

## Top reasons to attend Connect 2016 for digital experience

**IBM Connect 2016** is the premier conference for social business and digital experience. Join us to learn how IBM solutions are delivering value at the point of impact with personalized and persuasive digital content across all customer and employee touchpoints. Discover how you can leverage emerging trends in cloud, analytics, mobile, social, and business process integration to drive growth for your organization with improved digital experiences for customers and employees.

- Maximize your digital impact
  Discover winning strategies, solutions and best practices from industry thought leaders, subject matter experts and IBM clients.
- Increase your expertise
  Compelling keynotes, 150+ sessions and customer stories, hands-on labs and insights into the latest industry trends and innovations will deepen your expertise.
- Build a competitive advantage

  Learn how IBM can help you deliver exceptional digital experiences that satisfy customers and drive growth.
- Extend your sociαl network

  Network with thought leaders, IBM executives, peers and Business Partners in dedicated open-dialogue sessions and special receptions.
- Experience the latest solutions

  Get hands-on and give your feedback on the latest IBM products and prototypes in our Design Labs.



Don't miss Connect 2016, the premier social business and digital experience conference! Register by October 27th to save \$200 off the regular conference rate.

## Register now at ibm.com/connect