IBM Software Symposium 2003
Munich - May 19-23, 2003

Q&A
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1. What is the rationale behind organising IBM Software Symposium 2003?

Firstly, IBM Software Symposium 2002 was a great success – there were over 2,500 delegates from 56 countries, together with more than 100 top-tier journalists and 30 top-tier industry analysts. The Solution Showcase sold out and on the basis of the feedback forms, more than 80% of attendees were either "satisfied" or "very satisfied" with the event.

Secondly, IBM Software Group, with its 5 brands (Data Management, Lotus, Rational, Tivoli, WebSphere) is a reality. The Symposium is the ultimate event for customers, Business Partners, Press and Analysts to understand IBM Software strategy and to get the latest news. Specifically for Business Partners and customers, it will help them to discover opportunities to leverage their current investments in IBM Software, strengthen their knowledge in Data Management, Lotus, Rational, Tivoli and WebSphere, exchange experiences with their peers, and meet IBM Software Group Executives and Lab Developers.

1.1 Is Rational joining the Symposium ?

Rational will be present at IBM Software Symposium 2003 as the 5th brand.

2. Why are we going for a unique event as opposed to the former separate brand events?

There are three main reasons. Firstly, a combined event is a proof to our customers and Business Partners – as well as important influencers such as the press and analysts - that integration is not just "slideware", but a reality. Secondly, feedback from our customers about a combined event has been very positive. In 2002, more than 60% of the customers that came to see a specific brand, attended sessions from at least one other brand. Lastly, in the difficult economic climate, the opportunity to participate in what is effectively five separate events, but in the same place, at the same time and for a single price, is very compelling.

3. Why Munich?

Munich has all the necessary infrastructure to welcome a World Class event and the ICM Messe Munich is ideally equipped for our requirements. Additionally, Munich is centrally located within Europe, with access possible via air in around about two hours from most of Europe. Road and rail links are almost as convenient.

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4. What is the structure of 2003 event?

The Symposium is composed of **6 elements** that combine to make it unique for our customers and Business Partners.

4.1 Customer Executive Forum

- An exclusive 1 ½ day event to understand IBM Strategy and to get an insight of the future evolution of the IBM Software Group- the "big picture". Also to meet with the most senior Software Group Executives.
- Audience: C Level - Director Level

4.2 Technical Conference

Four days of in-depth training from beginners to expert level, including certifications and hands-on lab sessions. More than 400 breakout sessions organised around five Core Themes and 13 tracks.

Theme 1: IBM Software Strategy and Solutions
        Single track

Theme 2: DB2 Data Management
        Track 1: Optimise your Data
        Track 2: Integrate your Data
        Track 3: Expand your Data

Theme 3: Lotus
        Track 1: IT Management - Strategy and Planning
        Track 2: Application Development
        Track 3: Collaborative Infrastructure

Theme 4: Tivoli
        Track 1: Security Management
        Track 2: Storage Management
        Track 3: Performance, Availability, Configuration & Operations
        Management

Theme 5: WebSphere
        Track 1: Foundation & Tools
        Track 2: Business Integration
        Track 3: Reach & User experience

Theme 6: Rational
        Details to come

4.3 Business Partner Executive Forum

- 1 day to understand IBM Software Group product strategy and Business Partner strategy.

- Audience: C Level - Director Level

4.4 Press day

1 day to learn about IBM Software Group strategy, to get the big news as well as to meet IBM Executives.

4.5 Analyst day

1 day to learn about IBM Software Group strategy, as well as to meet IBM Software Group Executives.

4.6 Solution Showcase

4 days - IBM and Business Partners exhibiting their best-of-breed Solutions.

4.7 When will more content be available for my customers to make an informed decision on attending?

A detailed agenda will be ready by first week of March.

4.8 When will you be announcing the external keynote speaker?

It's just been confirmed! We will have the pleasure of Dr. Henry Alfred Kissinger. Dr Kissinger was the 56th Secretary of State of the United States from 1973 to 1977 and received the Nobel Peace Prize in 1973.

4.9 Will Linux /Pervasive be involved in Software Symposium 2003?

Yes, Linux and Pervasive will be represented at Software Symposium as well as Autonomic Computing and Grid Computing.

4.10 Will sessions be translated?

No, sessions will not be translated from English.

4.11 Will the session presentations be available on ibm.com after the event?

Yes. A CD will be produced after the event and will be available within 60 days for sale on ibm.com.

5. What has evolved from the 2002 event?

We have learned from our experiences in 2002:

- Best practices have been replicated
- Planning started well ahead of 2002 event schedule
- One project leader has been nominated and has been working full time since August 2002
- An advisory board, composed of customers and Business Partners, meet on a monthly basis to give feedback on the progress of the event
- Communications started as early as January 2003.

6. Where can I find more information?

The official website is at:
http://www.ibm.com/events/symposium2003

For any questions, to subscribe to the update mails, please send an e-mail to the generic e-mail i.d. created for the symposium –mailto:sympswg@fr.ibm.com

7. If you/your customers belong to a category entitled to a discounted price, how can you/they ensure that you/they get the correct pricing?

For each category, a promo code has been created. This promo code has been disclosed in various emails sent to each category. In the case of your customer being entitled to a special price and they **did not** receive the promo code, ask them to send an email to sympswg@fr.ibm.com

At registration, you/your customers have to enter the promo code in the required field.

