



2019

IBM Cloud Stars Workshop Agenda

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INTRODUCTION



Stars isn't just another workshop - it's how the IBM Cloud channels team provides the support you need to dramatically grow your Cloud business. We share proven methods and best practices, and we tell you about all the resources available to you. We provide strategic insight and business planning to help pull everything together. The Stars team includes experts in IBM channels and programs, Cloud technologies, strategic planning for success, sales enablement, technical enablement, and marketing.

Workshop Schedule

Day 1

- **Breakfast:**
8:30am local time
- **Stars Workshop:**
9:00am-5:30pm local time
- **Networking Dinner:**
6:00pm local time

Day 2

- **Breakfast:**
8:30am local time
- **Cloud Portfolio Workshop:**
9:00am-2:00pm local time
- **1-on-1 Strategy Sessions:**
Available on Request

**Strategy Sessions are optional but highly recommended*

You will receive confirmation of the address, dates, and times in the email you receive from the Stars team after you register for the event.

Workshop Schedule

Join us for breakfast at 8:30, prior to the workshop starting at 9:00am. Stars provides the information you need to access all the resources available for your success. We encourage questions, discussion, and interaction throughout the day.

Day 1: Stars Workshop Agenda - Starting promptly at 9:00am

- **Why IBM Cloud?**
- **IBM PartnerWorld Programs and Benefits**
- **Marketing Resources and Tools**
- **Sales and Technical Sales Resources and Tools**
- **Pattern Selling and Design Thinking**

After the workshop, join us for a networking dinner, which offers you the opportunity to get to know other partners and IBM team members even better.

Day 2: Cloud Portfolio Strategies - Starting promptly at 9:00am

- **Data Science and Artificial Intelligence**
- **IBM Cloud Integration**
- **IBM Cloud Platform**
- **1-on-1 Strategy Sessions**

**Register and Learn More about the Stars Program.
Questions? Email Karen_Ashbaugh@us.ibm.com
for more info!**