over the network, and managed the auditing and monitoring of privileged user activity, sending data to **IBM Guardium SaaS** to build robust protection and identify risky user behavior.

03

IBM Guardium USA helped detect loss copying sensitive data from the internal server to an external server.

Discovery App could identify open to a service authorized

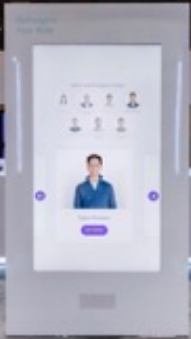


Talent Management

BuzzFeed
Foster an agile, collaborative and empowered workforce.



Higher
Marketing



Customer Engagement

AMB Sports+Entertainment
Enrich interactions to create customer loyalty.

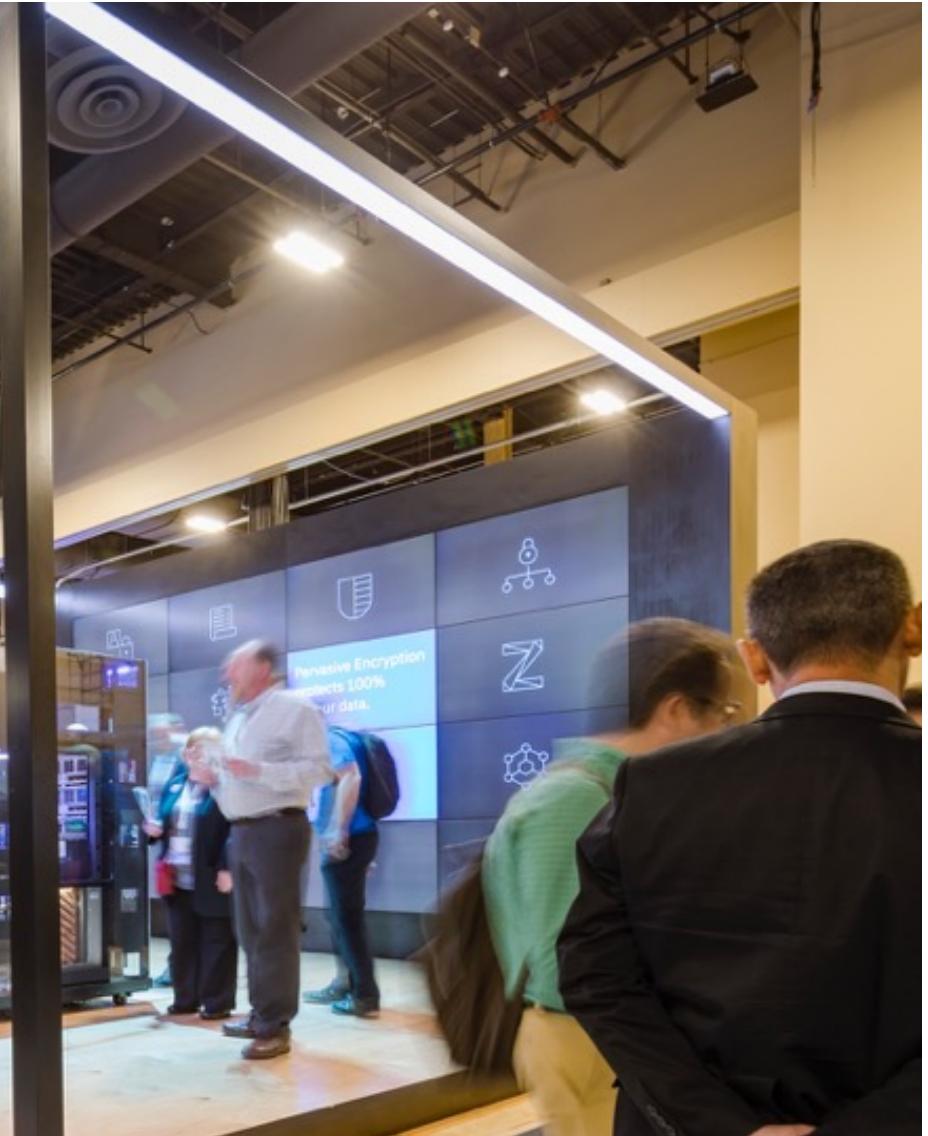


40%
Marketing

How do I
reimagine
business
in the era
of AI?









Activations deliver experiences that can't be had through any other channel or medium.

