

Experience Resource Kit

# Midmarket Managed Service Provider (MSP)

January 2014

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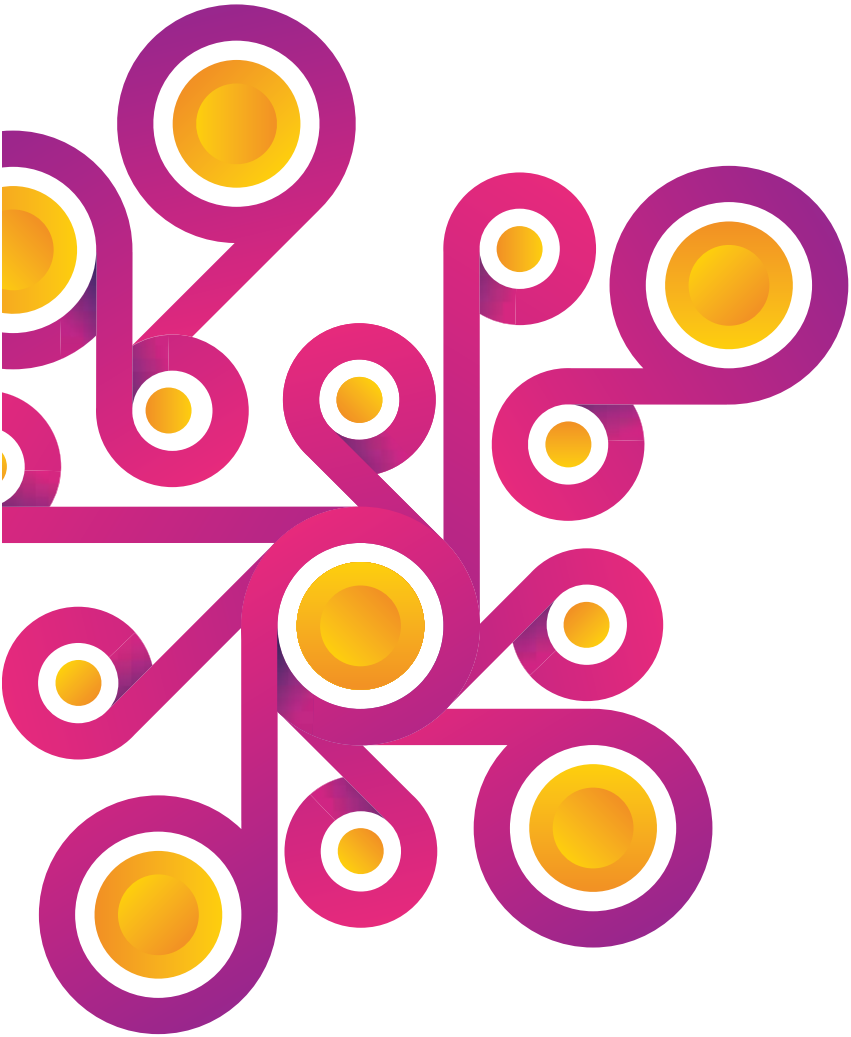
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# Purpose

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The goal of IBM Midmarket events is to create memorable experiences that combine consistent branding, interactive learning, collaborative discovery and relationship-building to drive demand for IBM Midmarket solutions and increase yield.

This robust set of materials will enable IBM teams and Business Partners to quickly and easily create and/or participate in local events featuring, or specific to, IBM MSP.



## 1.0 The IBM Signature Event Approach + P.O.E. = A Successful Attendee Journey

# 1.0 The IBM Signature Event Approach + P.O.E. = A Successful Attendee Journey

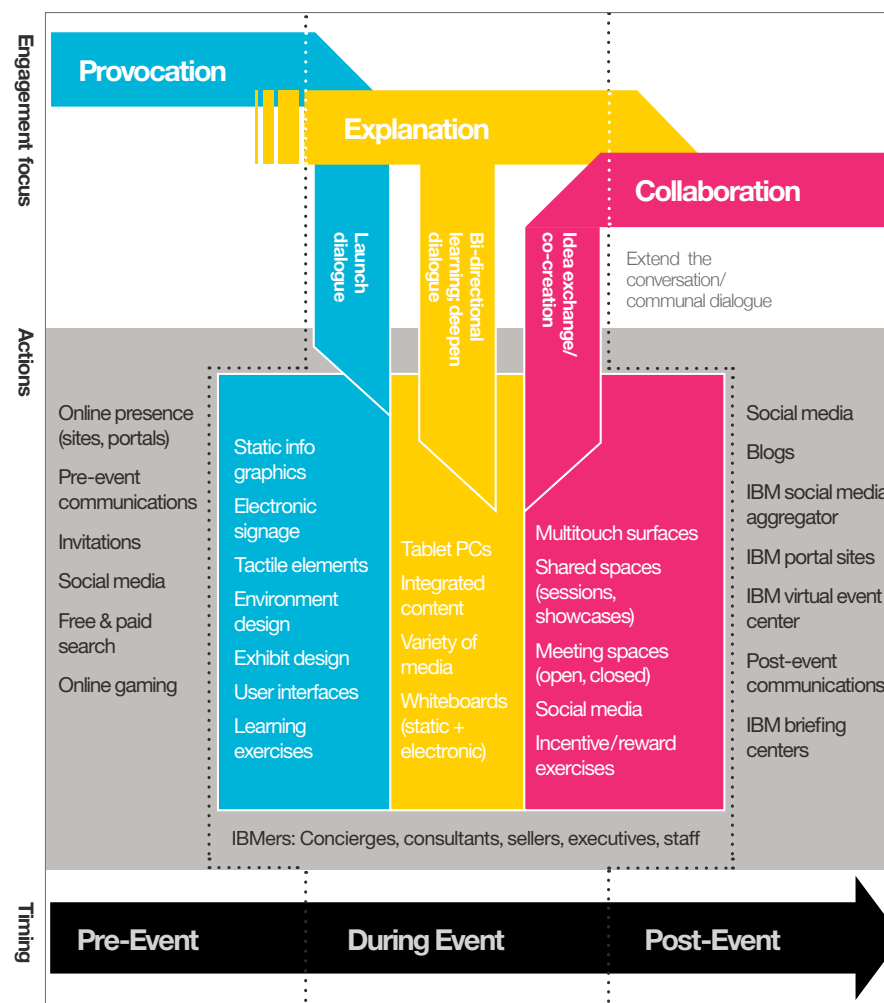
Signature events use a three-phase attendee journey designed to extend across all of IBM's 360-degree marketing activities. The approach helps ensure a progressive engagement that moves from Provocation (Phase 1) to Explanation (Phase 2) to Collaboration (Phase 3) with your specific audience.

