# IBM Submission
# B2B Marketing Awards 2012

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| Category Number | 3 |
| Category Name | Best Use of Live Event Marketing |
| Name of campaign: | Start Now 2011 |
| Name of company: | IBM UK Ltd |
| Word Count: | 1,300 (185 summary, 1,115 detail) |
| URL: | http://www-05.ibm.com/uk/start_event/index.html |




IBM

# Summary

Following an extremely successful nine day 'IBM Summit at Start' event in 2010, IBM's ambition was to continue driving behavioural change around sustainability through a new kind of one day conference held in November 2011.

IBM wanted to help its clients understand how competitive differentiation could be achieved via a focus on sustainability and to better understand the role that technology could play in helping consumers become more sustainable. The aim being to generate business opportunity for IBM.

In Start Now 2011, IBM focused on driving personal commitment to foster long-term change and so created a highly participative event tailored to the needs of the delegates with an individually tailored outcome in the form of a personal digital sustainability plan.

IBM Start Now 2011 delivered, by provoking and engaging the target audience to rethink their approach to consumer sustainability and how some of the key issues can be addressed, and ultimately to see how IBM and its Smarter Planet vision could be a partner in their journey.

The event exceeded its revenue and win targets and the post-event deliverable has now been downloaded 18,000 times.

# Submission

## i. The client company plus products/services offered.

IBM is a globally integrated enterprise operating in over 170 countries. IBM UK has around 20,000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges.

## ii. Strategy—broader business objectives and how this activity relates.

In 2010, IBM convened over 1,000 business leaders at the 'IBM Summit at Start'—held in partnership with the Prince Of Wales' Start organisation—to begin collaborating on one of the key issues of the 21st century: economic, societal and environmental sustainability.

From the initial Summit two focus areas emerged that represented major issues for UK businesses and significant opportunity for IBM:

- Consumer sustainability
- Sustainable infrastructure

The 2011 challenge was influencing consumers to achieve sustainable behaviour change.

## iii. Objectives of the campaign.

The aims of the Summit were:

- Drive greater sustainability by changing perception around the ability of business to change consumer behaviour
- Help organisations 'get on board' through collaboration
- Be provocative and challenging around sustainability
- Drive action, not just talk.

IBM had three further key objectives:

- Help its clients better understand the role technology could play in helping consumers become more sustainable
- Help them understand how competitive differentiation could be achieved via a focus on sustainability
- Continue to position IBM as a leader in sustainability.

## iv. The target audience.

The campaign was targeted at business leaders, especially key influencers in sales, marketing, customer service, and procurement from private sector, government, academia and industry groups.

The focus was on engaging with business rather than sustainability experts and helping them understand the importance of sustainability. Key decision makers who would then evangelise the message, trickling the idea of consumer behaviour change back through their organisations.

## v. Media or channels used.

The IBM Start Now 2011 event was a mixture of plenary sessions, debates, idea exchanges and interactive workshops. 236 individuals attended with many wait listed.

In addition to Start, IBM worked with partners including The Marketing Society and 2degrees (a global community for sustainable business) to deliver the event.

IBM focused on driving personal commitment from attendees through ongoing participation before, during and after the event. IBM did this by:

### *Pre-event*

Asking delegates to share their social media IDs to begin discussion around the topics. In addition, key speakers were introduced online who encouraged delegates to ask questions via Twitter to generate pre-event buzz.

