

Cloud Innovation Forum 2019

Terranea Resort
Rancho Palos Verdes, California
October 8-9, 2019



Overview

Date & Location

October 2019

Terranea Resort, Rancho Palos Verdes, CA

About

14th annual Cloud Innovation Forum:

An IBM-proprietary event hosted by the NA IBM Cloud team

Purpose

Deliver a white-glove experience for top clients & give IBM sellers a one-of-a-kind opportunity to progress client relationships and close deals.

Target Audience

C-Suite and VP of IT Executives

Client Communications Journey

Touchpoints	Info Flyer	Invitation	Registration Confirmation	Agenda & Keynote Info Flyer	Week Before	Post-Event Follow-Up
Cloud Innovation Forum 2019	01	02	03	04	05	06
Core Message	Introducing Cloud Innovation Forum 2019	You are cordially invited... Register for CIF 2019!	You are confirmed for CIF 2019!	And the CIF Keynote Speaker for 2019 is...	Getting Situated for CIF: All You Need to Know	Keeping the Innovation Going: Questions, Feedback and Opportunities
Formats & Details	1. Info Flyer PDF <ul style="list-style-type: none"> + Event introduction + Agenda sneak peek 	1. Invitation PDF <ul style="list-style-type: none"> + Agenda Highlights + Why CIF + Link to more info & registration + Next Steps 	1. Confirmation Email <ul style="list-style-type: none"> + Registration confirmation + Travel & hotel details + Excursion options + Event Agenda 	1. Updated Info Flyer PDF <ul style="list-style-type: none"> + Link to event website + Agenda Highlights + Full Agenda attached 	1. Email <ul style="list-style-type: none"> + Basic FAQ + Agenda outline + Travel & hotel confirmation 	1. Thank You Note 2. Post event email <ul style="list-style-type: none"> + Link to presentations and offers

The Experience: Day One

The Venue

Terranea Resort
Rancho Palos Verdes, CA



Registration

A Warm Welcome

Upon arrival, attendees received a **welcome note** outlining the activities of the day.

The **name badges** offered a simple printed agenda on the back for easy access.



Outdoor Excursions

Explore, Relax & Restore

Surrounded by coastal views and sun-soaked landscapes, Terranea Resort offered the perfect setting for relaxation and adventure.

Attendees joined one of two outdoor excursions to help refocus their minds, while getting better acquainted with their IBM sellers and fellow business leaders: A day on the golf course or a bike tour between iconic beach towns.



Other Activities

Meaningful Conversations

Back at the resort, the **Hospitality Lounge** at the Ocean View Terrace offered a space for networking and relaxation.



Guest Room Reminders

Details Matter

Throughout the two-day event, the TV monitors in the guest rooms displayed branded screensavers with messaging to provide attendees with specific calls-to-action and event updates.



Day One of the IBM Cloud Innovation Forum is not over yet!

Join us on the pool deck at 6:30pm for the Welcome Reception & Dinner. The dress code is resort casual.

We look forward to seeing you there!

Thank you for joining us at the IBM Cloud Innovation Forum.

We hope you enjoyed your experience and we look forward to continuing our conversations.

Enjoy the rest of your time at Terranea Resort and have a pleasant and safe trip home.

We hope you enjoyed the Welcome Reception and had a chance to connect with peers.

Continue those conversations over breakfast tomorrow, starting at 7:30am at PV Terrace located on the lobby level.

We'll kick off Day Two of the IBM Cloud Innovation Forum at 8:30am in the PV Ballroom located on the lobby level.

Get ready to hear from industry experts and thought leaders about all things cloud and innovation.

Welcome Reception

Raise a Glass

The Welcome Reception was hosted at the main resort pool, where attendees soaked in the panoramic seascape views while enjoying **cocktails and conversation**.

Each selection of fresh coastal fare had its own **chef-action station**, where dishes were made in front of the guests. To top it all off, dessert was in the form of a smores station with homemade marshmallows and California-local Ghirardelli chocolates.



Welcome Reception



Special Gift

Press Play & Relax

After returning from dinner and drinks, attendees found a gift-wrapped Bluetooth speaker along with a signed note.

To help attendees get amped up for Day Two of the event, the note included a QR code to an **exclusive CIF playlist** on Spotify.



