

Make an Impact. Get Social.

#ibmimpact



Join the Impact social community and take advantage of daily updates, real-time discussion topics, and networking opportunities. Use **#ibmimpact** to tag your tweets, posts, photos, slides and videos! Have a question? **#AskImpact**. Follow **@ibmimpact** for real time updates.

Check-in on Foursquare

Check-in at Impact venues, events like General Sessions, and around the Solution Center. Discover tips, share photos, unlock specials and redeem buttons at the Social Playground.

Friend us

Check out the wall, check in your location, and please leave a comment.
facebook.com/ibmimpact

Latest updates on the Impact Blog

Subscribe to the IBM Impact blog feed for the latest updates, daily highlights and the ImpactTV schedule.

ibm.com/impact/blog

Watch Roving Reports on YouTube

Roving Reporters explore top-of-mind subjects with subject matter experts in a quick vox pop format. Video spots will be featured on IBM developerWorks and YouTube.

<http://ibm.co/dWibmimpact>

Find us on LinkedIn. Flickr. Slideshare. YouTube.



Catch the social buzz.

Join us at the nexus of everything social!

Impact Social Playground

Network. Listen. Engage. Learn.

When: April 29 - May 2 **Where:** Impact Solution Center

The New Social Playground, located in the solution center, is an exciting social hub that will bring together all the social movers and shakers.

What's Cool

- Exciting Meet Ups with experts on Cloud, Mobile, Expert Integrated Systems, Developers and more
- Live interviews on ImpactTV
- Lightning talks
- Location check-ins
- Impact swag
- Candid camera with our Roving reporters
- #ImpactGooGoo
- Recharger bar station
- Private pod rooms
- Dedicated network access
- Reviews and rewards

Impact Social Happy Hour Sponsored by ON24

Come over, network and grab a drink before heading off to rock to the Goo Goo Dolls.

When: May 1 from 4 – 5 pm

Where: Social Playground in the Solution Center

Meet Katie Linendoll and other stars.

Impact Social Happy Hour

Stop by, say hello, tweet, network, share, enjoy the appetizers and have a drink on us before you head out to hear the GooGoo Dolls rock the house!

Meet our Stars

- Marie Wick, GM, IBM
- Kristen Laura, VP, IBM
- James Governor, CO Founder, Peeterson
- Bob Sutor, VP, IBM
- Bruce Upbin, Managing Editor, Forbes
- Andrew Fritts, VP, ON24
- Jerry Cuomo, CTO, IBM

Meet our social superstar Katie Linendoll. #TweetCafe a question.

Where: Social Playground at the Solution Center
When: May 1, 2012 from 4:00 - 5:00 p.m.

Make an Impact. #ibmimpact

Tweet "I am attending the #IBMImpact Social Happy Hour" and collect your special swag.

Impact 2012 The Premier Conference for Business and IT Leadership

Sponsored by ON24

IBM ImpactTV

Tune in for live coverage!
livestream.com/ibmimpact

Sunday
April 29

Monday
April 30

Tuesday
May 1

Wednesday
May 2

General Session
8:15 a.m. – 10:15 a.m.

General Session
8:30 a.m. – 10:15 a.m.

General Session
8:30 a.m. – 10:15 a.m.

**Forbes Business
Mini Main Tent**
10:45 a.m. – 12:00 p.m.

**New Era of Computing
Mini Main Tent**
10:45 a.m. – 12:00 p.m.

**Developer
Mini Main Tent**
10:45 a.m. – 12:00 p.m.

Press Event
11 a.m. – 12 p.m.

Press Event
11 a.m. – 12 p.m.

Live from Playground
10:30 a.m. – 1:30 p.m.

Live from Playground
10:30 a.m. – 4:00 p.m.

Live from Playground
10:30 a.m. – 4:00 p.m.

**WebSphere
Unconference**
1:30 p.m. – 5:30 p.m.

Live from Playground
5:30 p.m. – 7:30 p.m.

Live from Playground
5:30 p.m. – 7:30 p.m.

Social Happy Hour
4:00 p.m. – 5:00 p.m.

Women's Panel
5:15 p.m. – 6:00 p.m.

Live on Impact channel
<http://www.livestream.com/ibmimpact>

Live on SWG channel
<http://www.livestream.com/ibmsoftware>

ImpactTV: Filmed in front of a live studio audience – that's you!

Watch all of the most sought after conference speakers, clients, partners and thought leaders on ImpactTV! ImpactTV is the live video broadcast for IBM Impact attendees and everyone else.

- Daily event perspectives
- Interviews
- Lightning talks

Come on over to the Social Playground and watch interviews and talks live. Interact with our hosts and featured speakers through Twitter and Facebook chat. www.livestream.com/ibmimpact



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