

Build relationships with others in your industry and showcase your expertise as a thought leader.

Data and AI Client Thought Leadership with IBM

IBM encourages our Data and AI Clients to get engaged in Thought Leadership activities to share their experiences and expertise with peers who are unlocking the value of their data in new ways and accelerating their journey to AI. IBM will help clients identify and secure new opportunities to demonstrate and communicate their industry knowledge in public and private arenas.

Thought Leadership activities can help you:

- Promote your organization's success
- Demonstrate your industry and technology expertise
- Pay it forward as a guide and mentor to industry peers
- Expand your social presence

You can choose opportunities that match your skills and schedule and get other enthusiasts from your organization engaged.

The Data and AI Client Thought Leadership activities are not necessarily an IBM endorsement or infomercial, a permanent commitment, nor does it require that participants speak publicly or publish external content. You always have the flexibility to choose the activities and timing that work best for you and your schedule.

Many thought leadership options are available. You can choose the activities that best match your interests and availability from the following list of opportunities.

Public Activities

- Bylined blog
- Digital client story
- Podcast
- Social media
- Speaking engagements at IBM or third-party conferences
- Use case video
- Virtual community events
- Webinar
- Press release
- Media interviews

Private or Anonymous Activities

- Analyst reviews for published reports
- Feedback programs
- Peer-to-Peer call
- Online product review (e.g., G2 Crowd, Gartner Peer Insights)

For more information please contact our Client Advocacy team:
AnalyticsAdvocacy@ca.ibm.com