The Experience: Day Two

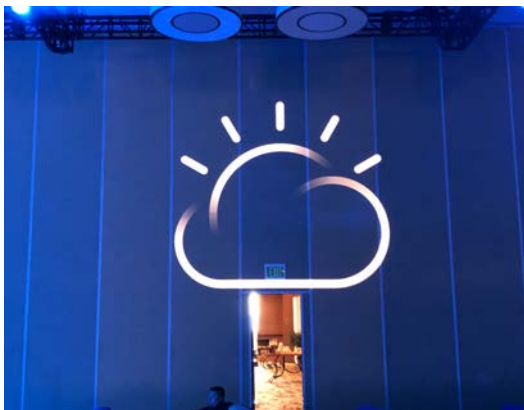
General Session

Thought Leadership

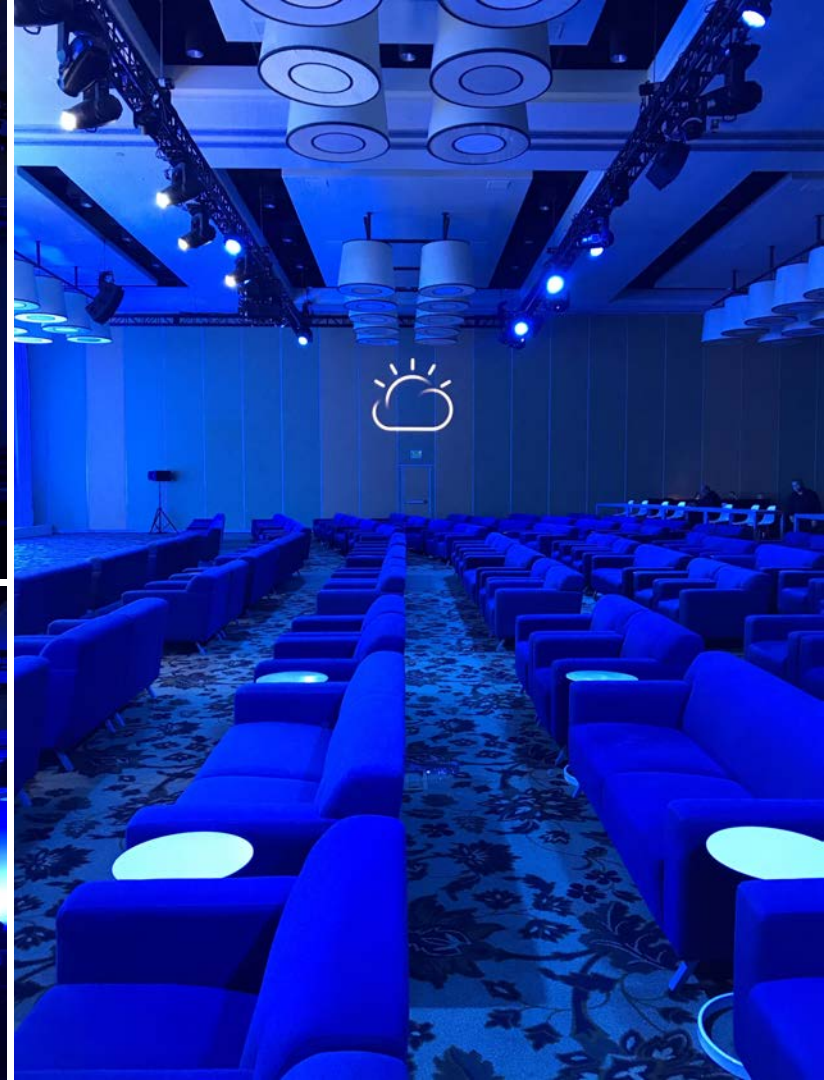
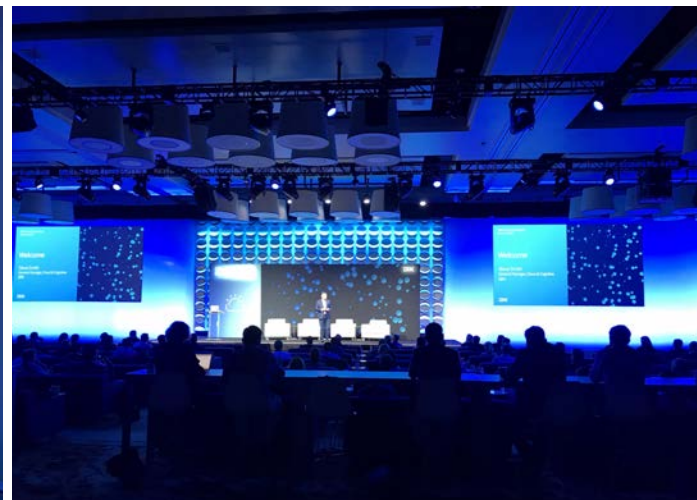
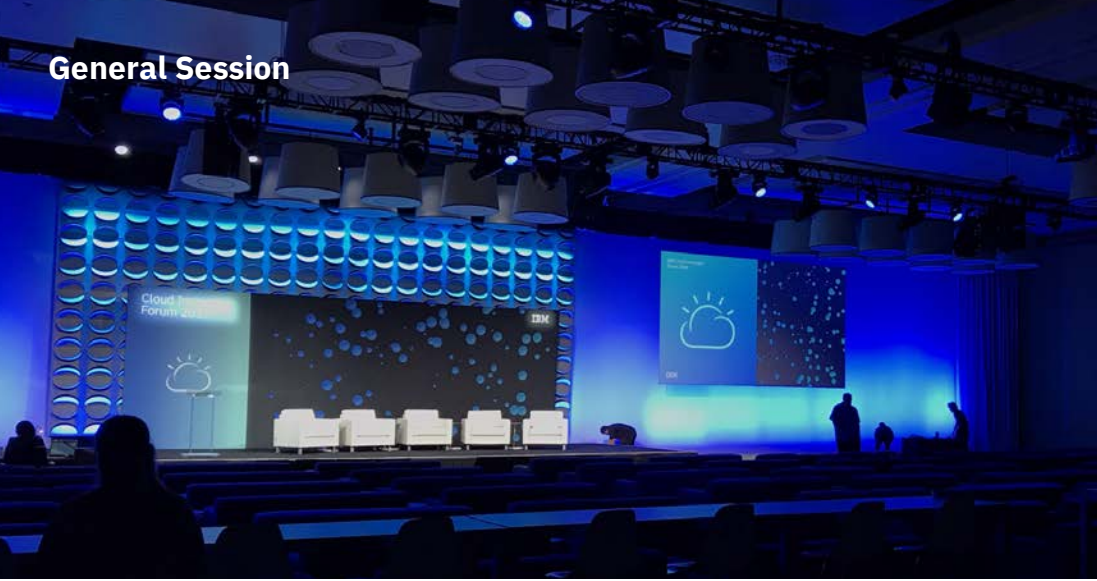
Day Two of CIF was an action-packed day, with presentations from industry leaders and innovators that left the audience feeling confident about the next step in their journey to cloud.