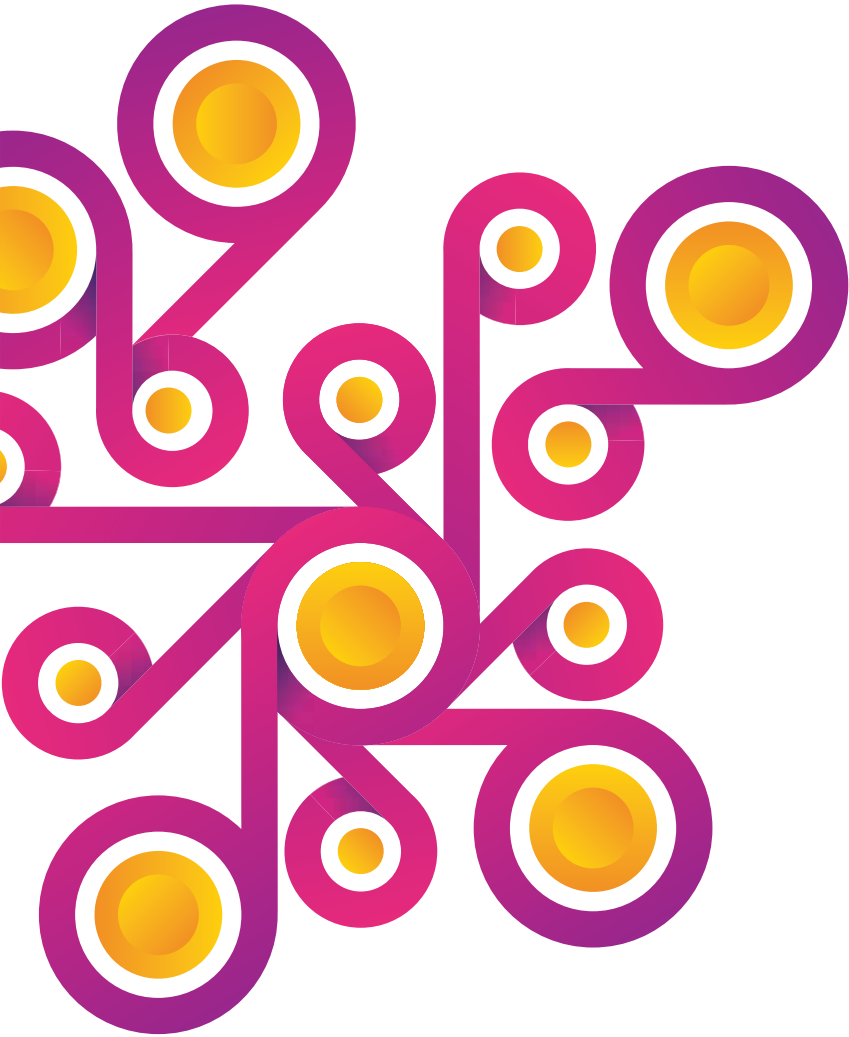
The P.O.E. strategy is based on a dialogue model. This approach encourages meaningful discussions and active participation, and strings together stand-alone “moments in time” to form a relevant, interactive story that lives pre-, during and post-event.

The alignment of Signature and P.O.E. strategies will help you create Midmarket events that fully reinforce the IBM brand essence while conveying the MSP campaign's key messaging.

For further guidance on ensuring your events are aligned to IBM's Signature Event Experiences and the Paid, Owned, Earned (P.O.E.) go-to-market strategy, please refer to the Midmarket Event Experiences Playbook. This document helps IBM global Midmarket teams execute P.O.E. assets, channels, content and media within the Signature Event Experience platform. As a result, events will benefit from activating P.O.E. principles, and by creating environments that foster engagement and learning. Instructions for accessing this document are available in section 4.2.

## Audience journey and actions:





## 2.0 Messaging Guidance

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### 2.1 Brand Statement & Motivating Theme

# 2.0 Messaging Guidance

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## 2.1

### Brand Statement & Motivating Theme

Set the agenda with a customer insight-focused brand statement, and support the statement with a motivating theme appropriate to your audience. This messaging can live on virtually any creative event asset, onsite and online.

