Partner Day
IBM TechXchange Summit EMEA

January 22, 2024, Barcelona International Convention Centre

As part of IBM TechXchange Summit EMEA, on the pre-conference day, January 22, join us for a full day of technical sessions designed just for partners. On the agenda: exploring IBM watsonx; exciting sessions about the adoption of Generative AI and emerging open technologies, Partner success stories, "Hidden Technical Gems" in Partner Plus and much more.

Who can attend Partner Day?
IBM Business Partners who are attending the IBM TechXchange Summit EMEA January 22-25, 2024.

Partner Plus: We're Here For You
Meet ups all day; Individual & Small Groups re: Partner Plus related questions

Time	Session
9:00-11:00am	**Networking and Partner Day Check in.** *Refreshments served.*
11:00am -12:00pm	**Partner Day Welcome & Session: Accelerate partner-led wins in AI & Hybrid Cloud including Partner success stories and demonstrations** Welcome: Jason Gartner | CTO, Technical Sales & Client Engineering WW + Ralph Demuth | VP, Technology Technical Sales, EMEA Session: Savio Rodrigues | VP, IBM Ecosystem Engineering & Developer Advocacy WW
12:00-1:30pm	**Lunch + Networking**
1:30-2:00pm	**Watsonx Suite Technical Update + Demonstration – Exclusive for Partners** Nicholas Renotte | Chief AI Engineer, Client Engineering - watsonx, IBM Technology, WW
2:00- 2:30pm	**How the IBM Technology Zone can accelerate your deal velocity and reduce your costs** John Steiner | VP, WW IBM Technology Zone
2:30-3:00pm	**Watsonx use case + demonstration -** Zora Hollá | Power Technical Sales Leader, NCEE
3:00-3:30pm	**Break and Networking.** *Refreshments served*.
3:30-4:00pm	**Discover the Hidden Technical Gems in Partner Plus** Tomomi Yoshioka |Director, IBM EO Ecosystem, IBM WW Heiko Schmid | Principal, IBM EO Partner Ecosystem WW
4:00-4:30pm	**How to use Proof of Experiences to win more. Partner use case: Software AG** Christoph Maier| Leader IBM Client Engineering DACH
4:30-5:00pm	**Partner use case: Apendo x IBM Build** Dawn Herndon| VP, ISV + Build Partnerships, IBM with Johan Ekber | CEO, Apendo
5:00-6:00pm	***Sponsor Distributor Session with Panel – TBD (Hot topics Data, AI, IBM software related)***
6:00-7:30pm	**Closing Speaker and Networking.** *Refreshments served.*