

IBM Partner Think 2021 Checklist

Check off progress to make the most of Think 2021.

1

Invite clients, drive interest

- Invite your clients** to register with customized invitations [access in Seismic](#).
- Stay informed** of new speakers and updates: [Think 2021 website](#).
- Get how-tos** and detailed demos of the conference platform experience in [Seismic](#).
- Confirm** your customers are signed up for 2021.
- Log in to the Think digital platform** to complete your profile with your photo, location, interests and expertise. Then enable profile visibility under “Networking.”
- Set your availability** in the “My Meetings” tab under “My Event.”

2

Customize journeys

- Add **Partner must-see sessions** to your agenda.
- Align Think planning with your client’s priorities:**
 - ✓ Use session filters to create custom Think journeys for clients.
 - ✓ Set up critical pre-event planning sessions with your clients.
 - ✓ Attend Ecosystem Geo Forums.
 - ✓ Use Industry Road Maps and Tech plays tagged to Think sessions. Create custom Think journeys.
- Ensure key stakeholders and influencers** see value in Think:
 - ✓ Get developers engaged with dev advocates and attend CODE master classes, labs and code talks at Think.
 - ✓ Get IT teams to attend self-paced labs and hugely discounted certification.

3

Elevate Think for clients

- Level up the client experience with Think’s new-for-2021 digital platform.**
 - ✓ **Connect via 1:1 chat with 2-way video.** Welcome clients; introduce yourself to new contacts, etc.
 - ✓ **Be a concierge.** Direct, guide, accompany and support them throughout the event via chat.
 - ✓ **Make matches.** Help clients find relevant peers: Peer networking is a top driver of deals initiated post-event.
 - ✓ **Curate demos** that are most relevant in the Discovery Zone to drive conversations with your clients.
 - ✓ **Schedule meetings** with ecosystem execs and sales team for May 12-19 in the meeting portal.

4

Follow up

- Celebrate and prep for post-Think.** Schedule time to thank clients for attending, discuss key takeaways and topics to explore post-event.
- Invite clients back to the platform for important on-demand sessions they may have missed.