#### Brand Statement:

**A partnership for growth**

#### Motivating Themes

##### Option A:

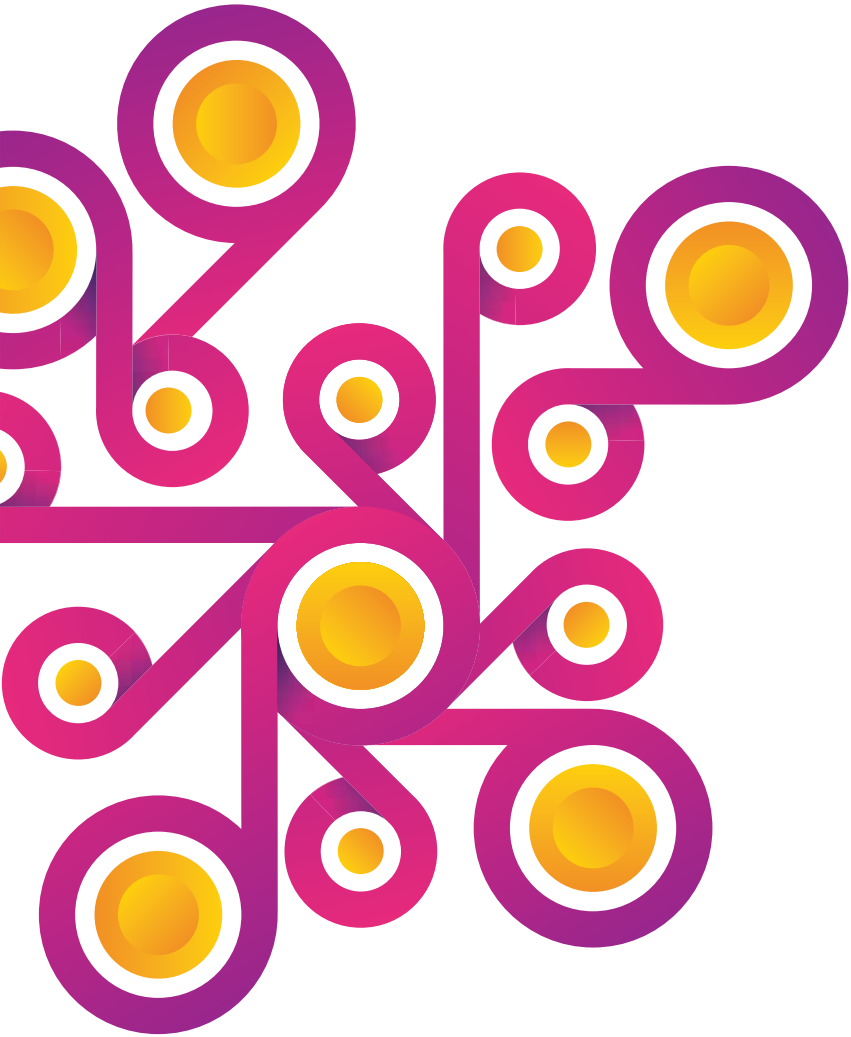
Deliver the services your customers demand with IBM support.

##### Option B:

The benefits of the cloud applications. without the responsibilities

##### Option C:

You are an expert in your business. We are the experts in\_\_\_\_\_



## 3.0 Highlights for Planning Your Event

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3.1 Tell Your Story

3.2 The Content Counts

3.3 The (Important!) Role of the IBMer

3.4 Midmarket Influencers Help Tell the Story



# 3.0 Highlights for Planning Your Event

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## 3.1

### Tell Your Story

- Tailor your key messaging to resonate with specific audience segments.
- Align customer pain points and challenges with IBM Midmarket solutions and key benefits.
- Gather valuable content and expertise to help form and validate your story.
- Use provocations to drive engagement and promote productive conversations.

# 3.0 Highlights for Planning Your Event

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## 3.2

### The Content Counts

Building strong pre-event communications, as well as compelling provocations, explanations and proven outcomes, will require collecting key elements and assets. Rich information – data, statistics, quotes and imagery – should be used to develop campaign content and media pieces.

- Craft key industry questions and statements to predict future state.
- Use valid evidence to help illustrate questions, statements or stories.
- Identify data visualizations or graphic representations of bold issues to provoke interest.
- Align all assets to Smarter Planet Midmarket and campaign-specific look & feel, messaging and references as applicable to your target audiences' business objectives.
- Include statistics and quantitative data whenever possible to support a “facts and figures” approach to client success.
- Incorporate aspirational or achievement-based client quotes as appropriate to help set provocation agenda and place target audiences in an empathic position with their peers.
- Capture pertinent success stories/industry examples to help illustrate deep capabilities of IBM solutions.
- Identify the appropriate SMEs to represent IBM and your solutions at your event.
- Create whiteboarding scenarios which can be scripted pre-event and recreated “live” onsite in an “Ask the Experts” zone, private meetings, etc., regardless of show size.
- Utilize TouchScope as a conversation and presentation platform for immediate access to broader, deeper content during real-time client discussions.
- Via the TouchScope shopping basket feature, attendees are able to collect the content most relevant to them (whitepapers, videos, case studies, etc.) and have it sent to them instantaneously via email.

# 3.0 Highlights for Planning Your Event

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## 3.3

### **The (Important!) Role of the IBMer**

Consider the importance of the role and brand impression the IBMer symbolizes onsite:

- Representing the expertise and knowledge of IBM and your products and solutions
- Conducting deep conversations and telling stories
- Explaining – and asking – smarter questions to effectively engage audiences
- Apparel and appearance are professional yet approachable, conservative yet sharp
- Proposed look: “uniformity, not conformity” – a consistent, classic overall look unites all IBMers onsite, while slight modifications to apparel elements, color, style and/or accessories help attendees easily distinguish between roles during their event journeys

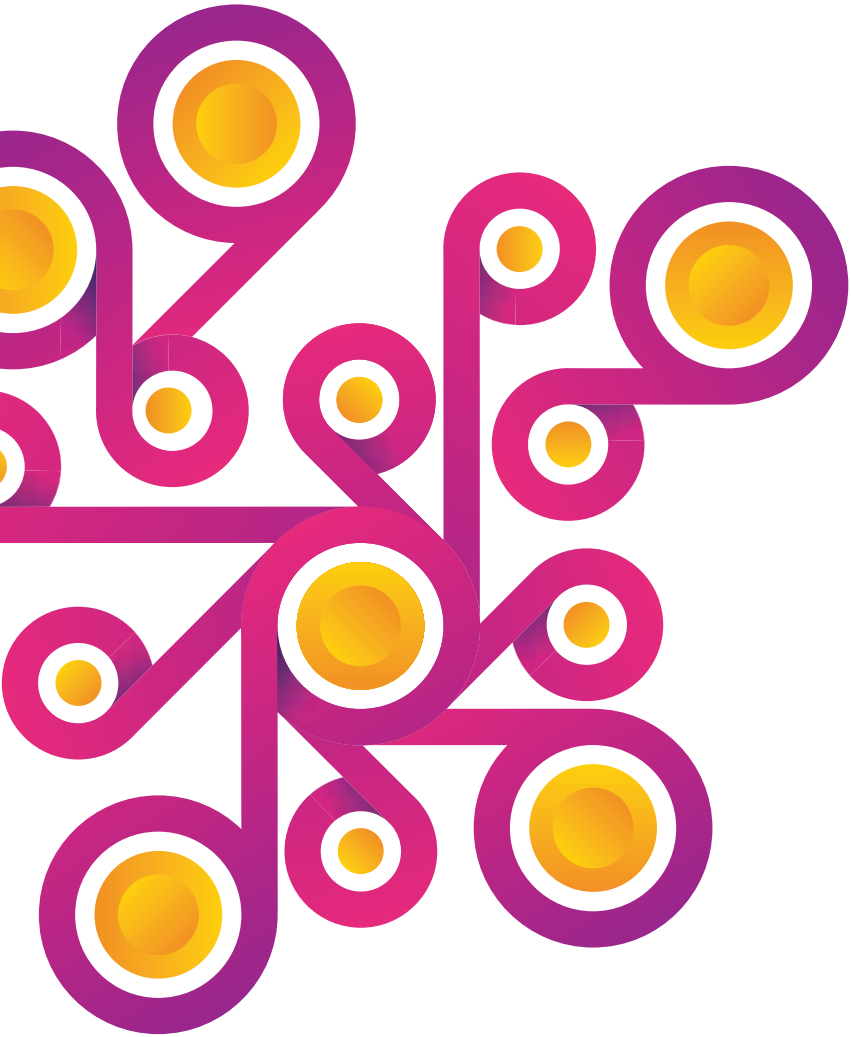
# 3.0 Highlights for Planning Your Event

