



AT A GLANCE

What: IBM Smarter Commerce Global Summit 2014

Where: Tampa, Tampa Convention Center

When: May 12-15, 2014

Topic areas:

- Understand your customer across all channels — including mobile and social — to deliver more targeted, effective marketing
- Improve the customer experience by leveraging customer data and insight
- Manage your marketing resources, processes and assets efficiently
- Capitalize on media investments with ad targeting and search management
- Understand the impact of “earned” media via traditional PR activities

Top 5 reasons to attend

Marketing Professionals

1. **Apply the vision.** You've seen the pace of change in the market. Customers are moving at the speed of life, and it's your responsibility to recognize and respond to this new reality. Discover the marketing strategies and solutions that drive customer value today and be better prepared for what comes next.
2. **Make an industry impact.** When you gain an edge in the latest marketing knowledge and best practices, you can transform your organization. And when your organization transforms, your competitors are forced to play catch up.
3. **Plug into the network.** The brightest business minds from around the world like to share. Hear what your peers are saying about marketing, and then make it your own.
4. **Maximize your investment.** Your company has made an investment and you play an essential part in making the most of it. Learn new ways to maximize your IBM marketing solution through in-depth technical and business sessions.
5. **See it first.** Get a glimpse into the future and learn about the latest trends in marketing, including how to deliver relevant, timely marketing programs across channels and extend your reach through paid, owned and earned media.

Registration: ibm.com/software/commerce/summit