



think2020

May 4–7  
Moscone Center  
San Francisco, CA

# Think 2020 call for speakers is now open!

Advances in technology aren't only changing the ways we tell stories—they're changing whose stories we tell, how we hear them, and how they affect us all.

Tell us yours at Think.

**We're looking for stories on these topics:**

- Automation, Blockchain, Cloud, Code, Data and AI, Human Resources and Talent, Industry Platforms, Infrastructure, Internet of Things, Mobile, Security, Services, and Supply Chain.
- In addition, there will be deep expertise in virtually every industry and business challenge. The goal is to provide attendees with a journey that matters to them—to help them think. A curriculum with no boundaries, made for you.

## Tips for giving us your best proposal:

- **Be original and timely.** Think attendees are eager to hear about the latest advancements and appreciate your unique perspective.
- **Show measurable results.** “This worked for us” can let an audience be happy for you, but it doesn’t give them a way to connect with what \*they\* could accomplish. “We achieved a 35% return on investment,” gives listeners a concrete benchmark to work toward.
- **Use real-life examples.** People come to Think to hear directly from leaders who’ve implemented winning strategies and to get first-hand lessons learned. If you’re an IBMer or an IBM Business Partner, team with a client to bring your story to life.
- **Avoid sales pitches.** We created Think as a place to share insight, find inspiration, and give people opportunities to broaden their horizons; infomercials don’t go over well. If you need to mention a specific product or service, go ahead! Just make sure it’s part of a larger point.
- **Speak to your broader industry.** If your organization is unique, make sure to develop your presentation so that the content appeals to others across your industry or across similar industries.
- **Explain the big picture.** Your presentation may focus on a specific aspect of a solution, but it will likely impact other areas of your organization. Tell us how you integrated with other tools and collaborated with other IT organizations or partners.
- **Title your session clearly.** Make it as easy as possible for people to understand what your session is about and why they should come. Bottom line: Be authentic.
- **Make sure that you identify the best speakers for your session.** Identifying your speaker(s) early in the process is crucial. Speakers are important to the story, and weigh heavily in the consideration of each proposal.

## Benefits of speaking:

- Networking opportunities with over 40,000 executives and employees, potential clients, IBM Business Partners, industry experts, press, and analysts.
- Your speaker profile and bio along with your company’s name on the mobile app and within the Think Session Catalog on the conference website.
- Opportunities to leverage Think Social Team assets to promote your session and your profile via social media channels.
- And IBM client and Business Partner speakers who present certain sessions may be eligible for one full conference pass.
- **Call for speakers opens**  
October 15, 2019
- **Call for speakers closes**  
November 12, 2019
- **Speaker notification**  
early February 2020
- **Deadline for posting your presentation in the speaker kit for review**  
March 10, 2020

Client and Business Partner speakers who are selected to deliver a breakout session may be eligible to receive a conference registration waiver. Only one waiver may be available for a non-IBM speaker per session. A conference registration waiver will be offered to the speaker if IBM determines, after legal review of applicable laws, that it is appropriate. Restrictions apply. A speaker is NOT eligible if already registered. Speakers must deliver their session in US English. The waiver is not transferable. If both a client and Business Partner are speaking in a session, the client will receive the waiver. This waiver is given to the speaker and not aligned with the session. For example, if a client or Business Partner is speaking in two sessions, the single waiver covers both sessions. Lab presenters are not eligible for a waiver. Sponsor sessions are also excluded. Speakers will be informed about the conference waiver status and any other documentation that may be required. The conference registration waiver allows admission to all conference meals, elective sessions, Campuses, and networking events Tuesday through Thursday. Speakers are responsible for their own travel and hotel expenses.