## 3.4

### Midmarket Influencers Help Tell the Story

- Identify key upcoming events for influencer participation.
- Incorporate influencers into the event planning/execution process to enhance content development, promotion, engagement and distribution.
- Provide recommended actions to influencers to share IBM Midmarket content and messaging through their extended networks pre-, during and post-event.
- Incorporate digital marketing in pre and post event planning.
- Prepare a conversation calendar.
- Prepare planned “social tiles” tweets and promoting the event.
- Have sales tweet and use linked In to promote the event.

Provocation	Explanation	Collaboration
<ul style="list-style-type: none"><li>• Know and understand your Midmarket clients' pain points/ business triggers</li><li>• Create issues-based “buckets” of client-focused messages</li><li>• Create headline points using provocative questions or statements</li><li>• Be prepared to answer those questions or explain statements with IBM experts and expertise, as well as relevant content</li><li>• Craft audience engagement tactics to launch the conversation</li><li>• Carry the dialogue to your onsite experience design and content</li><li>• Be immersive and engage your audience's minds and senses</li><li>• Allow clients to “enter the dialogue” in multiple ways at moments of need</li></ul>	<ul style="list-style-type: none"><li>• Know how to explain or answer the provocations you have raised</li><li>• Facilitate the path to answers, and enable the client journey to progress</li><li>• Be sure to match content and IBM experts to those expectations</li><li>• Make content and experts available in a flexible manner, and enable conversations to take place “anywhere” – not in tethered, dedicated spaces</li><li>• Make it easy for clients to find experts and expertise, and allow for self-discovery when possible</li><li>• Make the explanation bi-directional – move dialogue towards collaboration</li></ul>	<ul style="list-style-type: none"><li>• Design physical spaces, zones, areas to be collaborative and co-creative</li><li>• Engage in dialogue, not monologue, in every way – from onstage sessions, to demo environments, to discussion formats in private meetings</li><li>• Build insights that capture all dialogues – take their pulse using a variety of tactics – from polls/ surveys in real time, to simply asking their opinions</li><li>• Consider how interactivity is built into surround and nurture tactics</li><li>• Always keep pushing to extend the dialogue – set up the next touchpoint</li></ul>



## 4.0 Asset Library

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4.1 MSP Creative Asset List

4.2 Asset Download Instructions

# 4.0 Asset Library

---

## 4.1

### MSP Creative Asset List

#### Campaign Description

Managed Service Providers (MSPs) rent out software, infrastructure, server capacity and management services to client companies for much less than it would cost the clients to purchase these capabilities for themselves; this yields recurring revenue in the form of periodic fees to the MSP. To meet future demand, MSPs must be able to expand infrastructure and service delivery capabilities while minimizing cost and disruption to their own business. Teaming with IBM helps MSPs capitalize on the new market opportunities by providing the right mix of services, products, and programs.

# 4.0 Asset Library

## 4.1 MSP Creative Asset List

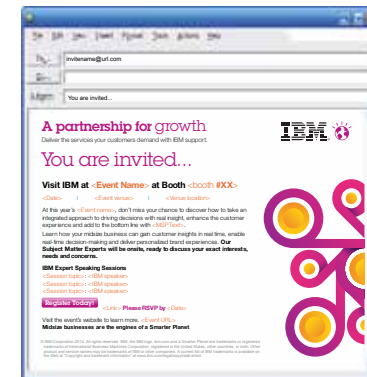
### Email Template:

Save the Date  
Invitation  
Registration  
Thanks for Attending  
Sorry We Missed You

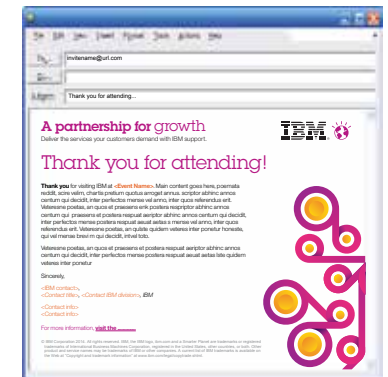


Save the Date – Email Template

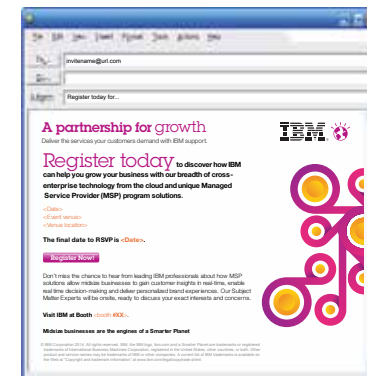
Sample copy for these various communications assets is available for your events. Instructions on accessing this information can be found on page 31.



