Ideas without limits
IBM Innovation Centers

Worldwide IBM Innovation Centers for Business Partners
Technical and marketing seminars, plus hands-on training, at no charge

Business Seminar:
Maximize your Relationship with IBM

If you're an IBM Business Partner hoping to maximize your relationship with IBM, then you won't want to miss this seminar! IBM has the resources to help you market and sell your IBM technology-enabled solutions, and this seminar will teach you how to connect with the right people to ensure success! You'll learn how to get off to a fast start with IBM, get to market faster, and shorten your sales and development cycles using the resources available to you as an IBM Business Partner – many of which are no charge! And, at the end of the seminar, you'll receive a Benefits Resource Guide to use as a reference.

You'll learn how to:

- **BUILD**: Learn how to build your skills and request customized assistance from IT architects and specialists to get the right technical support at the right time during any stage of your development cycle.
- **MARKET**: Develop your own virtual marketing department using IBM Marketing Resource Managers. They'll help you plan effective ways to create awareness and generate leads.
- **SELL**: Accelerate your sales cycle by accessing the IBM global sales network to close deals faster.
- **COLLABORATE**: Leverage networking opportunities to make connections that are critical to your success.
- **SPECIALIZE**: Focus on your success by leveraging what makes you exceptional and unique in the marketplace.

Prerequisites:

- You must be an IBM Business Partner and want to learn about resources from IBM that help you build, market, sell, collaborate, and specialize to be more productive, effective and successful.

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Please remember that workshops are intended for IBM Business Partners who are members of PartnerWorld and Academia. Consultants, Customers and IBM employee registrations will be prioritized after those (and sometimes restricted from attending) as just listed and are given no guarantee that they will be confirmed to attend.