8.1 My customer has only two days available for the Technical Conference, do they have to pay the full price?

No, daily passes will be available on the Web site after March 28th, 2003.

May 19th, 2003	€ 500
May 20th, 2003	€ 700
May 21th, 2003	€ 700
May 22nd, 2003	€ 700

May 23rd, 2003   € 400

8.2 Does the fee include accommodation and travel?
No. Delegates are responsible for their own accommodation and travel arrangements / payment.

8.3 My customer wants to pay by cheque or bank transfer. Is it possible ?

Yes, it is possible.

All payments are payable in Euro only

If paying by Bank transfer:	If paying by cheque/Bankers's Draft:
Account Name: Conference Planners Account Number: 49268211 Sort Code: 20-78-58 Swift Code: BARCGB22 Barclays Bank PO Box 23 Hamilton Road Slough SL1 4NX United Kingdom	Please mail to reach us prior to the conference: IBM – Software Symposium C/o Conference Planners Bridge House 70-72 Bridge Road East Molesey Surrey KT8 9HF United kingdom Phone: +44 (0) 208 939 3686 Fax: +44 (0) 1784 493 490

IMPORTANT NOTE: Customer's bank should quote customer's registration ID:XXXXXXXX as a payment description, so that customer's payment will be correctly posted to customer's record.

Terms: Payment is DUE prior to the conference
Your Confirmation for the conference will be sent via email once your payment has been received.

9. How should delegates register?

The preferred route for registration is to use the official Web site:

http://ibm.com/events/symposium2003

Registration by phone is possible on +44 (0) 208 939 3686.
Registration by fax is possible on +44 1784 493 490. The fax form is available on the official Web site.
Registration by e-mail is possible to ibmsymposium2003@eventreg.com.

9.1 How should speakers register?

Speakers register using the official Web site:

http://ibm.com/events/symposium2003

They will be provided a specific promo-code for their complementary ticket.

9.2 My customer has registered. When will they receive their invoice?

If they are paying by credit card, we will charge the card and then send out the VAT Invoice when payment is received. If they are paying by Banker's Draft/Cheque or Bank Transfer, we will send out a Pro Forma invoice (non VAT) so they can process payment, and then send out a VAT Invoice once payment has been received.

10. Do we have a program for User Groups?

This year we have decided to create stronger links with User Groups. If a User Group agrees to promote Software Symposium 2003 to its membership:

- IBM will offer one complementary registration to the Chairman of an International User Group, Chairman of EMEA User Group or Chairman of German User Group.
- IBM will list the User Group as a User Group supporting IBM Software Symposium with a link to the User Group Web site from the IBM Symposium Web site.
- IBM will offer a special rebate to User Group members when members register using their User Group membership i.d. number and a promo code provided by IBM.
- Each User Group has to include a paragraph promoting IBM Software Symposium 2003 in each of his regular newsletters, with a link to the official Web site.
- During the first week of March, User Groups have to send out a special electronic mailing to their members promoting IBM Software Symposium 2003 using the approved text provided by IBM.
- IBM will list the User Group as a User Group supporting ISSO3 in the Agenda Planner distributed during the event.
- For User Groups that wish to organise a meeting with its members present at the Symposium, IBM will provide one room in the Conference Centre (size to be requested by individual User Groups), on May 22nd, 2003, from 17:30-18:45
- IBM will provide User Groups one pedestal in the Solution Showcase for no fee.

11. Will there be a chance to book a meeting with a sponsor or exhibitor?
Yes, by going to their pedestal in the Solution Showcase.

12. What role can Business Partner(s) play at the Software Symposium?

Firstly, you can sponsor the event or exhibit in the Solution Showcase. A pdf detailing these sponsorship and exhibition opportunities is available from the official Web site at http://ibm.com/events/symposium2003/showcase.shtml. Application forms should be received **no later than** March 21st, 2003.

Secondly, you can help us to sell the Technical Conference to potential delegates. For each four customers (from two different companies) that enrol and mention your business name, you will get a free pass to the Technical Conference.

Thirdly, you can send your team to the Technical Conference (on a paying basis).

13. What are the key dates ?
March 3rd - Beginning of Touch 2 communications.
March 21st - Closing of applications for sponsorship/Solution Showcase.
March 28th - End of Early Bird period.
May 19th - Beginning of the conference.

Who's who?

Conference Manager: **Nicolas Desachy**

Events/Logistic Team
Manager: **Barbara Bothe**
Coordinator: **Andrea Geyer**

Audience Generation/IMC
Manager: **Martina Fiddrich**
Coordinator: **Salome Tamayo Lopez** / Hugh Leonard
Webmaster/LMT: **Yvonne Bus**

Content Team
Leader: Nicolas Desachy
Data Management: **Paul Cock** / Bob Shoberg
Lotus: **Alan Scott** / Sandra Marcus
Tivoli: **Jarmila Halovsky-Yu** / Amy Rojas / Paige Warshaw
WebSphere: **Angela Bates** / Lesley Casey
Linux: **Michelle Andrews**/Diana Patten

Regional Focal Contacts
CEMA: **Sarka Kinclova**
Central: **Michael Neuffer**
Nordic: **Anja Meijnert Smith**
North: **Delphine Kjaer**
South: **Ornella Carrera**
West: **Sandra Delaquaize**

For any inquiry, send an email to sympswg@fr.ibm.com