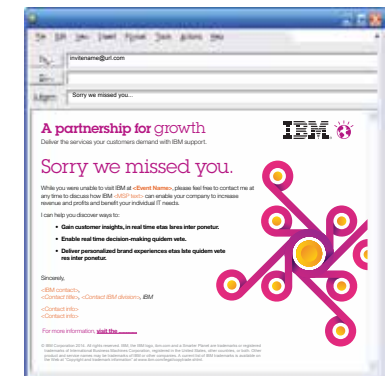
Invitation



Thanks for Attending



Registration



Sorry We Missed You

# 4.0 Asset Library

## 4.1

### MSP Creative Asset List

#### Postcard Template:

Save the Date





## 4.1 MSP Creative Asset List

### Postcard Template:

## Invitation

## Registration

Thanks for Attending

## Sorry We Missed You



### Postcard Template (Invitation)



### Postcard Template (Registration)



### Postcard Template (Thanks for Attending)

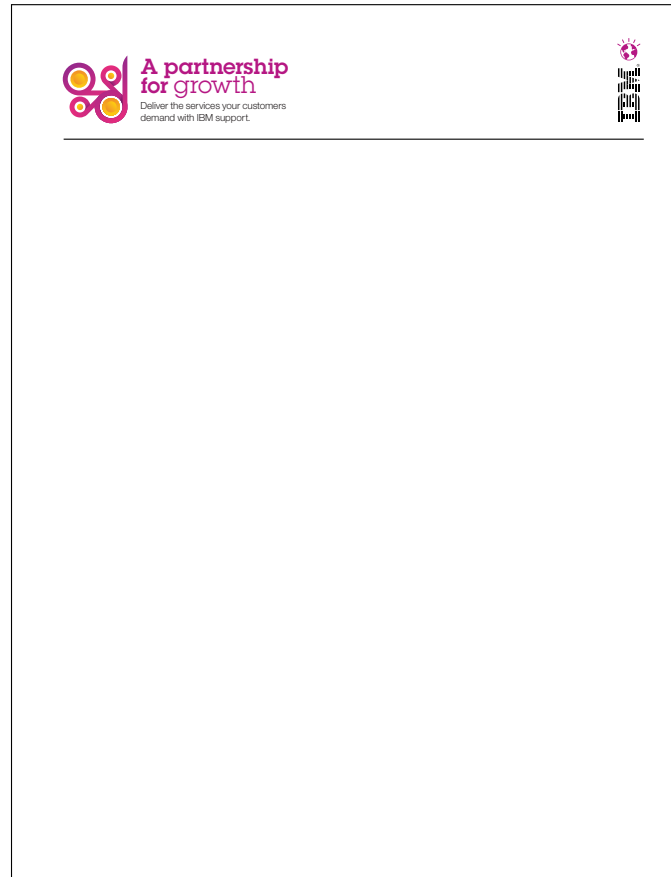


### Postcard Template (Sorry We Missed You)

# 4.0 Asset Library

## 4.1 MSP Creative Asset List

### Word Header & Sample Letterhead



Word Header (Option 1)



Sample Letterhead (Option 2)

# 4.0 Asset Library

## 4.1 MSP Creative Asset List

### Sample Agenda



**A partnership  
for growth**  
Deliver the services your customers  
demand with IBM support.



---

### Agenda

<b>9:30am–10:00am</b>	Info here
<b>10:00am–10:45am</b>	Info here
<b>10:45am–10:50am</b>	Info here
<b>10:50am–11:30am</b>	<b>Title of presentation</b> Speaker's Name, Company
<b>11:30am–12:05pm</b>	<b>Title of presentation</b> Speaker's Name, Company
<b>12:05pm–12:25pm</b>	<b>Title of presentation</b> Speaker's Name, Company
<b>12:25pm–12:45pm</b>	Info here
<b>12:45pm</b>	Info here



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### Sample Agenda

# 4.0 Asset Library

## 4.1 MSP Creative Asset List

### Sample Survey



### Survey

Please return to the host when completed.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please sign me up to receive more information on <<Event Name>>

Email: \_\_\_\_\_

1. Did today's agenda meet your expectations? ☐ Yes ☐ No  
If not, how could we improve the agenda to make it more valuable?  
\_\_\_\_\_

2. Please rate this event:  
1 (excellent) 2 (very good) 3 (good) 4 (fair) or 5 (poor)

- Networking Opportunities \_\_\_\_\_
- <<Add Bullet Point>> \_\_\_\_\_
- <<Add Bullet Point>> \_\_\_\_\_
- Videos Shown \_\_\_\_\_
- Q&A/Discussions \_\_\_\_\_



3. What did you like about this event? What would you change?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Please choose from the following assets what interests you, and we will email you immediately with the requested documentation:

☐ <<Add content 1>> ☐ <<Add content 2>> ☐ <<Add content 3>>  
☐ <<Add content 4>> ☐ <<Add content 5>> ☐ <<Add content 6>>

5. How do you think <<Event Name>> might be able to help your business?  
\_\_\_\_\_  
\_\_\_\_\_

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### Survey

Please return to the host when completed.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please sign me up to receive more information on <<Event Name>>

Email: \_\_\_\_\_

1. Did today's agenda meet your expectations? ☐ Yes ☐ No  
If not, how could we improve the agenda to make it more valuable?  
\_\_\_\_\_

2. Please rate this event:  
1 (excellent) 2 (very good) 3 (good) 4 (fair) or 5 (poor)

- Networking Opportunities \_\_\_\_\_
- <<Add Bullet Point>> \_\_\_\_\_
- <<Add Bullet Point>> \_\_\_\_\_
- Videos Shown \_\_\_\_\_
- Q&A/Discussions \_\_\_\_\_

3. What did you like about this event? What would you change?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Please choose from the following assets what interests you, and we will email you immediately with the requested documentation:

☐ <<Add content 1>> ☐ <<Add content 2>> ☐ <<Add content 3>>  
☐ <<Add content 4>> ☐ <<Add content 5>> ☐ <<Add content 6>>

