



IBM invites you to an exclusive event at the Vivid Ideas Exchange



### Vivid Ideas Exchange

Museum of Contemporary Art, Forum, Level 6, Terrace Entrance,  
Circular Quay Westside, 140 George St, The Rocks

2pm – 6pm on 28 May

RSVP by Friday 23 May

Event Collaborator





# Vivid Ideas Exchange

Join us at Vivid Ideas Exchange where, with a select group of business and city leaders, we will examine how data-driven insights are being used to transform businesses, industries, and even entire cities.

Discussions will be moderated by leading experts including:



## **John Tolva, President of PostivEnergy and former Chief Technology Officer for the City of Chicago**

John was the driving force behind major changes for the citizens of Chicago – including high-speed broadband connectivity, and the ServiceTracker initiative which provides for better accountability and open, participatory government. Now John is President of PositivEnergy and is channelling these skills into sustainable energy.



## **Dr Robert Morris, Vice President, Services Research at IBM**

Dr Morris is an information man. He is passionate about uncovering the truth in human patterns and is an expert at finding information solutions for pressing human problems. Dr Morris is uniquely qualified to discuss the growing influence of disruptive technologies and how they are empowering citizens and consumers. He's now leading the strategic thinking on Cognitive Computing's entry to Africa.



## **Ben Edwards, Vice President, Global Communications & Digital Marketing at IBM**

Based in New York, Ben leads IBM's communications worldwide, including the strategy, design and development of IBM's digital marketing and communications. In addition to hosting the forum, Ben will discuss the light installation IBM created for Vivid, facilitate the on-stage interviews with other speakers, and chair the audience Q&A.

## Agenda

**1:30–2:00 Registration**

**2:00–2:05 Welcome to country**

**2:05–2:20 Introduction to IBM's participation at Vivid:**  
Ben Edwards

**2:20–2:35 Keynote 1:** John Tolva will speak about how the City of Chicago used data to deliver improved, differentiated citizen experiences, and how that data is being used by his new venture in their work to design clean, "smart" buildings and suburbs

**2:35–2:50 Keynote 2:** Dr Robert Morris will share global perspectives on how disruptive technologies are transforming industries

**2:50–3:20 Break:** including light refreshments

**3:20–4:05 Panel discussion with Q&A:** Featuring John Tolva; Lucy Turnbull, Chair of the Committee for Sydney and Robert Morris. Moderated by Ben Edwards

**4:05–4:20 Closing remarks:** Ben Edwards

**4:20–6:00 Networking drinks**





# Reserve your place today

We hope you can join IBM, along with some of Australia's prominent business leaders, in contributing to Vivid Sydney – a festival of light, ideas and music.

To RSVP please email [ibmvivid@au1.ibm.com](mailto:ibmvivid@au1.ibm.com) before Friday 23 May.

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[Register now](#)

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