



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

Smarter Planet Comes to You

2nd February – 18th March,
2011



Contents



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

- Tour Objectives
- Tour Overview
- A typical day on campus...
- The Skills Truck
- Benefits of the Tour coming to campus
- Schedule
- Collateral

Tour Objectives



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

The objectives of the Smarter Planet Comes to You Tour are to:

- Raise student awareness around the Smarter Planet initiative and ‘make it real’ in the community
- Evangelize the Smarter Planet strategy with audiences beyond IT students to build buzz with the next generation of business and technology leaders
- Introduce the skills required in tomorrow’s world because a Smarter Planet requires a new way of thinking and a new way of applying technology to solve business and world problems.

Tour Overview



**Smarter Planet
Comes to You**
Developing Skills for a New Level of Smart

- Organised tour of Universities within selected cities in Europe
 - 6+ weeks duration – beginning February 2011
 - Up to 4 Universities per week – 24 Universities across NE, SW, CEE and MEA
- Provide the Universities with:
 - Main ‘auditorium’ events for large numbers of students – IBM Exec/Local Leaders, etc.
 - One or half day events for small/medium/large numbers of students – Speakers
 - Use of the truck facilities throughout its stay on campus, particularly during down time/breaks, etc., i.e. Smarter Planet demos, meet the experts, dW/My dW tour, giveaways, draw, gaming zone, etc.
- Drive a large truck, superimposed with ‘Smarter Planet Comes to You’ / ‘Smarter Planet’ signage from city to city/campus to campus.
 - Park up on each campus for the duration of the stay
- Provide an opportunity to follow up with ‘The Great Mind Challenge’ and create the right graduate recruitment pipeline for IBM

A typical day on campus...



Smarter Planet
Comes to You
The only way to get a New Level of Smart

Time	Session
08:30	▪ Skills Truck opens to visitors
08:30 - 10:00	▪ CAMPUS REGISTRATION / Skills Truck
10:00 - 10:20	▪ Smarter Planet/Smarter Cities - IBM Executive
10:20 - 11:30	▪ Moderated Panel Discussion with Q&A - IBM Executive, Academic Leader, Industry Leader, Local Government Representative, Local Business Partner. Discussion topics: <ul style="list-style-type: none"> ▪ Skills for the 21st Century - A Graduate Profile ▪ The Smart Economy ▪ Key Technologies of the Future ▪ The Future of Education ▪ A Smarter Planet Now
11:30 - 13:00	BREAK / Skills Truck
13:00 - 14:00	▪ Cloud & Open Standards
14:00 - 15:00	▪ Software Development
15:00 - 16:00	▪ Smarter Energy / Smarter City
16:00 - 17:30	▪ BREAK / Skills Truck

Truck

- Smarter Planet demos
- Meet the Experts – tech talk/demos
- Gaming Zone – competition for highest scorers for both CityOne and Innov8BPM serious games
- Learn about dW and My dW - join My dW/create your profile
- Opportunity to win an MP3 player
- Learn about the Student Portal and Academic Initiative
- Job Zone
- Twitter Zone
- Giveaways
- Smart Wall



The Skills Truck



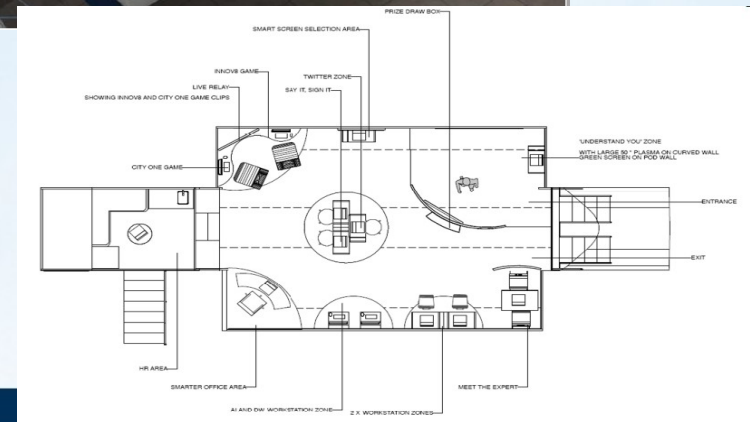
Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

- A unique and innovative way to drive awareness and encourage participation in developerWorks and the Academic Initiative, plus promote and build hype around the tour
 - Differentiate from the norm - not just a standard set of events at Universities
- Large truck, superimposed with 'Smarter Planet Comes to You' / 'Smarter Planet' signage
 - Parked up on each campus for the duration of stay
 - Ability to track the Skills Truck on Facebook – 'next stop Madrid!'
- Technical Assistants, Unit Managers, Speakers ('Experts'), IDR Marketing/AI & University Relations, HR/Recruitment on board
- Students & Faculty visit truck during down time/breaks/end of day/as part of their daily curriculum
 - Smarter Planet demos
 - 'Smart Office': How to integrate different sensors and devices through IBM middleware
 - 'Say it, sign it': Type in message and it will automatically be translated into sign language
 - Meet the Experts – tech talk/demos
 - Gaming Zone – competition for highest scorers for both CityOne and Innov8BPM serious games
 - Learn about dW and My dW - join My dW/create your profile
 - Enter a draw to win an MP3 player
 - Learn about the Student Portal and Academic Initiative
 - Job Zone
 - Twitter Zone
 - Giveaways
 - Smart Wall