The keynote speaker **Mick Ebeling** empowered clients to rethink what's possible for their business and the future, with a presentation on "The Fallacy of Impossible."

With his passion for driving meaningful change and inspirational storytelling, Ebeling **earned a standing ovation** – the first in CIF history.



General Session



Communication Assets

Pre-Event Communication Assets

Save the Date

Save the Date



IBM Cloud Innovation
Forum 2019

The 14th Annual IBM Cloud Innovation Forum is scheduled and you won't want to miss it.

When
October 8-9, 2019

Where
Terranea Resort
Rancho Palos Verdes
Outside of Los Angeles

Check back with your IBM Client Executive for more information and our VIP speaker lineup.

IBM Cloud 

Info Flyer

IBM Cloud Innovation Forum 2019
IBM Cloud is the cloud for smarter business.



Join us for the 2019 Cloud Innovation Forum at the Terranea Resort in Rancho Palos Verdes, a hidden gem outside Los Angeles. At this exclusive event, you'll hear from fellow business and thought leaders who are using IBM Cloud to lead the charge in today's multcloud world. During this two-day event, IBM will help you uncover the next step in your journey to cloud.

What to Expect

- Sit down with IBM executives and leadership for one-on-one conversations
- Hear firsthand from client speakers about their journey to cloud with IBM
- Engage in four north, peer-to-peer networking in a unique, relaxing setting
- Learn with an actionable blueprint for success.

On the Agenda

From cloud modernization to unlocking business value with AI, hear firsthand success stories from IBM experts and business leaders. Security top of mind? Blockchain capturing your interest? We've got them covered, too. Don't know you have the IBM Garage can help your enterprise innovate at the speed of a startup.

Explore, Relax & Restore

Seeking security activities or have a taste for adventure? Select from a choice of excursions while enjoying peer networking and entertainment. End Day One on a high note with an exclusive dinner overlooking the ocean, while you enjoy getting to know thought leaders like yourself.

