

An abstract graphic on the left side of the slide features several overlapping circles in various colors: a large blue circle with a green center, a smaller blue circle, a red circle, a yellow circle, a teal circle, and a large red circle with an orange center. These circles are connected by thin green lines, suggesting a network or interconnectedness.

Speaker Preparation Meeting

July 14, 2011

Nancy Kreps, Conference Education Manager

Joan Downs, Speaker Communications

IBM Software

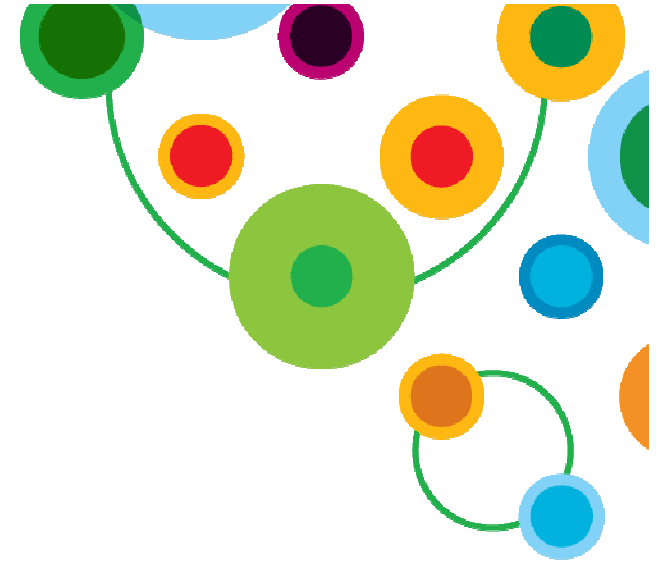
Information On Demand 2011



Agenda

- Conference Overview
- Speaker Registration
- Presentation Preparation
- Speaker Resources and Important Dates

Conference Overview



Information On Demand 2011

Turn Insight Into Action

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada

Register by August 31
and
save \$300!

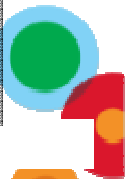


Highlights

- More than 700 Technical sessions
 - Information Management Sessions
 - Business Analytics Sessions
 - Enterprise Content Management Sessions
 - Industry-focused Business & IT Leadership sessions
- 110 Hands On Labs – many available as drop-in labs!
- 300 Customer Speakers and renowned IBM and industry speakers
- IBM's Largest EXPO
- Network with peers at Birds of a Feather lunches, evening community and EXPO receptions, Tuesday evening Networking Event
- Opportunities to Meet 1-on-1 with IBM Executives
- Complimentary Certification Testing (Specific Tests to be Determined)
- **Business Partners:**
 - Complimentary 2 Day Business Partner Program (Saturday and Sunday)
 - Early Bird Sponsorship Pricing ends August 1

