



High-Tech and Industrial Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

Session 1: Thriving in Volatile Markets

High-tech and industrial organizations know that smarter business begins with exceeding the expectations of your customer. In increasingly volatile and uncertain markets, organizations must be more interlocked and adaptive across supply-side and demand-side functions, offer a more rich sales and service experience to their customers, and be more intelligent in the decisions they make across the entire value chain. In this session, industry analysts and experts will lead a discussion on the latest approaches that high-tech and industrial clients are taking to be more flexible and responsive to their customers despite greater volatility in the market.

Wednesday, November 2, 3:30 pm – 5:00 pm

Session 2A: In Search of Peak Performance

In this session, a panel of supply chain executives, including IBM's own Chief Supply Chain Officer, will share insights from their own recent supply chain initiatives. Join an interactive, provocative discussion on how these initiatives have shaped supply chain efficiency and synchronization with demand to gain better control over inevitable disruptions.

Session 2B: Building Marketing Might

In this session, a panel of marketing executives will share insights from their own recent marketing initiatives. Join an interactive, provocative discussion on how these initiatives have enabled the organizations to better understand, sell to, and service their customers.

Thursday, November 3, 8:00 am – 9:15 am

Session 3: Speakers' Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to connect with speakers, fellow attendees and IBM senior High-Tech and Industrial executives to further share insights and experiences on the leading practices that companies are implementing to drive greater results across their supply chain.

For those attendees in marketing leadership roles within their companies, there is a separate breakfast exchange focused exclusively on marketing leadership topics.

Thursday, November 3, 11:30 am – 12:30 pm

Session 4A: Charting the Journey to the Supply Chain of the Future

In this session, we will examine new IBM research and a resulting model on how organizations are transitioning to smarter supply chains. Participants will be given the opportunity to assess their own progress and get an actionable blueprint to use on their unique journey.

Session 4B: 2011 IBM Global Chief Marketing Officer Study

In this roundtable session, we will discuss IBM's recent CMO study, which included in-depth interviews with more than 1,700 CMOs worldwide, and how to turn these insights into actions for your own company. The study explores emerging trends impacting CMOs and reveals how they are responding to the evolving scope and needs of marketing. In particular, the results of CMOs representing high-tech and industrial organizations will be in focus.