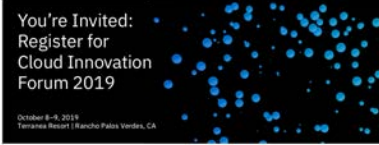
Mark your calendar:
IBM Cloud Innovation Forum 2019
October 8-9, 2019 | Terranea Resort, Rancho Palos Verdes, CA

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Invitation

**You're Invited:
Register for
Cloud Innovation
Forum 2019**



October 8-9, 2019
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Join us for the 2019 Cloud Innovation Forum at the Terranea Resort in Rancho Palos Verdes, a hidden gem outside Los Angeles. During this exclusive two-day event, we'll help you discover a faster, more secure journey to cloud - with IBM by your side.

What to Expect

- Sit down with our IBM Cloud leadership team for one-on-one conversations
- Hear from industry leaders and innovators about their journey to cloud with IBM
- Engage in top-notch networking with panoramic ocean views

On the Agenda

From cloud modernization to unlocking business value with AI, we've got you covered on all things cloud innovation. IBM Experts and fellow business leaders will share insights and success stories on the following topics, so you can leave feeling confident, with an actionable blueprint for success.


- Open Hybrid Cloud: A platform for innovation and growth
- Accelerate your journey to AI
- The Red Hat difference: A foundation for agility
- Reimagining new business models with IBM Watson
- Purposeful innovation with IBM Garage

Explore, Relax & Restore

On Day One, you'll have a choice of excursions to join before enjoying an exclusive dinner and reception overlooking the ocean.

- **Hit The Links at Terranea**, a dramatic nine-hole, par-3 Southern California golf course with stunning views of the Pacific Ocean and Catalina Island.
- **Cycle through coastal views** of Southern California on a relaxing bike tour along the beach. This area is home to some of the most pleasant bike paths in the world.


Don't miss this opportunity to jump-start your cloud innovation and gain a competitive edge in today's multcloud world.


IBM will cover your agenda, notes, meals and ground transportation.

Space is limited, so act fast.

[Register Now](#)

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Pre-Event Communication Assets

Info Flyer v2



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Join us for the 2019 Cloud Innovation Forum at the Terranea Resort in Rancho Palos Verdes, a hidden gem outside Los Angeles. During this two-day event, IBM will help you uncover the next step in your journey to cloud.

Keynote Speaker
Mick Ebeling, Founder of fast Impossible Labs and two-time SXSW Innovator of the Year, will explore the role of imagination and technology in driving meaningful – and necessary – change for mankind. His real-world experiences, inventive mind and relentless passion will inspire you to think differently, migrating you to tackle challenges head-on to make the impossible a reality.

Agenda Goals Peak

- The Falacy of “Impossible” with Mick Ebeling
- Open Hybrid Cloud: A Platform for Innovation and Growth
- The Red Hat Difference: A Foundation for Agility
- Why IBM Cloud in a Multicloud World
- Accelerate Your Journey to AI
- Purposeful Innovations with IBM Garage
- Securing the Cloud
- Innovation at Scale

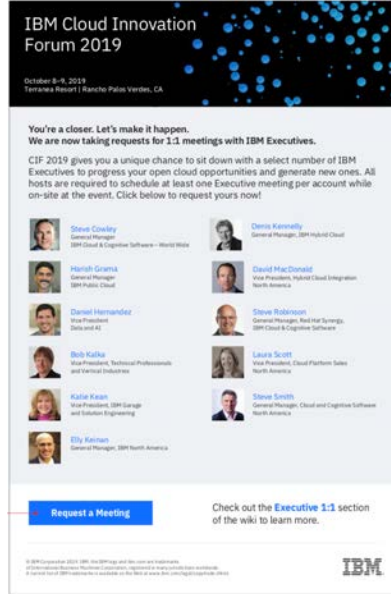
Explore, Relax & Restore
How do you want to spend your first day in Rancho Palos Verdes? Join us for one of the following activities before the Welcome Reception:

- **Hit the Links at Terranea**, a dramatic nine-hole, par-3 Southern California golf course with stunning views of the Pacific Ocean and Catalina Island.
- **Cycle through coastal views** of Southern California on a relaxing bike tour along the beach. This area is home to some of the most pleasant bike paths in the world.

Mark your calendar!
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Exec 1:1 Announcement



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You're a closer. Let's make it happen.
We are now taking requests for 1:1 meetings with IBM Executives.

