

IBM Performance 2011

October 7 , 2011



The Evolution of the Performance events

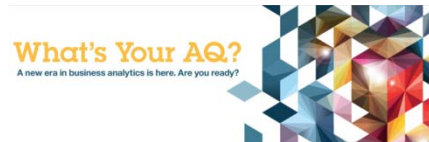
2009

Cognos Performance



2010

IBM Cognos Performance



2011

Demonstrate IBM's Business Analytics thought leadership

Create interest in IBM's BAO software & solutions across different functions & client sets

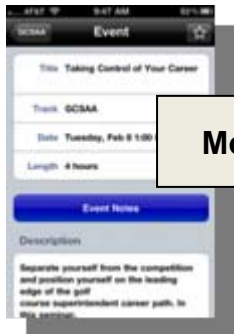
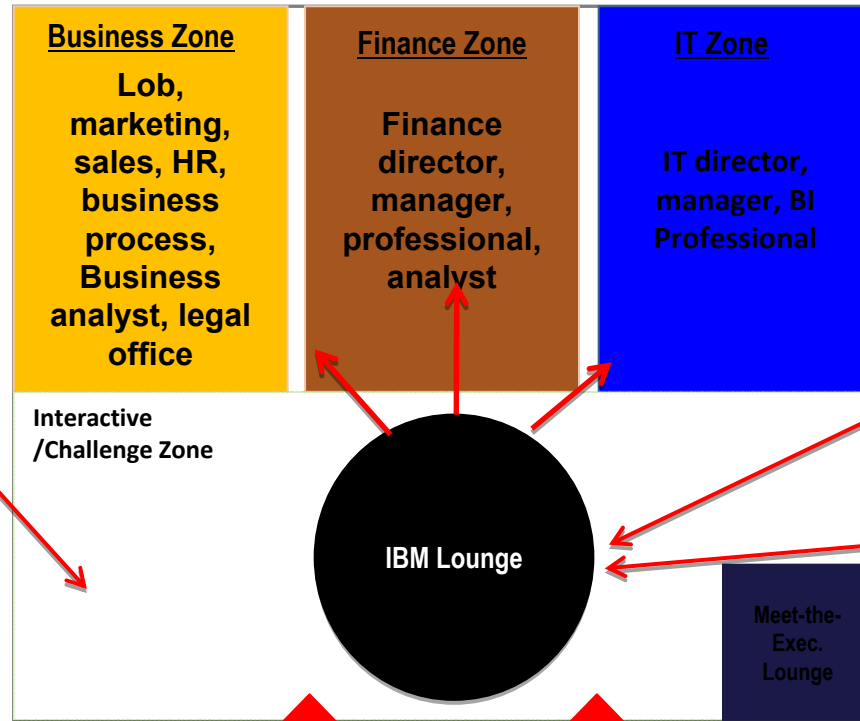
Drive demand for IBM's BAO offerings
Grow & retain Cognos & SPSS clients

IBM BAO Campaign
IBM Performance 2011

The IBM Performance 2011 event is part of the 2H BAO cross brand marketing program
Objective-setting 6180K VLR NL / 4120K VLR BE

IBM Performance 2011

Installed Base: SPSS/ Cognos/ IM/ IS customers



Mobile app

Taets Art Gallery
Zaandam
9 November

Brussels Event
Brewery
16 November

570 attendees

345 attendees

Draft Event Agenda

9 November NL/ 16 November BE

9.00 – 10.00	Welcome & Registration (Studio II)						1+1 meetings	Speaker Corner Sessions + IBM Meet-the-Expert Sessions
10.00 – 10.15	Opening Presentation – External Moderator & IBM Speaker (Studio III)							
10.15 – 10.45	Opening Key Note – IBM or External Speaker (Studio III)							
10:45 – 11.30	Talkshow discussion – topic voted pre-event (success story, specific topic) (Studio III)							
11.30 – 11.45	Change Sessions – Coffee served flying							
11:45	LOB	LOB	Finance	Finance	IT	IT		
12:30 – 14.00	Lunch Break (Studio II)							
14.00 – 14.45	LOB – BA workshop	LOB – BA workshop	Finance	Finance	IT	IT		
14.45 – 14.55	Change Sessions – Coffee served flying							
14.55 – 15.40	LOB – BA workshop	LOB – BA workshop	Finance	Finance	IT	IT		
15.40 – 16.15	Break – Live Session rating & Live-challenge (Studio II) TouchScope presentations in IBM Lounge Zone							
16.15 – 17.00	Key Note Speech (Studio III)							
17.00 – 17.30	Award Ceremony & Closing (prize draw) (Studio III)							
17.30 – 18.30	Drinks Reception (Studio II)							

<http://www.ibm.com/performance2011/be/>
<http://www.ibm.com/performance2011/nl/>

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