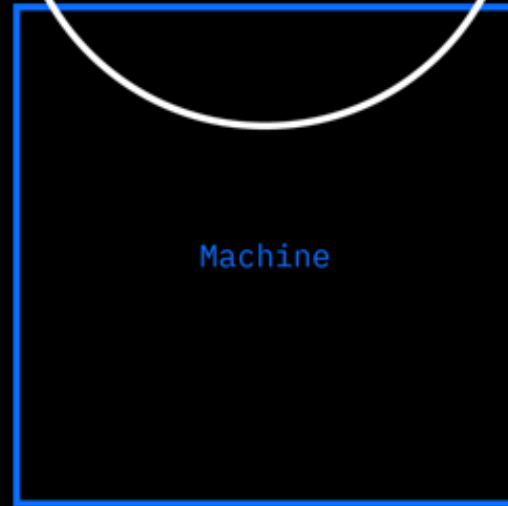
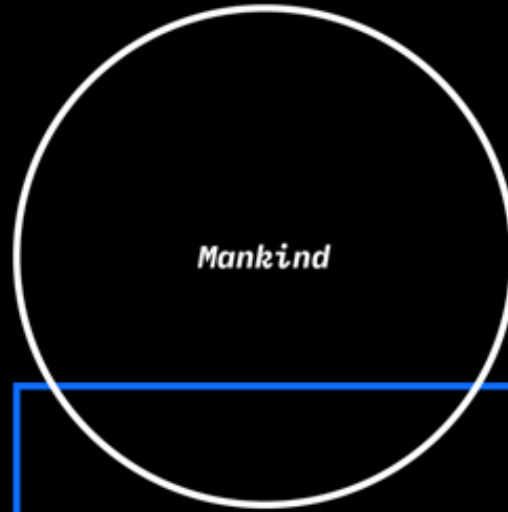


