

think

## Think Experiences:

### Editorial

Editorial manifests primarily as a thought-provoking, content-rich, multimedia website debuting this fall, with the potential of being produced as an app or series of Think apps, podcasts or distributed videos.

### Education...

To punctuate You^IBM, Think (Academy) could re-emerge as a public-facing learning and training platform, with programs for professionals. This could be digital or physical programming, including modules, seminars, workshops hosted at live events, online and/or other Think environments.

[See also Environments.](#) →

### Events

In 2018, the first major Think event will occur, and the following year and beyond be based in San Francisco.

There should also be smaller Think events. An example would be the CEO event Ginni is hosting Brooklyn at 1 Hotel in October. That event would fit the criteria for Think.

### Environments...

This idea emerged from a conversation with Phil Gilbert around the future of IBM Studios, Design “Thinking” and Bluemix Garages.

Think “spaces” could be retail outposts of IBM, designed for collaboration with clients, developers and partners.

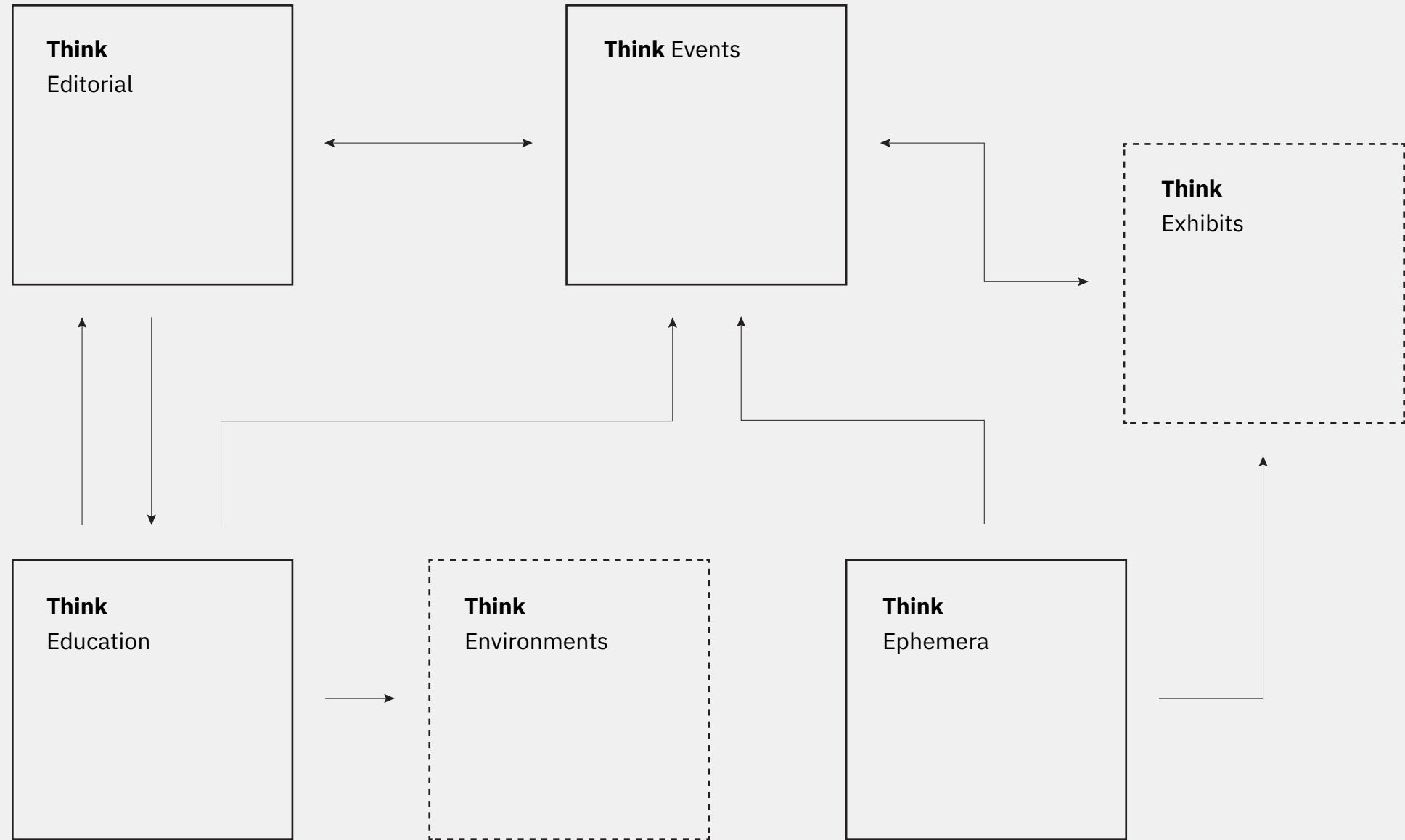
### Exhibits...

Actions not ads. This could be an on-going series of pop-up exhibitions, not unlike Think at Epcot or Lincoln Center. Think Exhibits would also be developed for signature Think Events, and these experiences could extend to the public. These exhibits could also generate earned media content.

### Ephemera

This will be a new line of Think products (merchandise, swag) used internally as well as sold at Think events.

**Think**  
Experiences:



**Think** Events would be promoted through **Think** Editorial, and content created at **Think** Events could be repurposed on **Think** Editorial. **Think** Editorial themes would play out at **Think** Events, as well as inform **Think** Education. Premium **Think** Education programming could be part of **Think** Events and **Think** Environments programming. And, **Think** Ephemera would be sold at **Think** Events, etc.

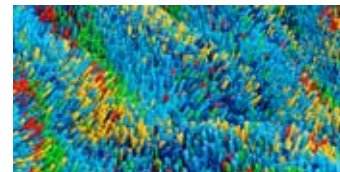
For this reason, the **Think** brand should be considered and developed as one holistic project, versus discreet deliverables produced by different teams.

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- Artificial Intelligence
- Future of Finance
- Blockchain
- Quantum Computing
- Data Democracy



## Playlists



Innovation stems not from individuals working in isolation, but from an energetic dialogue between diverse disciplines. Inspiration lives at the intersection of humanity and technology, people and products, intelligence and emotion, art and science, design and business.

Think celebrates and elevates this unpredictable intersection, catalyzed through progressive partnership of mankind and machine. Think is not a convention. Think is an ever-evolving, inclusive, accessible, horizontal conversation about human ingenuity, its advocates, and the tools they employ to break paradigms and create new ones.

Think is for the defiant, the curious, the provocative, the uncompromising, the resistant, the persistent. Those who seek progress not for profit or pride, but for the advancement of us all.

Think is for Thinkers.

Innovation is the enemy of trendiness, pretense, and timidity. It recognizes the genuine from the spurious. It tantalizes the viewer, stimulates the mind, intensifies meaning, generates interest, and is at the heart of both better design and better business.

Paul Rand



