

IBM LeadershipConnect

Driving Transformation for Greater Value

Marketing

Agenda

8.00am - 9.00am	Registration
9.00am - 9.30am	Welcome Address by IBM Executive
9.30am - 10.15am	Keynote: The Future Practice of Marketing - Shaping our Belief
10.15am - 11.00am	Understanding Each Customer as an Individual
11.00am - 11.20am	Morning Break
11.20am - 12.00pm	Creating Value at Every Touch
12.00pm - 12.40pm	Being an Authentic Brand and Culture
12.40pm - 12.50pm	Closing Remarks
12.50pm - 2.00pm	Lunch