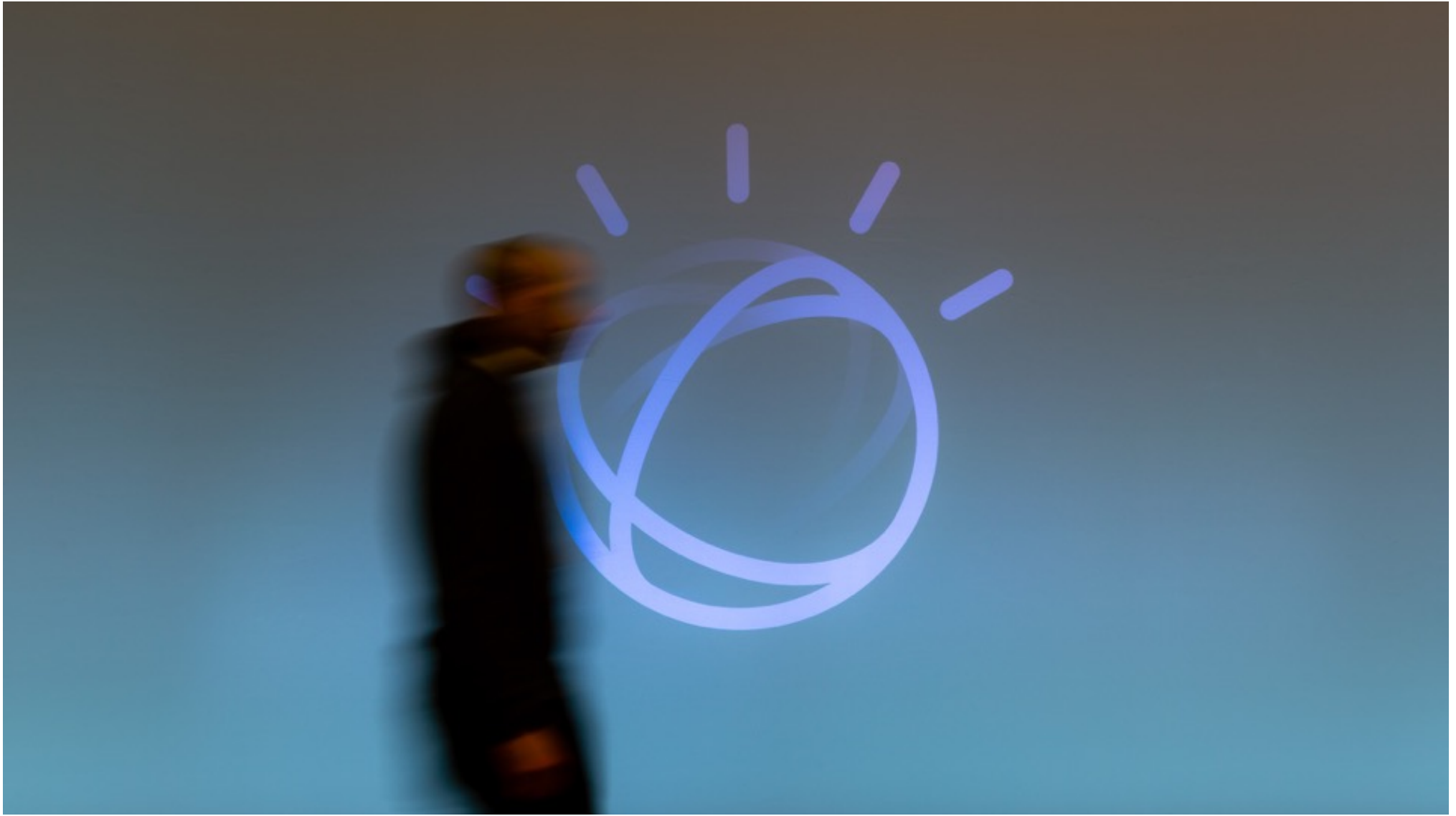


Align



IBM







Be Open

Be Inclusive

Be Equal

Be Curious

Be Receptive

Be Proactive

Be Intentional

Be















Cloud and Data

IBM

Cloud and Data

How do I get more value from my data in the cloud?

Cloud and Data

Let's put smart to work.





Let's put
smart
to work.

Data
for
smarter
business.

Make data
simple and
accessible

Scale
insights
to demand

Scale













Think



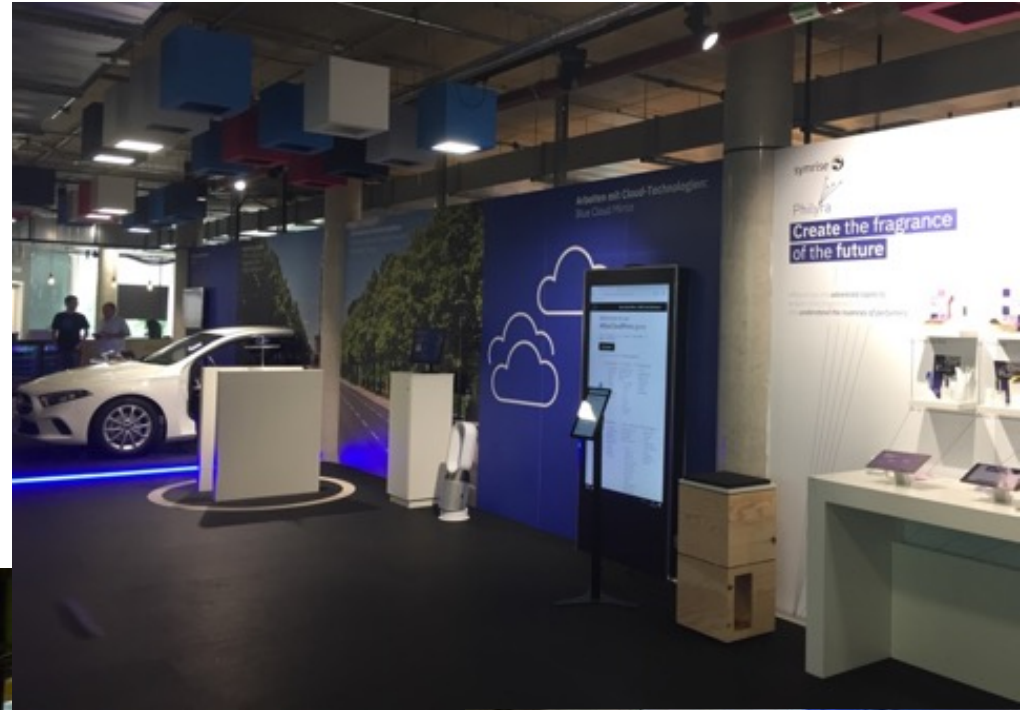


Think Summit





Think Pop-Up



think 2019

IBM



“Unity, not uniformity.”

Eliot Noyes

Results







Are your live experiences a true representation of your brands?

Do you have a consistent message in market?

Are you creating exceptional experiences from your first touchpoint through and beyond the event?

Are you planning, creating and spending your budgets wisely?

Are all these efforts delivering business value?

Assess current state

Ask for input, research

Respond by building a foundation

Align authentically to your brand

Scale

“Tell me and I forget.
Teach me and I may remember.
Involve me and *I learn.*”

Benjamin Franklin

Q&A