EIF 2019 gives you a unique chance to sit down with a select number of IBM Executives to progress your open cloud opportunities and generate new ones. All hosts are required to schedule at least one Executive meeting per account while on-site at the event. Click below to request yours now!

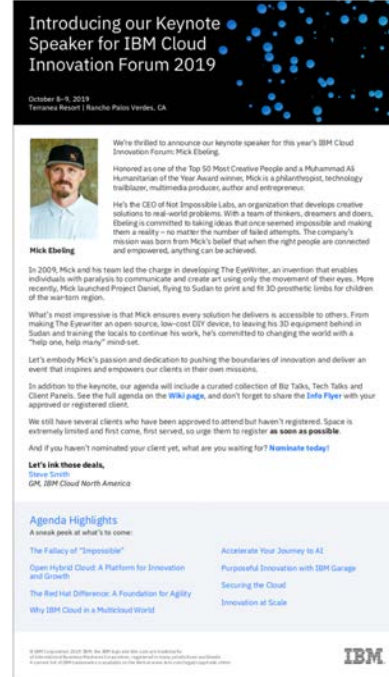
 Steve Cowley General Manager IBM Cloud & Cognitive Software - World Wide	 Dennis Kavanagh General Manager, IBM Hybrid Cloud
 Nehal Garna General Manager IBM Public Cloud	 David MacDonald Vice President, Hybrid Cloud Integration North America
 Daniel Hernandez Vice President IBM North AI	 Steve Robinson General Manager, Red Hat Strategy IBM Cloud & Cognitive Software
 Bibi Kalka Vice President, Technical Professionals and Virtual Industries	 Lara Smith Vice President, Cloud Platform Sales North America
 Karin Krutz Vice President, IBM Garage and Solution Engineering	 Steve Smith General Manager, Cloud and Cognitive Software North America
 Elly Keinan General Manager, IBM North America	

[Request a Meeting](#)


Check out the **Executive 1:1** section of the wiki to learn more.



Agenda + Speaker Announcement



Introducing our Keynote Speaker for IBM Cloud Innovation Forum 2019
October 8-9, 2019
Terranea Resort | Rancho Palos Verdes, CA


Mick Ebeling

We're thrilled to announce our keynote speaker for this year's IBM Cloud Innovation Forum: Mick Ebeling.

Honored as one of the Top 50 Most Creative People and a Muhammad Ali Humanitarian of the Year Award winner, Mick is a philanthropist, technology trailblazer, multimedia producer, author and entrepreneur.

He's the CEO of fast Impossible Labs, an organization that develops creative solutions to real-world problems. With a team of thinkers, dreamers and doers, Ebeling is committed to taking ideas that once seemed impossible and making them a reality – no matter the number of failed attempts. The company's mission was born from Mick's belief that when the right people are connected and empowered, anything can be achieved.

In 2009, Mick and his team led the charge in developing The EyeWriter, an invention that enables individuals with paralysis to communicate and create art using only the movement of their eyes. More recently, Mick launched Project Daniel, flying to Sudan to print and fit 3D prosthetic limbs for children of the war-torn region.

What's most impressive is that Mick ensures every solution he delivers is accessible to others. From making The EyeWriter an open source, low-cost DIY device, to leaving his 3D equipment behind in Sudan and training the locals to continue his work, he's committed to changing the world with a "help one, help many" mind-set.

Let's embody Mick's passion and dedication to pushing the boundaries of innovation and deliver an event that inspires and empowers our clients in their own missions.

In addition to the keynote, our agenda will include a curated collection of Biz Talks, Tech Talks and Client Panels. See the full agenda on the [Wiki page](#), and don't forget to share the [Info Flyer](#) with your approved or registered client.

We still have several clients who have been approved to attend but haven't registered. Space is extremely limited and first come, first served, so urge them to register **as soon as possible!**

And if you haven't nominated your client yet, what are you waiting for? **Nominate today!**

Let's link these deals,
Steve Smith
GM, IBM Cloud North America

Agenda Highlights
A sneak peek at what's to come:

The Falacy of "Impossible"	Accelerate Your Journey to AI
Open Hybrid Cloud: A Platform for Innovation and Growth	Purposeful Innovation with IBM Garage
The Red Hat Difference: A Foundation for Agility	Securing the Cloud
Why IBM Cloud in a Multicloud World	Innovation at Scale