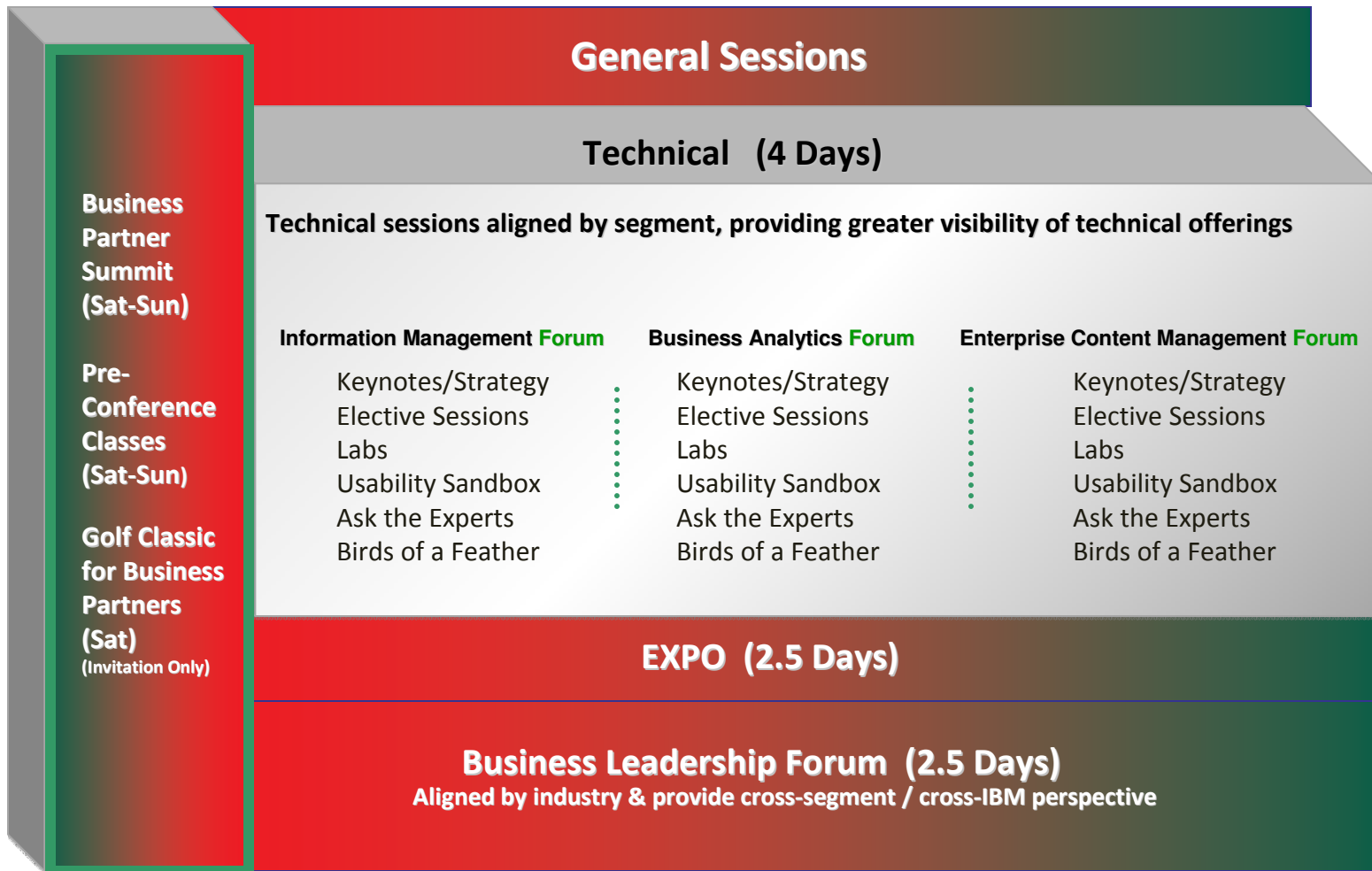
Top 5 Reasons to Attend

- **Improve your skills** - Get deep technical education and the best strategic insight and analysis
- **Learn what's new** - Explore the latest advances in IBM Information Management, Business Analytics and Enterprise Content Management software and solutions – including technical sessions, usability sandboxes and hands on labs
- **Get best practices** - Hear from industry leaders who are leveraging information and applying analytics to realize and build competitive advantage in today's economic environment
- **Experience unrivalled networking** - Interact with your peers, industry experts, Business Partners and IBM executives who share your interests and challenges
- **Take action** - Make an immediate impact on your organization with actionable next steps to improve business performance through Business Analytics and Optimization



