

# IBM Digital Experience 2015

## June 1 – 4 Atlanta, GA



Call for Abstracts is open throughout Thursday, March 12 2015

Planning for [IBM Digital Experience 2015](#) is in motion and the call for abstracts is now open! We invite you to submit conference breakout session and hands-on-lab abstracts for consideration to one of six tracks in either the Business or Technology Programs.

At [IBM Digital Experience 2015](#), clients can begin their journey, or extend and optimize their Digital Experience solutions to drive engaging, customer-focused multi-channel experiences, empower employees to react to marketplace dynamics, extend business assets and improve operational efficiencies.

Please reference track and session descriptions below when creating your topic breakout session and hands-on lab proposals.

### Digital Experience Business Program

*Targeted at line of business leaders, business analysts and executives*

#### Track 1: Customer Case Studies

Learn from real-life experiences shared by customers that detail business objectives, industry specific approaches, implementation and governance techniques and best practices. **Note:** Abstract submissions MUST include a customer speaker.

#### Track 2: Accelerating Solution Time to Value and ROI

This track features proven strategies for planning, justifying, implementing and managing multichannel digital platform solutions with approaches that meet and exceed rising customer and employee expectations and drive business growth.

#### Track 3: Optimize Digital Experiences for Business Results

This track features proven strategies and best practices that can enable business leaders to drive profitability and growth, with digital experiences crafted to increase customer engagement and retention. Also covered are approaches, tactics and capabilities that are key to empowering employees to be more efficient and productive. Topics will include the benefits of being a social business, setting the right delivery and consumption strategy, enterprise market management strategies that convert insights into engaging, customer-centered sales, service and support experiences and more.

### Digital Experience Technology Program

*Targeted at a technical audience of IT professionals including architects, administrators, developers and integrators*

#### Track 4: Digital Experience Software and Solutions

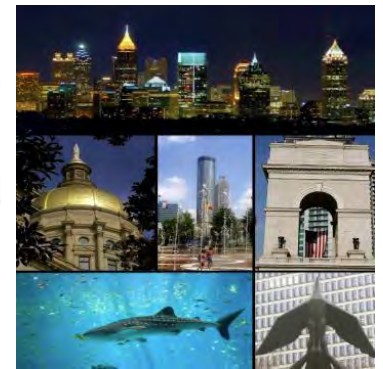
This track features foundation WebSphere Portal and Web Content Manager and related technologies and solution innovations that power digital experiences inside your company and those facing your customers.

#### Track 5: Developing Exceptional Digital Experiences

This track features how to design and build robust, interactive digital experiences that will delight your audiences by using an extensive portfolio of development technologies, templates, solutions, cloud-based approaches, Web 2.0 and multichannel design practices.

#### Track 6: Best Practices and Implementation

This track features entry-level and advanced technical information and guidance from leading product architects and services professionals. Attendees will learn how to deploy and manage scalable, high-performing digital experience platforms to support business objectives, change and growth in dynamic and environments, and enable new levels of efficiency and agility.



IBM Digital  
Experience 2015

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[Atlanta Marriott Marquis](#)

[ibm.com/digitalexperience2015](http://ibm.com/digitalexperience2015)

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#### Key Dates:

**Call for Abstracts open:**  
January 28 2015

**Call for Abstracts close:**  
March 12 2015

**Speaker notifications :**  
April 2015

**Sessions and Labs due:**  
May 15 2015

**Conference arrival:**  
June 1, 2015

**Submit your Session or  
Hands-On Lab proposal:**  
<https://ibm.biz/BdE3yD>

You must be a member of  
IBM Greenhouse to submit a  
topic proposal.

To register please visit  
[IBM Greenhouse](#) and select:  
Sign Up!

For more information and to register: [ibm.com/digitalexperience2015](http://ibm.com/digitalexperience2015)