### *During*

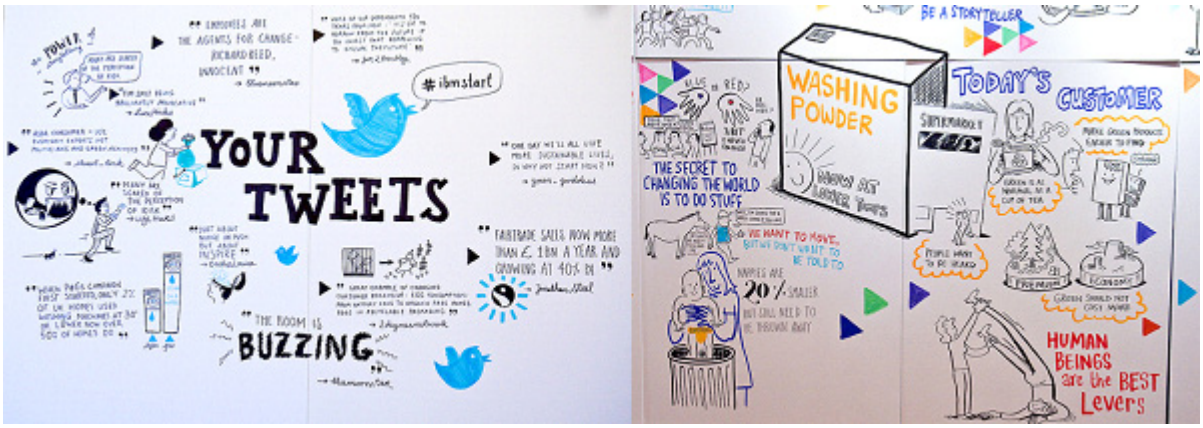
Two facilitated plenary sessions focused on barriers to change and ideas to generate greater consumer sustainability, the outcomes of which were captured for the e-book. Live streaming enabled those who were unable to attend to participate.

In addition the IBM Social Media Aggregator was used to pool all social media channels into one place and to encourage comment (to help populate this, IBM had people on the ground during the day: re-tweeting the outcome of meetings, capturing video and interviewing delegates on what they thought of the day).




*A social media aggregator enabled virtual participation at the event.*

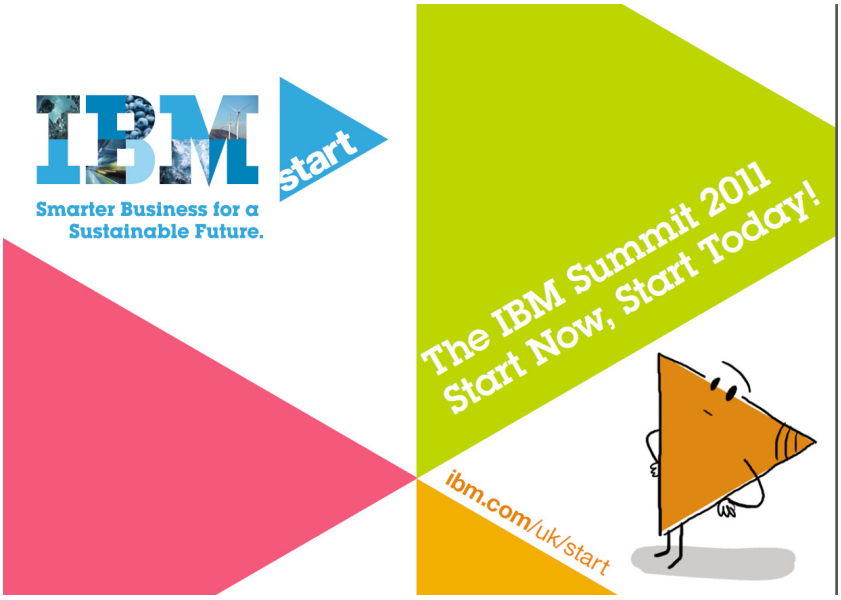
IBM captured thoughts and ideas from individuals and debates through visual images from Scriberia.




*A rich canvas of opinion was captured during the event.*

### *Post-event*

Each delegate received a digital personal sustainability plan contained within a 48 page e-book, sent within 72 hours of the conference ending, enabling immediate actions to be taken whilst the ideas were still 'hot'. Online forums on 2degrees provided an environment to continue the conversation amongst delegates. All the video content was put on the IBM YouTube channel to allow communication of the ideas to a wider audience.




