



IBM Connects Social Business Expo and Unified Communications Expo 2012

- Interactive diner, unique customer stories and a keynote speech from IBM's social business evangelist, Luis Suarez-

London, xx February 2012: Global technology and services company, IBM, is the founding sponsor of the new Social Business Expo 2012 at the UK's largest business communications event [Unified Communication Expo](#), due to take place on 6-7 March at London's Olympia.

From the exhibition floor, IBM and key partners Ascendant and Portal will give attendees the chance to learn how to implement a successful strategy to collaborate internally and externally via IBM Social Business software tools to accelerate innovation in the workplace and maximise business potential.

A focal point of IBM's Social Business presence will be the "Collaboration Diner" feature run by another of its key partners, Collaboration Matters. Collaboration Diner is a [modern twist](#) on Edward Hopper's famous 1942 painting, "Nighthawks", with a majority of the diner-themed space being devoted to debate and discussion with key Social Business thought leaders sat at informal coffee tables.

However, at one end of the diner, actors will re-create Hopper's painting and transition to a modern scene where they will be using a range of handheld communication devices - iPads, laptops and smartphones. This will demonstrate that, while Hopper depicted the alienation and loneliness of the 1940s' big city, this is not the case today as, although alone, these characters are far from lonely, being connected to the wider world through social networking.

Greater interactivity to Collaboration Diner will be provided by three plasma screens, which will be showing tweets related to the diner #cbdiner as well as Social Business quotes and imagery.

Elsewhere in the Social Business Expo 2012, as part of Unified Communications Expo's extensive seminar programme, IBM's award winning and social media pioneer [Luis Suarez](#) (@elsua) is set to present his keynote speech "Thinking Outside the Inbox, There is no WE in Email" on day two of the show at 13h10 - 13h40. A strong mix of IBM customers including Birmingham Metropolitan University, Cardiff University, Salvation Army and Sogeti will be presenting their own social adoption cases studies as part of the seminar programme to give attendees hints and tips as well as a flavour of what it is like to implement a social business strategy.

IBM is assisting Social Business Expo 2012 in becoming a new addition to Unified Communications Expo. The event will also be showcasing the latest technologies in Voice, Cloud, Mobile, Unified and Visual Communications.



Major companies will be attending the show this year. Exhibitors and sponsors include industry giants Alcatel-Lucent, AT&T, Avaya, Cisco, Dell, IBM, Microsoft, NEC, Nokia and Shoretel.

“We are really excited that IBM is sponsoring the new Social Business element of Unified Communications Expo,” says Hugh Keeble, managing director of Imago Techmedia. “With more experience in this area than anyone else in the industry, IBM is best placed to show attendees the benefits Social Business brings to the workplace through employee collaboration and the sharing of knowledge. Register today at www.ucexpo.co.uk/reg to become part of the event that embraces the latest changes and challenges in communications technology to keep visitors coming back year on year.

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Notes to Editors

About Unified Communications Expo 2012

The Unified Communications Expo 2012 is an [Imago Techmedia](#) event.

With more than 10 years’ experience, Imago Techmedia is a specialist in technology events and online resources and is renowned for bringing together expert knowledge, technology and communication specialists and business leaders at events such as Unified Communications Expo and IP EXPO.

These cutting edge events showcase new market solutions and give exhibitors and visitors alike an innovative, compelling and cost-effective experience with practical and thought-provoking advice and information.



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PR Contact

Whiteoaks

ucexpo@whiteoaks.co.uk

+44(0)1252 740900

@WhiteoaksPR