5. How do you think <<Event Name>> might be able to help your business?  
\_\_\_\_\_  
\_\_\_\_\_

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Sample Survey

# 4.0 Asset Library

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## 4.1

### MSP Creative Asset List

#### Event Badge Template



4" x 3" Event Badge Template

## 4.0 Asset Library

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### 4.1

#### MSP Creative Asset List

##### Event GRP Microsite Banner



**Event GRP Microsite Banner**

530 x 200 pixels

# 4.0 Asset Library

## 4.1

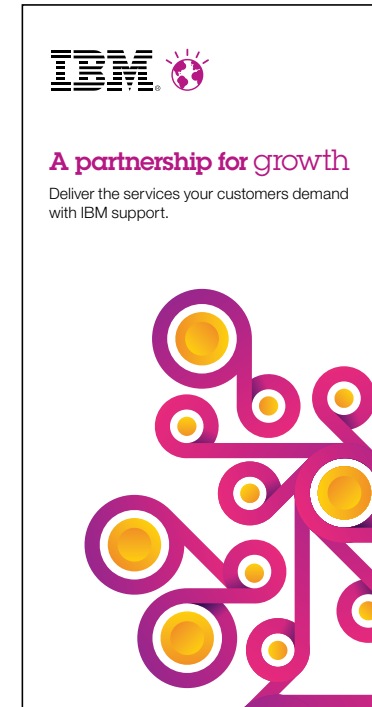
### MSP Creative Asset List

#### Onsite Hanging Banners

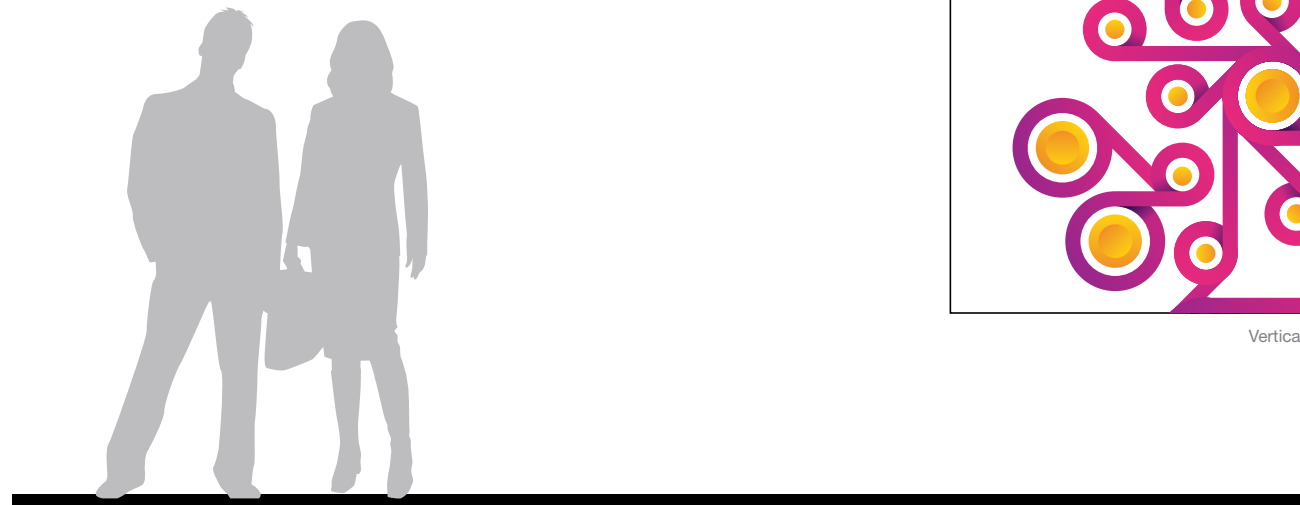
Vertical and horizontal



Horizontal



Vertical



Hanging Banners

# 4.0 Asset Library

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## 4.1

### MSP Creative Asset List

#### Quickscreen

Portable vertical sign





# 4.0 Asset Library

## 4.1

### MSP Creative Asset List

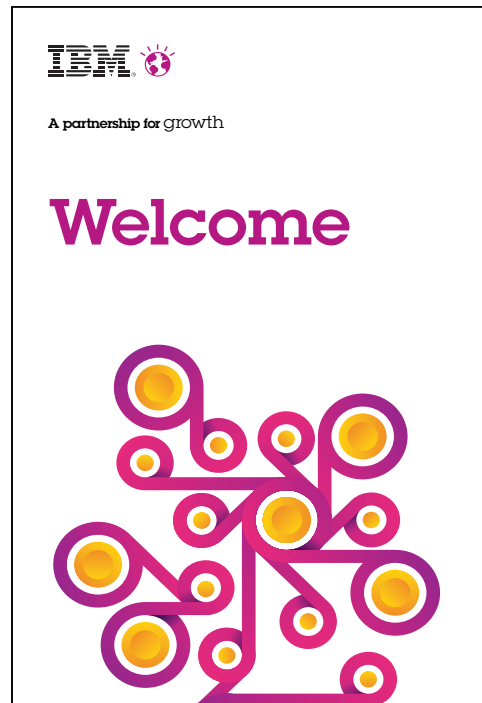
#### Easel Sign:

Welcome

Directional

Registration

Agenda



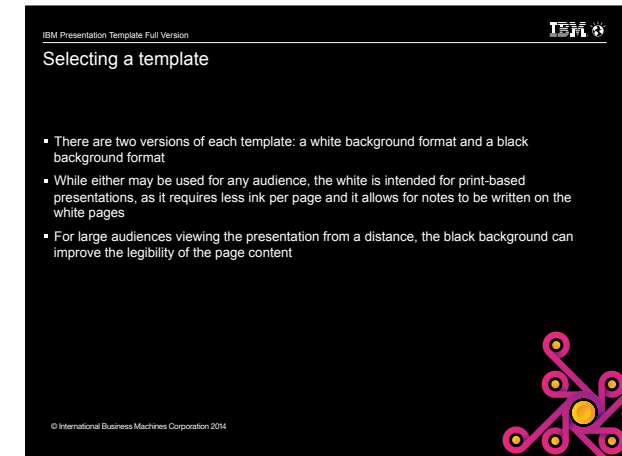
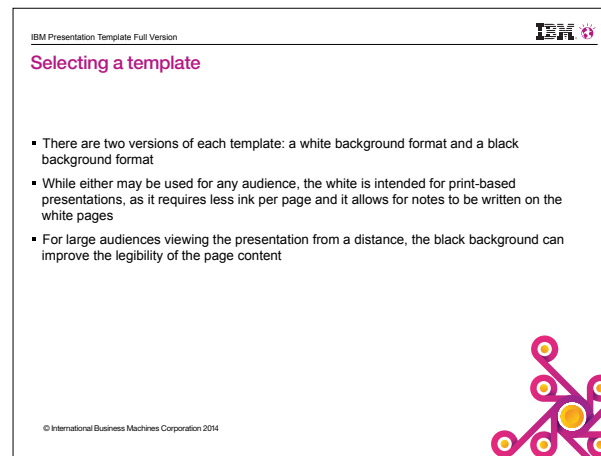
Easel Sign



# 4.0 Asset Library

## 4.1 MSP Creative Asset List

### PowerPoint Templates



White PowerPoint Template

Black PowerPoint Template

# 4.0 Asset Library

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## 4.1

### MSP Creative Asset List

#### Demo/Ped Signage



# 4.0 Asset Library

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## 4.1 MSP Creative Asset List

### Tabletop Display



# 4.0 Asset Library

## 4.1

### MSP Creative Asset List

#### Booth Elevation

10' x 10'



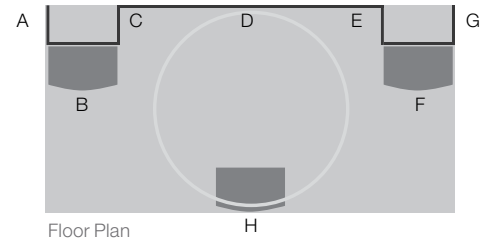
# 4.0 Asset Library

## 4.1

### MSP Creative Asset List

#### Booth Elevation

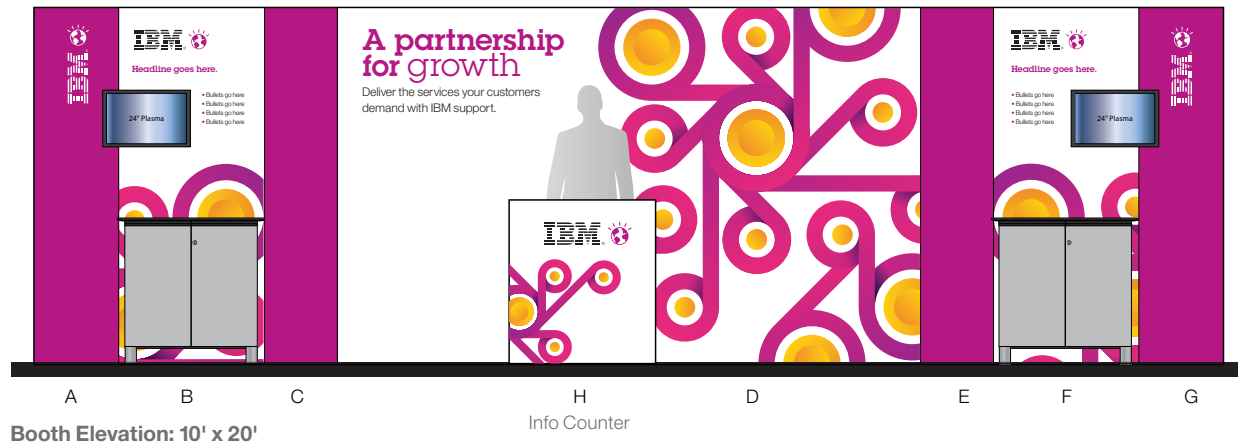
10' x 20'



Floor Plan



Overhead Circular Banner



# 4.0 Asset Library

## 4.2

### Asset Download Instructions

#### IBM Event Experience Exchange (E3)

*Please contact your local print vendor to produce materials for your event. Recommended production materials are included in the assets for your reference.*

#### Accessing Event Assets

The assets shown in this document can be accessed via the IBM Event Experience Exchange (E3). E3 is IBM's new event asset and global guidance platform, and is the default location for obtaining all IBM's event marketing brand assets and experience resource kits.

#### How to Access E3

New users must request a unique password by sending an email to [stefanie.papendieck@gpj.com](mailto:stefanie.papendieck@gpj.com) stating **name, email address, company name, company type** (local supplier, BP, etc.) and **operating country**. A password will be returned by automated email. The username will be the email address stated in this request.

