

# The PartnerWorld 2003 Conference and You!

January 8, 2003

# Agenda

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- PartnerWorld 2003
- Why you don't want to miss it....
- Conference Schedule
- Your Call to Action

# PartnerWorld 2003

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- February 16-19, 2003
- New Orleans, LA
- Ernest N. Morial Convention Center
- Anticipated Attendance: 5,100+
- Premier Business Partner event

# Why You Don't Want to Miss It...

- **Primary Reasons for Attending in Descending Sequence ("Met or Exceeded" Rating)**
  1. Learn IBM's Strategy (95%)
  2. Network with Other Business Partners (88%)
  3. Develop IBM Contacts (86%)
  4. Stay Current with IBM and Market (95%)
  5. Hear from IBM Executives (95%)
  6. Affirm Relationship with IBM (94%)

- **Conference Value**
  - ▶ BPs Rate Conference Effectiveness at 90%
  - ▶ Value of Relationship with IBM at 94% (Pre Event Survey Rating of 90%)
  - ▶ 92% Indicated Event Successful in Improving BP's Relationship with IBM
  - ▶ 92% Indicated Increased Likelihood of Selling IBM Products / Services
  - ▶ 91% Indicated Increased Likelihood to Develop More Solutions Using IBM Products/ Services
  - ▶ 88% Indicated Event Successful in Belief that IBM Provides Opportunity
  - ▶ BPs Projected \$1.42 Billion Incremental Revenue (2002) Based on Attending Event

- **Conference Attracts Top Business Partners**
  - ▶ 77% were Strategic Alliances, Premier and Advanced PW Membership Levels
  - ▶ 84% Held Principal, Senior Manager, Officer, Senior Sales or Marketing Positions
  - ▶ 69% Have Been IBM Business Partners for 4 or More Years

## Data Management Attendees


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- **Janet Perna** *General Manager, Data Management Solutions SW Group*
- **Lauren Flaherty** *Vice President, Data Management Marketing*
- **Kevin Biggs** *Vice President, Worldwide Sales, Data Management Division*
- **Brett Macintyre** *Vice President, Content and Information Integration*
- **Don Top** *Vice President, Informix Customer Advocacy Executive*
- **Nelson Mattos** *Distinguished Engineer and Director, Information Integration*
- **Gary Schneider** *Director, WW Data Management Channel Development*
- **Paul Rivot** *Director, Database Servers and Business Intelligence Software*

# 2003 Conference Schedule

Day	Time:	Activity:	Comments:
Saturday	12:00pm - 6:00pm	Exec Center / Pre Conf Activities	Classes, Meetings, 1-1 Networking Executive Meetings
Sunday	8:00am - 6:00pm	Executive Center	1-on-1 Networking Executive Meetings
	12:00pm - 8:00pm	Registration	
	12:00pm - 6:00pm	Pre Conference Activities	Classes, Meetings, Special Activities
	1:30pm - 3:00pm	Management Excellence Series	
 <b>Visit Us</b>	<b>2:00pm - 8:00pm</b>	<b>Solution Center</b>	<b>10 Data Mgmt Pedestals and the Connections Cafe</b>
	3:30pm - 5:00pm	Management Excellence Series	
	4:00pm - 6:00pm	Evening Activities	Hospitalities, Receptions, Dinners, etc
	6:00pm - 8:00pm	Welcome Reception	Networking In Solution Center
	8:00pm - Until	Evening Activities	Hospitalities, Receptions, Dinners, etc
Monday	7:00am - 5:00pm	Registration	
	8:00am - 9:45am	General Session	IBM BP's Priorities, Marketing / Strategy, Support
	9:45am - 10:15am	Break	
	10:00am - 5:00pm	Executive Center	1-on-1 Networking Executive Meetings
 <b>Visit Us</b>	<b>10:00am - 5:00pm</b>	<b>Solution Center</b>	<b>10 Data Mgmt Pedestals and the Connections Cafe</b>
	10:15am - 11:45am	Exchanges	Integrated Solutions / Support Sessions
	11:45am - 1:15pm	Lunch	In Solution Center
	1:30pm - 3:00pm	Exchanges	Integrated Solutions / Support Sessions
	1:30pm - 3:00pm	Management Excellence Series	
	3:00pm - 3:30pm	Break	
 <b>RESERVE</b>	<b>3:30pm - 5:00pm</b>	<b>Exchanges</b>	<b>Data Mgmt Exchange Session</b>
	5:00pm - 5:15pm	Break	
	5:15pm - 6:30pm	Geography Sales Meetings	Special Sessions - Geo Sales Meetings
	7:00pm - Until	Evening Activities	Hospitalities, Receptions, Dinners, etc
 <b>RESERVE</b>	<b>7:00pm -Until</b>	<b>Evening Activity</b>	<b>Data Mgmt /WebSphere/Lotus and Tivoli Evening Event</b>

# 2003 Conference Schedule

Day	Time:	Activity:	Comments:
 <b>Visit Us</b>	8:00am - 9:45am	General Session	Solutions, Winning Against Competition
	9:45am - 10:15am	Break	
	10:00am - 6:00pm	Executive Center	1-on-1 Networking Executive Meetings
	10:00am - 6:00pm	Solution Center	10 Data Mgmt Pedestals and the Connections Cafe
	10:15am - 11:45am	Exchanges	Integrated Solutions / Support Sessions
	11:45am - 1:15pm	Lunch	
	1:30pm - 3:00pm	Exchanges	Integrated Solutions / Support Sessions
	3:00pm - 3:30pm	Break	
	3:30pm - 5:00pm	Exchanges	Integrated Solutions / Support Sessions
	6:00pm - 8:00pm	PartnerWorld 2003 Invitational	Invite Only - Top BP Reception
	7:00pm - 10:00pm	Networking Event/ Entertainment	Networking, Food, Entertainment
	Wednesday	8:00am - 10:00am	General Session
10:00am - 10:30am		Break	
10:30am - Until		Post Conference Activities	Classes, Meetings, Special Activities

# Your Call to Action

- Go to [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld) and click on **Register Today**

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NEW ORLEANS, LOUISIANA  
**FEBRUARY 16-19, 2003**  
**PartnerWorld 2003**

## Welcome

At PartnerWorld 2003, IBM Business Partners of all types from around the world will converge in New Orleans, Louisiana for what promises to be the most exciting conference for IBM Business Partners to date. Bringing together over 3,000 Business Partners, the annual three-day event has been newly redesigned to offer increased opportunities to network with IBM Business Partners and IBM Executives and exchange ideas in a very interactive forum.

- Be among the first to learn about and discuss IBM plans and strategies for 2003
- Connect with other Business Partners to reach new markets
- Learn about new tools to help grow your business and be more profitable
- Exhibit your products and solutions

[Registration](#) is now open! Visit this site often for more details as the conference approaches.

View [highlights](#) from the PartnerWorld 2002 conference.

**PartnerWorld 2003**  
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**Download conference information**  
(180k pdf)