

## Top reasons to attend Connect 2016 for social business

**IBM Connect 2016** is the premier conference for social business and digital experience. See first-hand how IBM's new digital assistant, based on IBM cognitive technology, will help you focus on work that satisfies customers and grows your business. Discover how IBM solutions increase collaboration and productivity by delivering the next generation work experience. Register by October 27th to save \$200 off the regular conference rate.

See what social can do for you

Discover winning strategies, solutions and best practices from industry thought leaders, subject matter experts and IBM clients.

- Increase your expertise
  Compelling keynotes, 150+ sessions and customer stories, hands-on labs and insights into the latest industry trends and innovations will deepen your expertise.
- Build α competitive αdvantage

  Learn how IBM can help you enhance collaboration and focus on work that drives growth.
- Extend your social network

  Network, unwind and socialize with thought leaders, IBM executives, peers and Business Partners in dedicated open-dialogue sessions and special receptions.
- Experience the latest solutions

  Get hands-on and give your feedback on the latest IBM solutions and technologies in our Design Labs.



Don't miss Connect 2016, the premier social business and digital experience conference! Register by October 27th to save \$200 off the regular conference rate.

## Register now at ibm.com/connect