



IBM Software A/NZ Marketing Calendar First Half 2004

Date in Market	Tactic Description	Tactic Type	Location	Target Audience
AUTOMATION PROGRAM				
March 1-5	IBM's Automation software introduction	Email & Direct Mail	Australia	CIO / IT Mgmt
March 15-19	Automation Assessment tool offer promotion	Telemarketing	Australia	CIO / IT Mgmt
March 15	Executive briefing: Automation (invitation only)	Event	Sydney, Melbourne	CIO
INTEGRATION PROGRAM				
February 10	Integration software introduction – including process and information integration	Email & Direct Mail	Sydney, Melbourne & Canberra	CIO/CTO, IT Mgmt, Architects, Project Leaders
March 11-12	BTELL - Enterprise Integration 2004	Sponsorship -External Event	Sydney	CIO/CTO, IT Mgmt, Architects, Project Leaders
March 16-18	Integrated Workplace 2004	IBM Event	Sydney, Melbourne & Canberra	CIO/CTO, IT Mgmt, Architects, Project Leaders, Industry: Finance, Govt, Retail/Distribution, Manufacturing/Industrial
April	Email & direct mail: Process Integration - Sub Theme	Email & Direct Mail	Australia	CIO/CTO, IT Mgmt, Architects, Project Leaders
June 16-17	Gartner Application Integration and Web Services Summit	Sponsorship - External Event	Sydney	CIO/CTO, IT Mgmt, Architects, Project Leaders
June 22	IDC Integrating the Enterprise	Sponsorship - External Event	Melbourne	CIO/CTO, IT Mgmt, Architects, Project Leaders
INSTALL BASE PROGRAM				
February 16	Content & Information Management theme	Direct Mail, Email & Telemarketing	Australia	Snr IT Mgmt, Cross-industry, SWG Install Base
March 8	Security & IT Management theme	Direct Mail, Email & Telemarketing	Australia	Snr IT Mgmt, Cross-industry, SWG Install Base
March 18-19	IDUG - International DB2 User Group event	Sponsorship - External Event	Australia	DB2 User Community
March	iSeries/Domino event	Event	Canberra	Senior IT Mgmt, Lotus Install Base
May	Application Foundation theme	Direct Mail, Email & Telemarketing	Australia	Snr IT Mgmt, Cross-industry, SWG Install Base
May	Lab Outreach - Enterprise Modernisation	Event	Melbourne	Technical audience, zSeries Install Base

Calendar current as of 18 February 2004

For more information please email Gabrielle Aitken, Channel Marketing Manager, IBM Software Group: gabrielle_aitken@au.ibm.com





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PEOPLE PRODUCTIVITY PROGRAM				
February 17	People Productivity software introduction: portal, content management & collaboration	Email & Direct Mail	Australia	CIO/CTO,CFO, COO, IT Mgmt, Architects, Project Leaders
March 16-18	Integrated Workplace 2004 (See Integration Program for details)			
March 25	Workplace bundle offer promotion	Telemarketing	Sydney, Melbourne, Canberra	Integrated Workplace 2004 attendees
SOFTWARE DEVELOPMENT PLATFORM PROGRAM				
March 2 - 17	IBM developerWorks Live Web Services Briefing	Event	Melbourne - 2 March Brisbane - 4 March Sydney - 5 March Perth - 9 March Adelaide - 11 March Canberra - 12 March Wellington - 16 March Auckland - 17 March	Technical audience: <ul style="list-style-type: none"> ■ Corporate Development ■ Commercial Development (ISVs, SIs, VARs)
IBM INFRASTRUCTURE PROGRAM				
May 11- June 16	IBM Infrastructure Roadshow - showcasing IBM solutions*	Event	Australia - 6 cities	CIO/CTO, IT Management, Architects, Project Leaders

*BP sponsorship opportunity

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For more information please email Gabrielle Aitken, Channel Marketing Manager, IBM Software Group: gabrielle_aitken@au.ibm.com

