

ILLUMINATION FORUM



An Exclusive Invitation

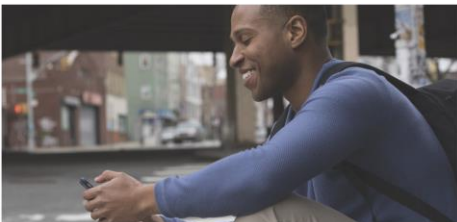
The Illumination Forum is an exclusive executive session to explore how leaders, like you, are leveraging the power of cognitive to transform customer engagement and drive disruption in the market with competitive advantages.

The forum is designed to help you and your colleagues:



DISCOVER

cognitive capabilities that can help your organization redefine customer engagement.



CAPITALIZE

on new ways to create and deliver customer experiences.



TRANSFORM

your business by uncovering the opportunities in all of the data available today.

The Illumination Forum runs approximately 3 hours, and is conducted with a small group of executives and IBM experts in an intimate setting at a location of your choosing.



AGENDA

1st Hour

- Review disruptions and forces that play in the business today and how that requires a new kind of leadership
- Explore what IBM has learned by working with leaders around the globe

2nd Hour

- Imagine “What if you could” scenarios that bring specific and relevant use cases to life, and how cognitive capabilities will augment decision making

3rd Hour

- Interactive white boarding session on objectives, challenges, and opportunities
- Identify 2-3 specific strategies to transform customer engagement and respond to competitive pressures

Schedule your Illumination Forum today:

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