

Connect 2016

January 31 - February 3

Hilton Orlando

#ibmconnect



Top reasons to attend Connect 2016 for digital experience

IBM Connect 2016 is the premier conference for social business and digital experience. Join us to learn how IBM solutions are delivering value at the point of impact with personalized and persuasive digital content across all customer and employee touchpoints. Discover how you can leverage emerging trends in cloud, analytics, mobile, social, and business process integration to drive growth for your organization with improved digital experiences for customers and employees.

1

Maximize your digital impact

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

2

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.

3

Build a competitive advantage

Learn how IBM can help you deliver exceptional digital experiences that satisfy customers and drive growth.

4

Extend your social network

Network with thought leaders, IBM executives, peers and Business Partners in dedicated open-dialogue sessions and special receptions.

5

Experience the latest solutions

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

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