Invite

Exclusive Business Partner Programme
18 May 2010 - Rome, Italy

Dear Valued Business Partner,

We are pleased to invite you to an exclusive programme on 18 May dedicated to our Business Partner Community in EMEA. You are critical to our success, so we are serious about enabling yours. We have used the great feedback you gave us on last year's programme and are confident that this year's event will offer you increased insight, knowledge, networking opportunities and tools to bring you real value.

Therefore, register today and make sure you participate in the Business Partner Programme on 18 May. This event is free of charge to all Business Partners registered to attend the **Information On Demand EMEA Conference 2010**, which will be held at the Marriott Park Hotel, Rome, Italy from 19-21 May.

Why Attend?
- Hear the latest updates on IBM's Business Partner strategy and programmes
- Get EMEA-specific market & competitive intelligence information
- Gain insight on how to grow your business by leveraging other areas of the IBM portfolio
- Benefit from Business Partner to Business Partner networking opportunities
- Hear from, and meet with, the competitive team, partner programme teams and subject matter experts
- Celebrate Business Partners who have excelled in 2010 at the Innovation Award ceremony
- Enjoy our evening appreciation reception to network and relax in a spectacular setting in the heart of ancient Rome

Agenda
Tuesday, May 18, 2010
In addition to the main Business Partner Programme, we are pleased to also offer Business Partners the opportunity to join us in the morning for valuable whiteboarding selling sessions, starting at 09.00 hrs until 12.30 hrs at the Sheraton Golf Parco de'Medici Hotel. If you are interested in these sessions, you can select to attend when you register. The full Business Partner Programme will then commence with lunch at 12.30 hrs in the Rome Marriott Park Hotel followed by a combination of general and breakout sessions in the afternoon. You can explore the Information Management portfolio and attend sessions outside of your current software range as you break out into 5 different tracks from 15.25 until 16.50 hrs. The breakout tracks will cover information and analytics whiteboard selling, and sales and growth strategies for the individual segments within Information Management, IBM Software.

Information Management Innovation Awards
We are thrilled to once again be presenting Information Management Innovation Awards in the Europe, Middle East and Africa region during the general session of the Business Partner Programme in the categories: EMEA Innovative Solution for Data Management, Enterprise Content Management, InfoSphere, Business Analytics and Top Industry. For more details, please visit the conference website **ibm.com**/software/uk/data/conf/business-partners/awards.html
Please note, nominations close on 9 April.

Business Partner Appreciation Reception
Join us from 18.45 - 20.45 hrs at the Business Partner Appreciation Reception on 18 May which will be held at one of the most impressive, ancient venues in the city centre of Rome. For questions and additional information, contact Melanie Bessem: mtb.bessem@nl.ibm.com

We look forward to seeing you in Rome

Rob Thomas
VP Business Development,
Information Management,
IBM Software

Register now
ibm.com/software/uk/data/conf

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Business Partner Programme - 18 May*

Optional
9.00-12.30   Sales Enablement – Whiteboarding Selling – choose one ot the following:
Integrated Data Management, ECM Platform, InfoSphere Synergy (At the Sheraton Golf Parco de'Medici Hotel)

12.30-14.00   Lunch

14.00-14.05   Create Insight, Transform, Go Beyond
Introduction by *Santina Franchi, Ivo Koerner, Zoran Hrustic*
Information Management Sales Leaders for South West, North East, Central Europe & Middle East & Africa

General Session
14.05-14.35   EMEA Information and Analytics, State of the Business
Sneak Peek: Market Intelligence Insights
Neil Isford, VP WW Information Management & Business Analytics Sales

14.35-14.50   Building a Smarter Planet ... together
Rich Hume, General Manager Global Business Partners

14.50-15.20   Pathways to Growth for Business Partners
Sandy Carter, VP Software Group Business Partners
Rob Thomas, VP Business Development IM

15.20-15.40   Coffee / Tea Break

Explore the Information Management portfolio and attend sessions outside of your current software range

	Breakout 1	Breakout 2	Breakout 3	Breakout 4
15.40-16.20	**ECM Sales and Growth Strategies** Tony Rummans *VP ECM Sales* Chas Kunkelmann *VP Software ValueNet*	**Information Management Sales and Growth Strategies** Alyse Passarelli *VP Data Management Sales*	**Business Analytics Sales and Growth Strategies** Mel Zeledon *Channels & Alliances Executive BA*	**Information and Analytics Whiteboard Selling** Karen Owen *WW Sales Enablement Information Management*
16.25–17:05	**ECM Sales and Growth Strategies** Tony Rummans *VP ECM Sales* Chas Kunkelmann *VP Software ValueNet*	**Information Management Sales and Growth Strategies** Alyse Passarelli *VP Data Management Sales*	**Business Analytics Sales and Growth Strategies** Mel Zeledon *Channels & Alliances Executive BA*	**Information and Analytics Whiteboard Selling** Karen Owen *WW Sales Enablement Information Management*

General Session
17.10-17.30   Partnering in the Decade of Smart
Jim Corgel, General Manager, ISV & Developer Relations

17.30-18.00   Key Business Partner Priorities and take aways of the day
A Leadership Panel Discussion - Moderator: *Rob Thomas*
Members: *Arvind Krishna, GM IM, Ron Ercanbrack, VP ECM, Rob Ashe, GM BA*

18.00-18.15   Business Partner Innovation Awards Ceremony
Rob Thomas, Ivo Koerner, Santina Franchi, Zoran Hrustic

18.45-20.45   Business Partner Appreciation Reception

Get more details on the Programme here:
ibm.com/software/uk/data/conf/business-partners/index.html

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