

## 2016 Marketing Events

### **February 18 (Thursday) – “DB2 101” at Woodberry Kitchen**

- Focus on IBM Mid-Atlantic data management customers
- Oracle vs. DB2 progress and opportunity for customers
- New DB2 packaging and how to select the best version for your organizations
- Stress TFG skills and product selection assistance

### **February 25 (Thursday) – System z VUG “My Manager Says We’re Moving Off the Mainframe!”**

- Explain the series purpose (keeping current System z customers on System z)
- How find and gather your IBM sales team
- What resources are available to validate cost savings, performance, etc.

### **March 9 (Wednesday) - Baltimore/Washington DB2 Users Group, Columbia**

- Education session
- Request volunteers for Academic Initiative with IBM team
- Attend and network

### **April 11-12 (Monday-Tuesday) Free Hands-on IDAA Training**

- 2-day class to be delivered by Frank Fillmore
- Location TBD
- Marketed to potential IDAA buyers

### **April 21 (Thursday) System z VUG “IBM System z Academic Initiative”**

- Explain the IBM System z Academic Initiative
- Introduce Christy Schroeder and Misty Decker from IBM
- Explain what the Baltimore/Washington DB2 Users Group is doing with the team

### **May 23-26 – IDUG Austin – North America Conference**

- TFG session presentation TBD
- Validate TFG’s skills with an event or promotion
- Coordinate dinner event with customers attending

**June 8 (Wednesday) – Baltimore/Washington DB2 Users Group**

- Quarterly meeting
- Update on Academic Initiative with committee
- Attend and network

**July 14 (Thursday) – System z VUG “Applications: Resources and Options”**

- Review application options for System z
- Summarize development options and tools available
- Compare development on System z with other platforms

**August 18 (Thursday) – Replication Virtual Users Group - webinar**

- Frank Fillmore to present on latest IBM IIDR replication offerings
- Blog, DB2-L, email outreach to drive attendance
- Follow-up with training and services special offering

**September 14 (Wednesday) – Baltimore/Washington DB2 Users Group, Columbia**

- Topic TBD
- Attend and network
- Help drive attendance

**September 29 (Thursday) – System z VUG “DB2 for z/OS – Why It’s Still #1 for OLTP”**

- Who is running OLTP workloads on System z (the biggest and the best)
- Deliver statistics and white papers on performance, security and cost
- Comparisons with other database options and Hadoop

**October 23-27 – IBM Insight 2016**

- Education Event – presentation
- Networking/customer appreciation event
- Dinner with select customers and colleagues

**December 14 – Baltimore/Washington DB2 Users Group, Columbia**

- Topic TBD
- Attend and network
- Help drive attendance