



You're invited to IBM's exclusive CMO networking dinner during Vivid Sydney 2014



Quay Restaurant
6pm – 9pm on Wednesday 28 May

Event Collaborator



Highlight

Join us for an exclusive CMO networking dinner during Vivid Sydney 2014 with your peers, where we will examine how data-driven insights are being used to transform customer experience.

Discussions will be lead by international experts including:



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. Ben will discuss the light installation IBM created for Vivid and facilitate any Q&A associated with leveraging data and analytics to enhance customer communications.



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

John has a unique perspective on how new technologies have empowered consumers and citizens to shape new experiences. John will discuss the impacts of digital technology, on the way we engage with customers, and how marketing is now focused on serving the consumer as an individual.



Reserve your place today

We hope you can join IBM, along with other prominent marketers, in contributing to Vivid Sydney 2014 - a festival of light, ideas and music.

To RSVP please email ibmcmo@au1.ibm.com before Friday 23 May.

Quay Restaurant, Overseas Passenger Terminal, Sydney
6pm – 9pm on Wednesday 28 May

[Register now](#)

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