Conference Structure

At a Glance



Information On Demand 2011 – Week-at-a-Glance

EXTERNAL

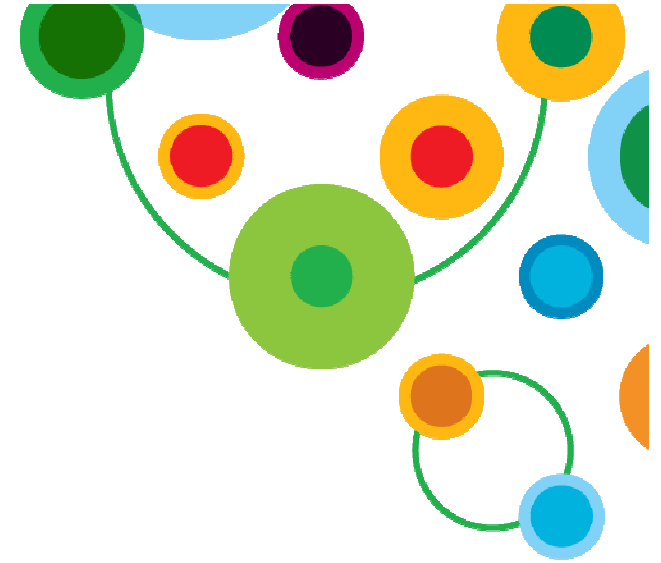


SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>Registration 07:00a-09:30p</p> <p>Breakfast 08:15a-08:45a</p> <p>Business Partner Summit 09:00a-04:30p</p> <p>Lunch 12:00p-01:00p</p> <p>2011 INFORMATION ON DEMAND GOLF CLASSIC 11:00a-05:00p (INVITATION ONLY)</p> <p>IOD Pre-Conf Technical Education* 08:30a-04:30p</p> <p>BUSINESS PARTNER NETWORK RECEPTION 7:30p-09:30p</p>	<p>Registration 06:30a-10:00p</p> <p>Breakfast 08:15a-08:45a</p> <p>Business Partner Summit 09:00a-04:30p</p> <p>Business Partner General Session 09:00a-10:30a</p> <p>Lunch 12:00p-01:00p</p> <p>IOD Pre-Conf Technical Education* 08:30a-04:30p</p> <p>EXPO GRAND OPENING RECEPTION 06:00p-08:00p</p> <p>COMMUNITY RECEPTIONS 08:00p-10:00p</p>	<p>Registration 06:30a-08:00p</p> <p>Breakfast 06:45a-07:45a</p> <p>IOD OPENING GENERALSESSION 08:15a-09:45a</p> <p>ELECTIVES 10:15a-11:15a</p> <p>ELECTIVES IM KEYNOTE 11:30a – 12:30p</p> <p>Lunch 12:30p-02:00p BOFS 12:30p-01:30p</p> <p>EXPO OPEN 12:30p-02:00p</p> <p>ELECTIVES ECM KEYNOTE 02:15p-03:15p</p> <p>ELECTIVES BA KEYNOTE 03:45p-05:00p</p> <p>EXPO RECEPTION 05:00p-07:00p</p> <p>OPEN Evening</p>	<p>Registration 06:30a-07:00p</p> <p>Breakfast 07:00a-08:00a</p> <p>IOD GENERAL SESSION 08:15a-09:30a</p> <p>ELECTIVES 10:00a-11:00a</p> <p>ELECTIVES BA KEYNOTE 11:15a-12:15p</p> <p>Lunch 12:30p-02:00p BOFS 12:30p-01:30p</p> <p>EXPO OPEN 12:30p-02:00p</p> <p>ELECTIVES IM KEYNOTE 01:45p-02:45p</p> <p>ELECTIVES 03:00p-04:00p</p> <p>ELECTIVES 04:30p-05:45p</p> <p>EXPO RECEPTION 05:00p-07:00p</p> <p>NETWORK EVENT 07:00p-11:00p</p>	<p>Registration 06:30a-07:00p</p> <p>Breakfast 07:00a-08:00a</p> <p>IOD GENERAL SESSION 08:15a-09:30a</p> <p>ELECTIVES 10:00a-11:00a</p> <p>ELECTIVES 11:30a-12:30p</p> <p>Lunch 12:30p-02:00p BOFS 12:30p-01:30p</p> <p>EXPO OPEN 12:30p-03:30p BL Sessions End</p> <p>ELECTIVES 02:00p-03:00p</p> <p>ELECTIVES 03:15p-04:15p</p> <p>ELECTIVES 04:30p-05:45p</p> <p>OPEN Evening</p>	<p>Registration 06:30a-04:30p</p> <p>Breakfast 07:00a-08:00a</p> <p>ELECTIVES 08:15a-09:30a</p> <p>ELECTIVES 10:00a-11:00a</p> <p>ELECTIVES 11:30a-12:30p</p> <p>Lunch 12:30p-02:00p BOFS 12:30p-01:30p</p> <p>ELECTIVES 02:00p-03:00p</p> <p>ELECTIVES 03:30p-04:30p</p> <p>IOD Ends</p>	<p>EXPO is accessible Mon-08:00-7:00 Tue-08:00-7:00 Wed-08:00-3:30</p> <p>EXPO is fully staffed at hours indicated each day</p> <p>Date: 06-23-11</p>

