Think 2019 call for speakers is now open!

Sometimes it’s the simplest thing that inspires the most people. Other times, it’s a complex challenge that earns professional respect. In either case, it’s the story that brings everything to life.

Tell us your story at Think. Share your knowledge, success, and vision.

Think 2019 will cover the world’s most important technical innovations and showcase them within the context of industry solutions and services.

Topics will include:

- Analytics, artificial intelligence, blockchain, cloud, collaboration, customer engagement, data, human resources and talent, Internet of Things, IT infrastructure, security and resiliency, and Watson.

- A special focus on existing and emerging technologies: APIs, cloud, cognitive, data science, Java, gaming, and many others.

- In addition, there will be deep expertise in virtually every industry and business challenge. The goal is to provide attendees with a journey that matters to them—to help them think.

A curriculum with no boundaries, made for you.

www.ibm.com/events/Think

#Think2019
Benefits of speaking:

- Networking opportunities with over 30,000 executives and employees, potential clients, IBM Business Partners, industry experts, press, and analysts.
- Your speaker profile and bio along with your company’s name on the mobile app and within the Think Session Expert Tool on the conference website.
- Opportunities to leverage Think Social Team assets to promote your session and your profile via social media channels.
- And IBM client and Business Partner speakers who present certain sessions may be eligible for one full conference pass.*

Best practices and tips to improve your chances of being selected to speak:

- **Show measurable results**
  There is a big difference between saying “This worked for us” and “We achieved a 35% return on investment.” Measurable results are a great way to communicate your strategies to your audience.

- **Use real-life examples**
  There is no substitute for firsthand experience. Audiences love to hear directly from people who have implemented winning strategies, including lessons learned. If you’re an IBMer or an IBM Business Partner, team with a client to bring your story to life.

- **Avoid sales pitches**
  Our goal is to educate our audience, so infomercials are not well received. Audiences want to learn how to be successful; if that includes a mention of a specific product or service, then great.

- **Be original and timely**
  Think attendees are eager to hear about the latest advancements and appreciate your unique perspective.

- **Speak to your industry**
  Sometimes your successful strategies will be dependent on circumstances unique to your organization. Develop your presentation content so it appeals to others across your industry or across similar industries.

- **Explain the big picture**
  Your presentation may focus on a specific aspect of a solution, but it will likely impact other areas of your organization. Tell us how you integrated with other tools and collaborated with other IT organizations or partners.

- **Ensure session titles are descriptive and compelling**
  Increase your appeal and help your audience quickly gauge your presentation focus. Bottom line: Be authentic.

- **Make sure that you identify the best speakers for your session**
  Identifying your speaker(s) early in the process is crucial. Speakers are important to the story, and weigh heavily in the consideration of each proposal.

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* Speaker Conference Registration Waiver: IBM client and IBM Business Partner speakers selected to deliver a conference session may be eligible to receive a conference registration waiver. Please review terms and conditions below for details and eligibility. The type of sessions eligible for the conference registration waiver are: elective sessions, keynote sessions, panel sessions.

**Final Presentation Content: As a condition of speaking, Think 2019 presenters will be required to submit a final US English-based presentation to the event repository prior to published deadlines.

Terms and Conditions
One non-transferrable waiver is available per session. After legal review of applicable laws, IBM will determine eligibility for a waiver on an individual basis. In the instance here both a client and a Business Partner speak in a single session, the client will receive the waiver. Speaker must deliver the session at the conference to receive the waiver. Eligible speakers may receive only one waiver. Speakers will be informed of the conference waiver status and any required documentation. The conference registration waiver allows admission to all conference meals, elective sessions, labs, networking events, and programs, Monday through Friday. No other travel or housing expense reimbursements will be provided. All sessions and presentation materials must be delivered in US English. IBM employees are not eligible to receive a waiver. Eligible speakers may receive only one waiver. Exclusions: Waivers are not provided to speakers participating in sponsor sessions, workshops, or labs.

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