

# Impact2011

Changing the Way Business and IT Leaders Work

Optimize for Growth. Deliver Results.

April 10-15 Las Vegas, NV



## 5 Top 5 Reasons for Developers To Attend Impact 2011

### 1 Share Your Ideas

- Attend the “unconference” on Thursday, April 14, schedule a topic and join the discussion
- Bounce ideas around in open labs and tech zones at the Product Technology Center
- Sign up for a one-on-one with IBM architects and developers

### 2 Explore and Evaluate the Hottest Technologies

- Learn proven IT strategies that you can apply right now and build on in the future
- Discover cutting-edge technologies through hands-on demonstrations from 100+ Business Partner and IBM exhibitors
- Become an expert on the latest technologies that will give your organization an edge

### 3 Connect with Peers, Gurus and Visionaries

- Interact with some of the IT world’s most renowned Chief Architects and Distinguished Engineers
- Network with industry peers and share best practices
- Build your personal learning network

### 4 Get the Best Technical Education in the Shortest Time

- Sharpen your BPM, SOA, WebSphere and Cloud skills in 500+ sessions, deep dives and hands-on labs
- A year’s worth of the best education makes you the hero who can bring efficiency and the latest innovations to your company
- Get certified on the spot

### 5 Have Some Fun

- Participate in a lively round of “Stump the Architects”
- Attend a meet-up or two and pursue hot topics like dynamic scripting, Web 2.0, OSGi applications and more
- Meet interesting, creative and hardworking people who you have interacted with online, in person

Learn more at: [ibm.com/impact](http://ibm.com/impact)