

Go Social at Impact 2011!

Add your voice to the conversation

Looking to stay in touch while attending Impact 2011? Join the Impact social community, and take advantage of daily updates, real-time discussion topics, and networking opportunities. Or, tell others about your Impact experience by adding the **#ibmimpact** tag to your tweets, posts, photos, slides and videos!



- Get the latest updates, register with the Impact 2011 Impact Conversations site and start engaging today!
- Go Mobile, Check-in at Impact. Use your smart phone to connect with people at Impact through Foursquare.
- Join the conversation with our partners, speakers, customers and attendees. Follow us @ibmimpact #ibmimpact.
- Get social, tweet, blog, share and network at the Impact Social Lounge.
- Meet up at the Impact All Star Tweet Up on April 13 at 5:15 p.m.
- Catch key sessions and live interviews on Impact TV.
- Subscribe to the IBM Impact blog feed for the latest updates.
- Submit and vote on developer topics for the WebSphere Unconference.



Impact conversations

Join the social networking activity around Impact. Use **#ibmimpact** in all your social conversations.

ibm.com/social/impact

Find us also on LinkedIn. Flickr. Slideshare.

Impact on Facebook™

Friend us on Facebook, check out the wall and do leave a comment.

facebook.com/ibmimpact

Impact on FourSquare™

Check-in on your phone from General sessions, around Solution Center, and at events to unlock specials for badge giveaways at the Impact Social Lounge.

foursquare.com/venue/19081075

Impact on Livestream™

View live sessions broadcasted straight from the Impact conference. Catch video interviews with speakers, business partners, customers and others at Impact.

livestream.com/ibmimpact

Impact on Twitter™

Contribute to real-time buzz with other Impact attendees. Follow **@ibmimpact**, use **#ibmimpact** in your tweets.

twitter.com/ibmimpact

Impact blog

Subscribe to our blog for live blogging updates, voices at Impact, key announcements and daily highlights.

ibm.com/impact/blog

Impact2011

Changing the Way Business and IT Leaders Work

ibm.com/impact

IBM Impact TV

Tune in for live coverage!
livestream.com/ibmimpact

Monday
April 11

Tuesday
April 12

Wednesday
April 13

Opening Session

8:15 a.m.–10:15 a.m.

Recorded Videos & Replays

10:15 a.m.–10:45 a.m.

Forbes Mini Main Tent

Impact channel
 10:45 a.m.–12 p.m.

Press Event

*SWG channel**
 11 a.m.–12 p.m.

Recorded Videos & Replays

12 p.m.–1 p.m.

Live Interviews

1 p.m.–2 p.m.

Smarter Commerce Mini

Main Tent

2 p.m.–3:15 p.m.

Recorded Videos & Replays

3:15 p.m.–3:30 p.m.

Live Interviews

3:30 p.m.–4 p.m.

Recorded Videos & Replays

4 p.m.–10 p.m.

Solution Center 11 a.m.–4 p.m.

General Session

8:30 a.m.–10 a.m.

Recorded Videos & Replays

10 a.m.–10:15 a.m.

Cloud Mini Main Tent

Impact channel
 10:15 a.m.–11:30 a.m.

Press Roundtable

*SWG channel**
 11 a.m.–12 p.m.

Recorded Videos & Replays

12 p.m.–12:30 p.m.

Live Interviews

12:30 p.m.–2:30 p.m.

Recorded Videos & Replays

2:30 p.m.–3 p.m.

Live Interviews

3 p.m.–4:15 p.m.

Recorded Videos & Replays

4 p.m.–5:15 p.m.

Women's Panel

5:15 p.m.–7 p.m.

Recorded Videos & Replays

7 p.m.–10 p.m.

Solution Center 11 a.m.–4 p.m.

General Session

8:30 a.m.–10 a.m.

Recorded Videos & Replays

10 a.m.–11 a.m.

Live Interviews

11:00 a.m.–12 p.m.

Recorded Videos & Replays

12 p.m.–1 p.m.

Live Interviews

1 p.m.–2 p.m.

Recorded Videos & Replays

2 p.m.–3 p.m.

Live Interviews

Social Media Lounge

3 p.m.–5 p.m.

Interviews from

All Star Tweetup

5:15 p.m.–6:30 p.m.

Solution Center 11 a.m.–2 p.m.

* SWG Channel livestream.com/ibmsoftware

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