

Impact 2011

Conference Agenda

IBM Software

Impact2011

Changing the Way Business and IT Leaders Work

Optimize for Growth. Deliver Results.

April 10-15, 2011 Las Vegas, NV

www.ibm.com/impact



Impact 2011 Week-at-a-Glance



Sunday, April 10	Monday, April 11	Tuesday, April 12	Wednesday, April 13	Thursday, April 14	Friday, April 15
	Opening Session 8:15-10:15am	General Session 8:30-10:00am	General Session 8:30-10:00am		11:45AM Conference Ends
	SOLUTION CENTER 11:00-4:00PM	SOLUTION CENTER 11:00-4:00PM	SOLUTION CENTER 11:00-2:00PM		
Breakout Sessions					
	Analyst & Press Events				
Registration Opens					
BP Summit 10:30-5pm					
5:00 – 8:00pm Sol. Center Reception	5:30 – 8:00pm Sol. Center Reception	7:00PM- 10PM Special Event	7:00PM-11PM Inner Circle Special Event	OPEN Evening	
	Product Tech Ctr. 10:30-5:30pm	Product Tech Ctr. 10:00-6:00pm	Product Tech Ctr. 10:00-6:00pm	Product Tech Ctr. 10:00-6:00pm	Product Tech Ctr. 9:00-10:30am

Impact 2011 - <http://www.ibm.com/impact>

¹ Agenda (Session) Builder / Attendee Portal - <http://www.impactsmartsite.com>



Impact 2011 Conference Agenda at a Glance



Sun, Apr 10	Mon, Apr 11	Tue, Apr 12	Wed, Apr 13	Thur, Apr 14	Fri, Apr 15
SOLUTION CENTER SETUP	Breakfast 6:15-8AM	Breakfast 6:30-8:15AM	Breakfast 6:30-8:15 AM	Breakfast 7:00-9:00AM	Breakfast 7:00-9:00AM
	8:15 – 10:15AM Opening Session	8:30-10:00AM General Session	8:30 AM-10:00 General Session	9:00 - 10:15AM Breakout Series 15	9:00AM - 10:15 Breakout Series 20
	10:15 30 min break	10:00 15 min break	10:00 15 min break	10:15 30 min break	
CONFERENCE REGISTRATION <i>Registration</i> 8am – 8PM BP 12PM – 8:00PM ALL	SOLUTION CENTER 11:00AM-4:00PM	SOLUTION CENTER 11:00-4:00PM	SOLUTION CENTER 11:00-2:00PM		
	10:45AM - 12PM Breakout Series 1	8:30 - 9:45AM Breakout Series 5	8:30AM Breakout Series 10	10:45AM – 12PM Breakout Series 16	10:30 - 11:45AM Breakout Series 21
	10:45AM – 12PM Forbes Mini Main Tent	10:15 – 11:30AM Breakout Series 6	10:15AM Breakout Series 11	12:00-1:30PM Lunch	11:45AM Conference ends
	12:00- 2:00PM Lunch	10:15 - 11:30AM Cloud Mini Main Tent	12:00PM- 1:30PM Lunch	12:00 –1:00PM BOFs	
	12:30 – 1:30PM BOFs	12:00 - 1:30PM Lunch	12:00PM –1:00PM BOF	1:30– 2:45PM Breakout Series 17	
BP Summit 9:30am-4pm	2:00 – 3:15PM Breakout Series 2	12: - 1:30PM Inner Circle Lunch	1:30PM Breakout Series 12	2:45PM 30 min break	
3:00pm Pre-conference certification	2 – 3:15PM Sterling Mini Main Tent	12:00 –1:00PM BOFs	2:45: 30 min break	3:15 – 4:30PM Breakout Series 18	
4-8 BP Cafe	2 – 3:15PM IC Kickoff	1:30 – 2:45PM Breakout Series 7	3:15 -4:30PM Breakout Series 13	4:45- 6PM Breakout Series 19	
5:00 – 8:00PM Sol. Center Reception	3:15 30 min break	2:45 30 min break	4:45 – 6PM Breakout Series 14	OPEN Evening	
Ancillary Blackout 5-7PM	3:45 - 5pm Breakout Series 3	3:15 – 4:30PM Breakout Series 8	6:15 – 7:15PM BOFs		
	5:15 – 6:30PM Breakout Series 4	4:45- 6 PM Breakout Series 9	IC Event 7:00-11PM		
	5:30 – 8:00PM Sol. Center Reception	Special Event 7 - 10PM	OPEN Evening		
	Ancillary Blackout 5-7PM	Ancillary Blackout No Evening Events	Impact 2011 - http://www.ibm.com/impact Agenda (Session) Builder / Attendee Portal - http://www.impactsmartsite.com		

Note:
Business Program will extend on Mon and Tues of the event
Special Two Day Pass for \$950



Impact2011

Changing the Way Business and IT Leaders Work



Optimize for Growth. Deliver Results.