*Personal digital sustainability plans delivered in e-books 72 hours after the event.*

## vi. Timescale of the campaign.

*Planning*

Jan-Mar 2011

- Review outcomes from 2010 Summit
- Define core themes
- Select venue and brief agencies

*Pre-event*

Apr -June 2011

- Define agenda and speakers

June-Oct 2011

- Develop follow-up plan
- Invitation process

Oct 2011

- Train facilitators and brief speakers

*During event*

1st Nov 2011

- Manage press launch, event and plan e-book content

*Post event*

4th Nov 2011

- e-book release

Dec-Feb 2012

- Work with London School of Economics to filter 900 ideas

Feb 2012

- Work with Start to further develop key ideas

## vii. Budgets.

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

## viii. Results – in whatever form is available.

*Pipeline and Lead Generation*

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

*Business development*

Over 900 ideas were generated at the event in three minutes. IBM is now working with the London School of Economics on five of these ideas to develop business cases.

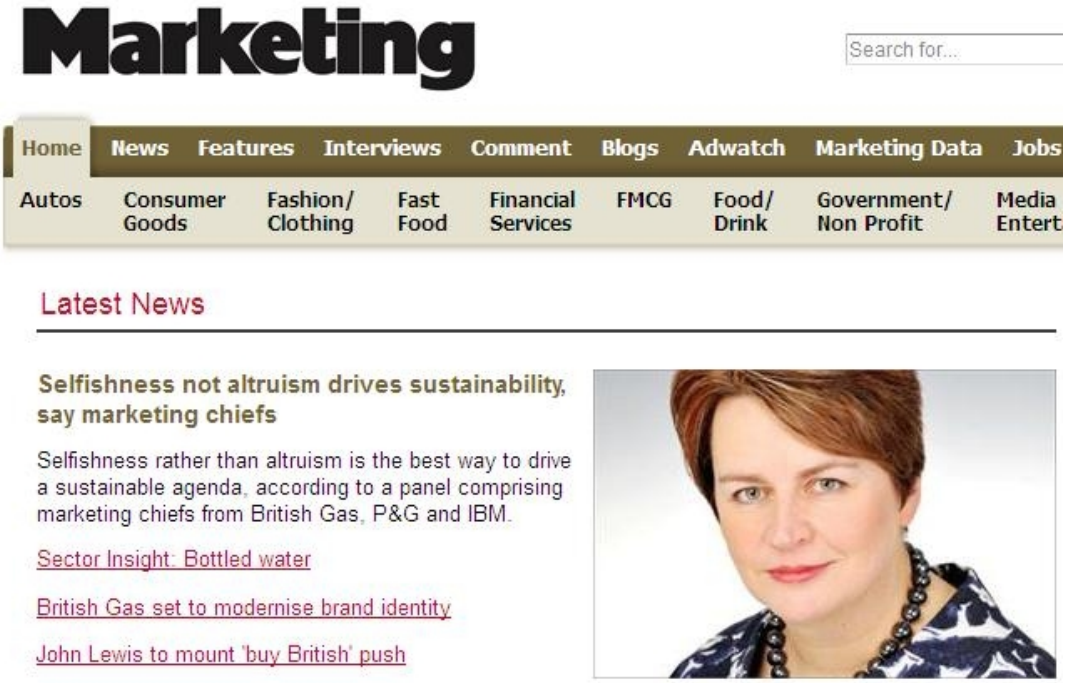
*Online*

- Reached 123,424 people on Twitter
- 1,200 views of the Social Media Hub on 1/11 – 2,000 over the week
- 824 Tweets with #IBMStart hashtag
- Over 500 advertising clicks on IBM Start banners on 1/11
- 49% increase in Twitter followers of @IBM_Start on Summit day
- Viewers from 16 countries watched the Livestream feed
- Personalised plan and e-book sent to all 236 delegates. E-book sent to those who had been unsuccessful in securing a place. Within 2 days it went viral and downloaded more than 6,000 times. Within 2 months it had been downloaded nearly 18,000 times

*PR*

Press coverage:

