IBM Software
Information On Demand 2011
October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

Social Media & Customer Analytics
Session Highlights
Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda.

Monday, October 24

BSC-2761A	02:15 PM - 03:15 PM Mandalay Bay – Breakers G	Using IBM Cognos Business Intelligence V10.1 and IBM Cognos Consumer Insight
BSC-1665A	10:15 AM - 11:15 AM Mandalay Bay – Breakers G	Social Media and IT: What IT Needs to Know
BSC-2993A	11:30 AM - 12:30 PM Mandalay Bay – Breakers G	Evolving the Business of Hollywood: Applying Social Media Analytics for Smarter Investments

Tuesday, October 25

BSC-3556A	01:45 PM - 02:45 PM Mandalay Bay – Breakers G	Watson Update: After Victory on TVs Jeopardy!, What Comes Next?
BSC-1539A	10:00 AM - 11:00 AM Mandalay Bay – Breakers G	Predictive Social Media Analytics

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

Turn Insight Into Action

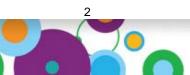## Wednesday, October 26

BSC-2149A	02:00 PM - 03:00 PM Mandalay Bay – Breakers G	Embedding Actionable Insights in the 24/7 Customer Operation
BSC-1784A	10:00 AM - 11:00 AM Mandalay Bay – Breakers G	Socialytics: Improve Pharmacovigilance by Considering Social Media Content
BSC-3674A	11:30 AM - 12:30 PM Mandalay Bay – Breakers G	An Integrated Digital Marketing Strategy from Henkel Cosmetics

Thursday, October 24

BSC-2765A	10:00 AM - 11:00 AM Mandalay Bay – Breakers G	Social Marketing Automation: An Integrated View of Customer Analytics

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