* Additional Fees Apply



Speaker Registration





Registration

- Register at ibm.com/events/informationondemand

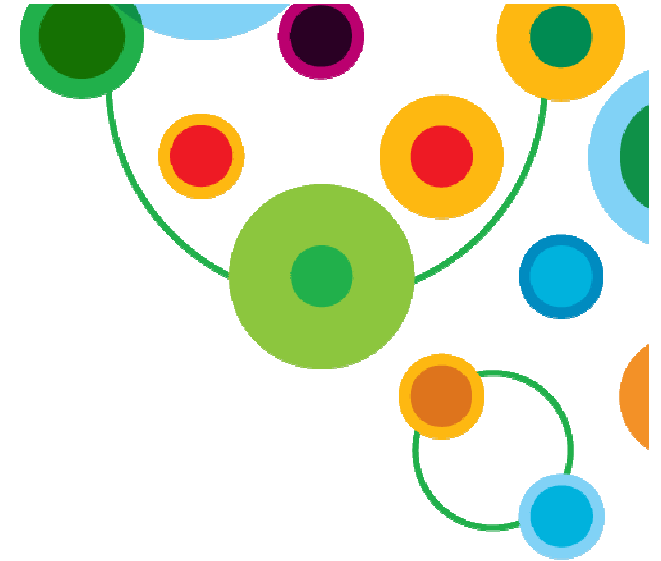
[Registration](#) [Hotel](#)

Conference hotel accommodations are limited and are on a first-come, first-served basis. Please arrange your accommodations on-line as part of the registration process. Register by August 31 to get the best savings and the best conference hotel accommodation.

[Register today!](#)
Note: [IBM Business Partners](#) must click here to begin the registration process.

- Register as “Customer” or “Business Partner”
 - There is no “Speaker” attendee type
- System will ask for credit card to guarantee hotel and conference seat
- Registration confirmation e-mail will indicate applicable conference fee at time of registration
- Eligible speakers will not be charged a conference fee!
 - Conference identifies eligible speakers internally and will update speaker registration to indicate no conference fee will be applied
- Questions? Contact IOD2011@meetingconsultants.com

Presentation Preparation





Where to begin

- Build your presentation around what the title of your session promises to offer
 - Technical information
 - Your experiences
- Understand your audience
- Remember that they are here to learn from you
- Determine an objective
 - What do I want the audience to understand or do as a result of my presentation?
 - What do I want to accomplish?
- Consider and prioritize your key points
 - Eliminate everything else



Start structuring your presentation

- Focus on your key points and how to engage your audience
 - What are you telling them?
 - Why should the audience believe you?
 - Be confident in the organization of your presentation
- Group your key points to expand and support your central idea
- Stay within the scope of the presentation title
- Create a comprehensive outline
 - Group your key points so they make sense to the audience
 - Address each key points
- Create your slides





Putting it all together

- Plan your beginning and ending as if they were as important as the key points
- Introduction:
 - Gain the audience's attention
 - Establish your credibility
 - Tell them what you are going to talk about
- Conclusion:
 - Signal the ending
 - Summarize and restate your key points
 - Deliver a call to action – even if encouraging them to ask questions
- Tell your story for maximum impact
 - Connect with your audience – be confident, maintain eye contact, reach your audience



Building your presentation

- Reasons to use slides
 - Clarify your message
 - Enhance your key points
 - To help your audience retain your message
- Creative musts
 - Use the IOD 2011 presentation template
 - Must use for the title chart
 - Plan and design your presentation in advance
 - Keep it simple and stay true to your key topic outline
 - Ensure components are large enough and easy to understand



Building your presentation

- Use descriptive slide titles that explain the specific slide content
- Make effective use of figures and non-text components
- Each slide should support your overall objective – remove it if it does not
- Bullet points
 - Choose shorter phrases that can be read at a glance
 - You provide the text beyond the bullets
- Charts and graphs
 - Choose data that supports your main points
 - Make your graphs and charts understandable