- BBC Business World Report (TV), 01/11/11; Stephen Leonard IBM Summit interview
- Marketing, 01/11/11; Selfishness not altruism drives sustainability, say marketing chiefs
- Evening Standard, 01/11/11; Top Firms go green for Prince Charles
- The Guardian, 10/11/11; Consumers put firms under pressure to lead the way in sustainable living
- The Guardian, 21/11/11; Sustainability is not only good business – it's a growth strategy
- Marketing, 01/11/11; Major names join forces in Start Today initiative
- M2 Presswire, 01/11/11; NEWS ALERT: IBM Summit 2011: Start Now, Start Today!
- World Advertising Research Centre, 28/10/11, Consumers look to brands for guidance
- M and M Global, 01/11/11, Start Today unites marketing community
- Creative Match, 10/11/11; Start Today - Leveraging Brand Equity to Promote Sustainability
- CorpComms, 11/11/11, Brands who join forces do best.




*Caroline Taylor, VP Marketing IBM UK features in 'Marketing' news.*

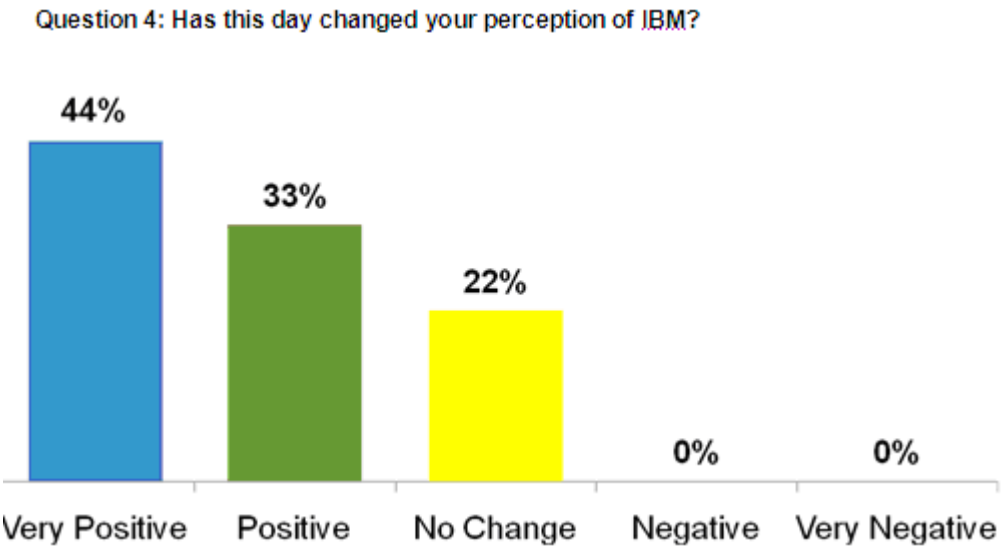
## *Changing perceptions*

One of the objectives of the day was to change perception around the ability of business to influence consumers in a positive way. IBM asked the same question twice, at the start of the day and at the end, to see if we had 'moved the needle'.




*Delegates felt more confident in their ability to drive sustainability change after the event.*

IBM was also keen to see if the event had positively changed people's perspectives of IBM.




*IBM's reputation amongst delegates improved as a result of the event.*

## ix. Client testimonial (where appropriate).

"IBM's Start Now 2011 summit was a hugely successful event for IBM and for Start, and more importantly for all the delegates from the many businesses who attended. I believe our exceptional speakers, the innovative format of the day, the intense engagement with delegates, the focus on driving out new ideas, the creative capture of those ideas and the challenge to delegates to take those ideas forward, created a credible and positive momentum for greater action around consumer sustainability and a real belief that change can and must be achieved.

In terms of IBM's reputation, relationships and revenue metrics the event exceeded all of our targets and expectations."

***Caroline Taylor, VP of Marketing, IBM UK and Ireland***

## x. List of supporting material supplied.

1. e-book hard copy (download link)

Optional materials:

2. Photography from the event
3. Start Now 2011 landing page
4. Start Now 2011 event agenda and speakers
5. Start Now 2011 Tim Smit, CEO & co-founder of The Eden Project.



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