

IBM TECHNICAL ACADEMY

25-28 OCTOBER 2016

MARRIOTT AUDITORIUM MADRID

IBM Digital Experience &
IBM Commerce Learning Academy
IBM Cloud Technical University



IBM Digital Experience & IBM Commerce Learning Academy & IBM Cloud Technical University 2016

25-28 October | Madrid, Europe (Marriott Auditorium Hotel & Conference Center)

We are back for 2016! The IBM Technical Conference 2016 Europe in the ONE place where customer and business partner communities can learn about the latest software developments through deep-dive technical presentations and hands-on labs, hear the latest in successful business strategies and use cases, see the most recent solutions and innovations, and participate in the valuable sessions covering best practices that you need to succeed.



5 Reasons to Attend:

- 1. Upgrade your skills: Training is the key to success.**
Get up to speed on the latest technologies, trends, tips and techniques - direct from IBM.
- 2. Select from over 300 in-depth technical sessions.**
Learn how successful organizations are delivering integrated, differentiated and personalized experiences across multiple channels in connect with the right business solutions, security and data for competitive differentiation, customer loyalty, enhanced employee interactions, partner supplier efficiencies and profitable growth.
Technology Program for: IT professionals, architects, administrators, developers, and integrators.
Business Program for: executives, line of business leaders, and business analysts.
- 3. Gain practical experience and get involved.**
Test-drive the latest technologies through hands-on labs. See leading-edge demos at the Solution Center and discuss the latest trends and solutions. Gain exclusive insights into best practices projects and real-life applications by customer speakers.
- 4. Take advantage of the numerous networking opportunities**
Exchange ideas and interact with colleagues, peers, technology gurus, executives and experts during the welcome reception, networking breaks and events. Connect with broader IBM ecosystem to explore how you can get even more return on your existing IBM investments.
- 5. Be part of this new interactive events**
Customized attendee agendas to help you get the most from this event. You will have opportunities to share your successes, challenges and development needs.

Overview

IBM Technical Conference 2016 Europe

October 25-28, 2016
Madrid Marriott Auditorium Hotel
& Conference Center
Madrid, Europe

Your registration will also
provide full access to the
parallel

IBM Digital Experience & IBM Commerce Learning Academy and IBM Cloud Technical University 2016!

This event is hosted as part of
IBM's Global Skills Initiative
by LearnQuest,
an IBM Global Training Provider.

Registration