Hear from expert speakers such as:



Quentin Hardy
National Editor, Forbes



Rich Karlgaard
Publisher, Forbes



Scott Klososky
Guest Speaker



Geoffrey Moore
Guest Speaker



Grady Booch
IBM Fellow,
Research Scientist:
Computer Science



Katie Linendoll
Emmy Award Winner,
Tech Expert



Larry Miller
Comedian



Steve Mills
IBM Senior VP and
Group Executive
Software & Systems



Frank Kern
IBM Senior VP, Global
Business Services



Jon Iwata
IBM Senior VP, Marketing
and Communications



Rob High
IBM Fellow,
BPSO Foundation
Chief Architect



Jerry Cuomo
VP, WebSphere Chief
Technology Officer,
IBM Fellow



Marie Wieck
IBM Software Group, GM, AIM

Plus senior executives from major companies across the globe.

April 10 - 15
Las Vegas, NV

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The Top 5 Reasons To Attend Impact 2011

- 1** **Sharpen your skills** in WebSphere®, BPM, SOA and Cloud technologies through hands-on labs, training and certifications.
- 2** **Boost business performance** by leveraging insights from industry experts and peers at the Forbes-sponsored business program.
- 3** **Network and meet** leading worldwide experts, from inventors to educators, industry analysts and senior IT and business executives.
- 4** **Discover the latest demos and technologies** for working smarter at the state-of-the-art solution EXPO and ProductTechnology Center.
- 5** **Experience the all-in-one conference** where business and IT leaders can together optimize for growth and deliver results.

REGISTER NOW at ibm.com/impact



Sunday, April 10

- 9:30am - 5:00pm BP Summit
- 12:00pm - 8:00pm Registration Open
- 5:00pm - 8:00pm Solution Center Open



Monday, April 11

- 6:15am - 8:15am Breakfast
- 7:00am - 8:00pm Registration Open
- 8:15am - 10:15am General Session
- 10:15am - 10:45am Morning Break
- 10:30am - 5:30pm Product Tech Center
- 10:45am - 12:00pm Breakout Series 1
- 10:45am - 12:00pm Mini-Main Tent
- 11:00am - 4:00pm Solution Center Open
- 12:00pm - 2:00pm Lunch
- 12:30pm - 1:30pm Birds of a Feather
- 2:00pm - 3:15pm Breakout Series 2
- 2:00pm - 3:30pm Mini-Main Tent
- 3:15pm - 3:45pm Afternoon Break
- 3:45pm - 5:00pm Breakout Series 3
- 5:15pm - 6:30pm Breakout Series 4
- 5:30pm - 8:00pm Solution Center Open





Tuesday, April 12

- 6:30am – 8:15 am Breakfast
- 7:00am – 6:00pm Registration Open
- 8:30am – 10:00am General Session
- 8:30am – 9:45am Breakout Series 5
- 10:00am – 10:15am Morning Break
- 10:00am – 5:00pm Product Tech Center
- 10:15am – 11:30am Breakout Series 6
- 10:45am – 12:00pm Mini-Main Tent
- 11:00am – 4:00pm Solution Center Open
- 12:00pm – 1:30pm Lunch
- 12:00pm – 1:00pm Birds of a Feather
- 1:30pm – 2:45pm Breakout Series 7
- 2:45pm – 3:15pm Afternoon Break
- 3:15pm – 4:30pm Breakout Series 8
- 4:45pm – 6:00pm Breakout Series 9
- 7:00pm – 10:00pm Special Event

Wednesday, April 13

- 6:30am – 8:15 am Breakfast
- 7:00am – 6:00pm Registration Open
- 8:30am – 10:00am General Session
- 8:30am – 9:45am Breakout Series 10
- 10:00am – 10:15am Morning Break
- 10:00am – 5:00pm Product Tech Center
- 10:15am – 11:30am Breakout Series 11
- 11:00am – 2:00pm Solution Center Open
- 12:00pm – 1:30pm Lunch
- 12:00pm – 1:00pm Birds of a Feather
- 1:30pm – 2:45pm Breakout Series 12
- 2:45pm – 3:15pm Afternoon Break
- 3:15pm – 4:30pm Breakout Series 13
- 4:45pm – 6:00pm Breakout Series 14
- 6:15pm – 7:15pm Birds of a Feather





Thursday, April 14

- 7:00am – 9:00am Breakfast
- 7:00am – 6:00pm Registration Open
- 9:00am – 10:15am Breakout Series 15
- 10:00am – 5:00pm Product Tech Center
- 10:15am – 10:45am Morning Break
- 10:45am – 12:00pm Breakout Series 16
- 12:00pm – 1:30pm Lunch
- 12:00pm – 1:00pm Birds of a Feather
- 1:30pm – 2:45pm Breakout Series 17
- 2:45pm – 3:15pm Afternoon Break
- 3:15pm – 4:30pm Breakout Series 18
- 4:45pm – 6:00pm Breakout Series 19

Friday, April 15

- 7:00am – 9:00am Breakfast
- 9:00am – 10:15am Breakout Series 20
- 9:00am – 10:30am Product Tech Center
- 10:30am – 11:45am Breakout Series 21
- 11:45am Conference Ends