The Skills Truck



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart



Benefits of the Tour coming to campus



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

- Hear about IBM's Smarter Planet agenda from IBM Executives.
- Learn how IBM can help you to broaden and sharpen your skills.
- Meet the subject matter experts.
- Watch Smarter Planet demonstrations.
- See and play the Innov8 BPM and CityOne games.
- Find out about graduate opportunities with IBM.
- Join My developerWorks.
- Learn about the Student Portal and Student Opportunity System.
- Faculty can learn more about the Academic Initiative.
- Opportunity to win an MP3 player.

Schedule



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

Date	Country	City	University Name*
Wednesday 2nd February	Germany	Karlsruhe	Karlsruher Institut für Technologie
Friday 4th February	Germany	Berlin	Technische Universität Berlin
Monday 7th February	Denmark	Aarhus	Aarhus University
Tuesday 8th February	Sweden	Lund	Lund University LTH
Wednesday 9th February	Denmark	Copenhagen	IT University of Copenhagen
Thursday 10th February	Denmark	Copenhagen	DIKU - The Department of Computer Science at the University of Copenhagen
Friday 11th February	Denmark	Copenhagen	DTU - Technical University of Denmark
Wednesday 16th February	Czech Republic	Prague	Czech Technical University
Friday 18th February	France	Strasbourg	Ecole de Management, Strasbourg
Monday 21st February	France	Lyon	EMLYON Business School et Ecole CENTRALE de Lyon
Tuesday 22nd February	France	Montpellier	Université Montpellier 2
Wednesday 23rd February	Spain	Barcelona	Universitat Politècnica de Catalunya
Thursday 24th February	Spain	Valencia	Universidad Politécnica de Valencia (UPV)
Monday 28th February & Tuesday 1st March	Morocco	Tanger	Abdelmalek Essaadi University
Thursday 3rd March	Spain	Madrid	Universidad Politécnica de Madrid
Monday 7th March	Belgium	Brussels	Université Libre de Bruxelles / Vrije Universiteit Brussel
Tuesday 8th March	Belgium	Antwerpen	Universiteit Antwerpen
Wednesday 9th March	France	Paris	ESIEE Paris
Thursday 10th March	Netherlands	Eindhoven	Technische Universiteit Eindhoven
Friday 11th March	Netherlands	Delft	TU Delft
Monday 14th March	UK	York	University of York
Tuesday 15th March	Ireland	Dublin	Dublin City University
Thursday 17th March	UK	Swansea	Swansea University
Friday 18th March	UK	Exeter	University of Exeter

Collateral



Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

Brochure

IBM
ibm.com

Smarter Planet
ibm.com/smarterplanet

developerWorks
ibm.com/developerworks

My developerWorks
ibm.com/developerworks/mydeveloperworks

Academic Initiative
ibm.com/developerworks/university/academicinitiative

Student Portal
ibm.com/developerworks/university/students

Job Opportunities
ibm.com/expandyourworld

www.facebook.com/ibmskillstour
www.twitter.com/ibmskillstour

Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

Poster

University Name
Date

Smarter Planet
Comes to You
Developing Skills for a New Level of Smart

The IBM Smarter Planet Comes to You tour is coming to your campus!

Attend the events and visit the IBM Skills Truck to:

- Hear about IBM's Smarter Planet agenda from IBM Executives
- Learn how IBM can help you to broaden and sharpen your skills
- Meet the subject matter experts
- Watch Smarter Planet demonstrations
- See and play the Innov8 BPM and CityOne games
- Find out about graduate opportunities with IBM
- Join My developerWorks
- Learn about the Student Portal and Student Opportunity System
- Faculty can learn more about the Academic Initiative
- Opportunity to win an MP3 player!

Find us online and join the conversation for exclusive content and updates.
www.facebook.com/ibmskillstour
www.twitter.com/ibmskillstour

Have the IBM Smarter Planet Comes to You tour visit your campus.

Attend the afternoon event, tailored to your University's technology focus areas. Learn about IBM's technologies and products that are important to you. Watch demonstrations by subject matter experts. All at no cost to you.

Visit the IBM Skills Truck on your campus to:

- Watch Smarter Planet demonstrations
- Meet the subject matter experts
- See and play the Innov8 BPM and CityOne games
- Find out about graduate opportunities with IBM
- Join My developerWorks
- Learn about the Student Portal and Student Opportunity System
- Faculty can learn more about the Academic Initiative
- Opportunity to win an MP3 player!



Uniform