Presenting your session

- Be confident and speak well
 - Rehearse and rehearse again
 - Come prepared
 - Gain eye contact with your audience
 - Do not read your slides word for word
 - Describe what is taking place in the graph or chart
 - Transition first verbally then change slides
 - Change your own slides
 - Do not point at your laptop screen – point at the screen
- Taking questions
 - Repeat the question
 - Answer and move on
 - Be ready for difficult questions beforehand
- Finish early and follow up



Other important tips

- Most sessions are 60 minutes long - allow time for questions
- Rules of thumb
 - 1 slide per 2 minutes of presentation time
 - 6 bullets per slide
- Make sure you do not include confidential data
- Obtain appropriate legal approval as required by your company

Speaker Resources and Important Dates





IOD speaker resources

- Presentation template/preparation
 - Presentation template sent in speaker email
 - Speakers must use the presentation template title chart with required information
 - Session number must be included on title chart and in file name

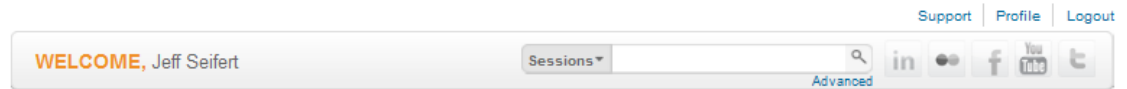
- Presentation review
 - Upload capability to presentation database opens by Sept. 1
 - Instructions for upload will be posted at the Speakers Corner
 - Presentation must be less than 10 MB in size – compress or zip presentation if needed
 - Convert to PDF format before uploading
 - IBM track leads will review presentation, suggest corrections/updates and approve
 - Option provided in database to suppress public viewing or download

- At the conference:
 - The Speaker Ready Room will be available to provide a place for you to work on your presentation, print out speaker notes, and contact a conference staff person.
 - Session room will be equipped with data projector, screen and lavalier microphone
 - You need to bring your own laptop for presentation

- Other questions? Contact IOD2011@meetingconsultants.com

SmartSite 2011

- Launching August 8, 2011
- Center for attendee conference information and services, including:
 - sessions details
 - schedule and agenda building
 - surveys
 - messaging and more
- Optional features for Speakers
 - Speaker bios, blogs and Twitter can be attached to a session
 - Options for attendee to send a message to a session speaker
 - Information/options can be set in Speaker Profile
- SmartSite 2011 access:
 - Establish a login
 - Enter conference confirmation number (in the registration email from IOD2011)
 - Available from the web or mobile devices after August 8th at www.iodsmartsite.com



My Agenda



Sessions



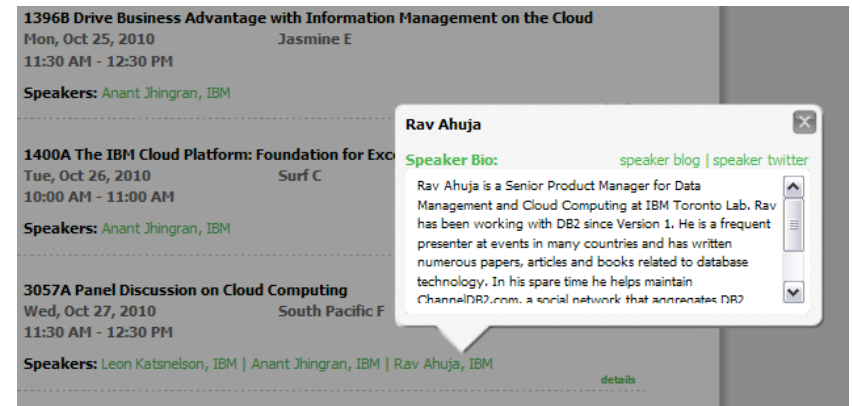
People



Messaging



IODPoll





Important dates

Now	Begin to build your presentation
Sept. 1	Presentation materials database opens for presentation submission
Sept. 16	Final presentation due – must be submitted to database by now
Oct. 17	Presentations available for download via conference website
Oct. 23	IBM Information On Demand 2011 conference begins!



In summary

- Register for the conference
- Make travel arrangements to Las Vegas
- Begin planning and preparing presentation
- Check your email for additional speaker information
- Build your conference personal agenda starting August 9
- Finalize your presentation and submit by Sept. 16
- Practice, practice, practice
- See you in Las Vegas, starting Oct. 23!

Questions?