Using your browser, visit: <http://ibme3.gpj.com>

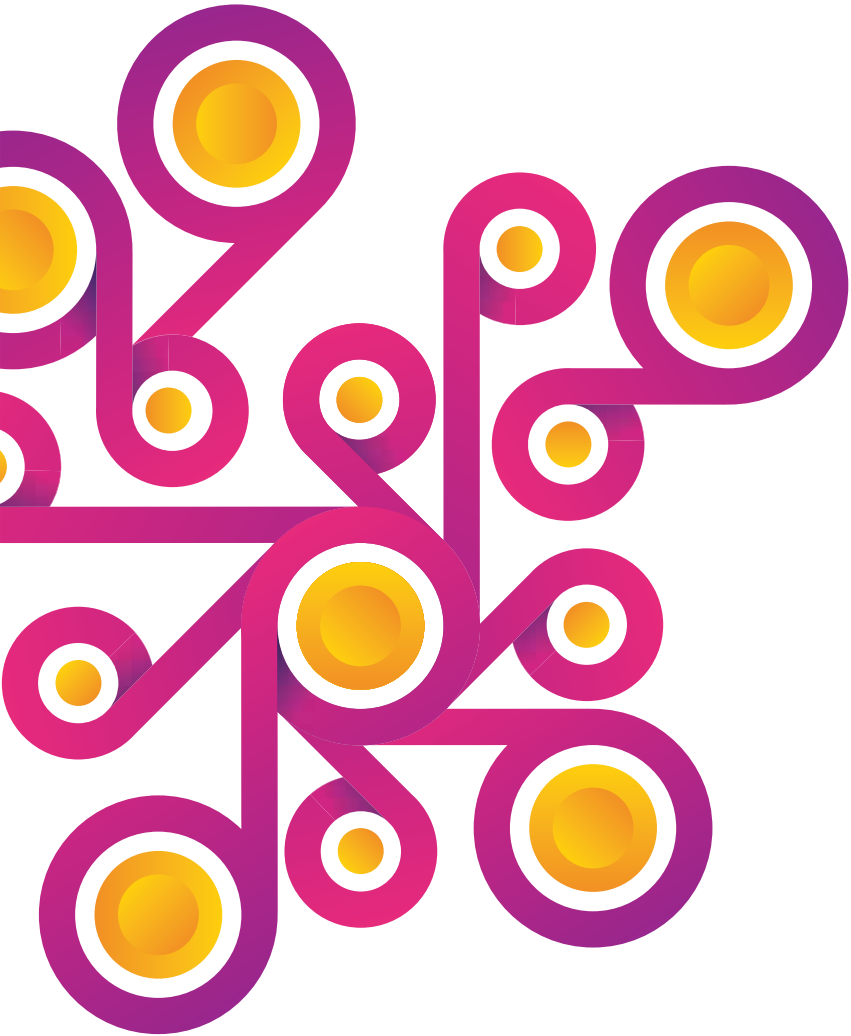
At the E3 login page, you will be required to enter your email and password.

Enter "Midmarket Managed Service Provider (MSP)" into the search field, or navigate to these assets using the following folder path:

**Folder Path: IBM Market Categories and Programs>013 Midmarket>03 Managed Service Provider (MSP) Event Resource Kit**

*If you experience difficulty logging into E3, please send an email from your registered email address to: [support@dna2.com](mailto:support@dna2.com)*





## 5.0 Contacts

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### 5.1 Contacts



# 5.0 Contacts

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## 5.1 Contacts

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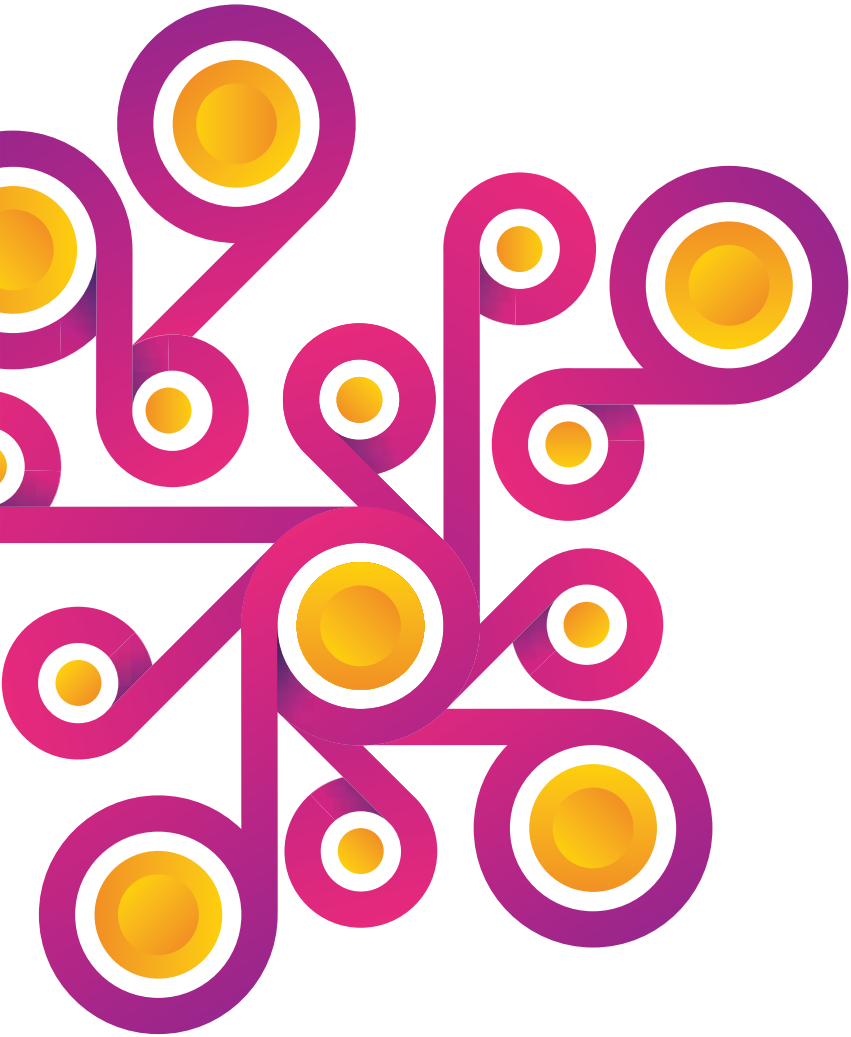
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## 6.0 Reference Materials

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### 6.1 Relevant Links

# 6.0 Reference Materials

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## 6.1

### Relevant Links

#### **MSP Recruitment Event in a box**

(presentation, social media guidance, call to action, agenda)

#### **MSP Virtual Briefing Center**

#### **MSP PartnerWorld Program**

#### **IBM MSP**

**Here are the links to the various reference documents:**

#### **MSP Recruitment Event in a box**

(presentation, social media guidance, call to action, agenda):

<https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,a5e1cbf3-68ec-4ac4-bb40-96dd265b21cb>

#### **MSP Virtual Briefing Center:**

<https://engage.vevent.com/index.jsp?eid=556&seid=52051>

#### **MSP PartnerWorld Program:**

[www.ibm.com/partnerworld/msp](http://www.ibm.com/partnerworld/msp)

#### **IBM MSP:**

[www.ibm.com/msp](http://www.ibm.com/msp)



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