

vmware®
VMworld 2012

verbal themes / round 1 / 02.08.12

VMworld brings together professionals from around the world to share ideas, strengthen relationships and master VMware products. For the 2012 event, we want to create a verbal theme that inspires passion and excitement in these customers, while providing a unifying thread for the entire event.

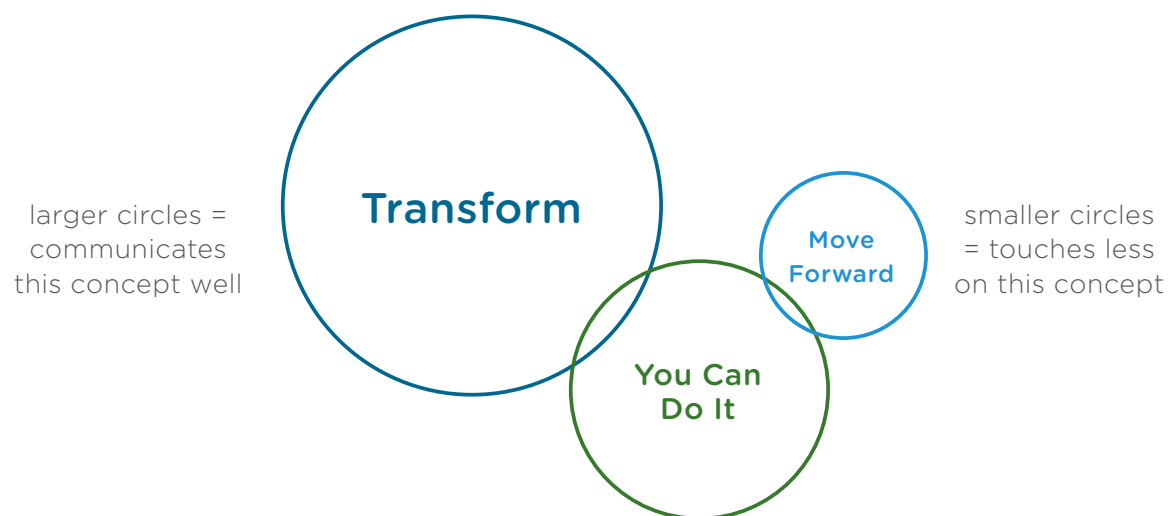
First we want to quickly highlight competitive themes and messaging to ensure that VMworld isn't seen as simply repeating what others are already saying. VMware leads the industry and our event theme needs to represent that leadership position.

On the following pages, we present VMworld theme options. Each theme has been categorized based on three key messages for 2012:

Transform IT : accelerate change, make a bold transformation, shift your mind-set

Move Forward : vault ahead, take an exponential leap, advance forward

You Can Do It : take charge, be confident, you have the power, seize the challenge



Make IT Happen

This theme calls on the audience to make big changes in IT and implies that they already have the power to do so. It also suggests that they can “make it” in the new world of IT.

SECONDARY MESSAGES:

Make IT Big

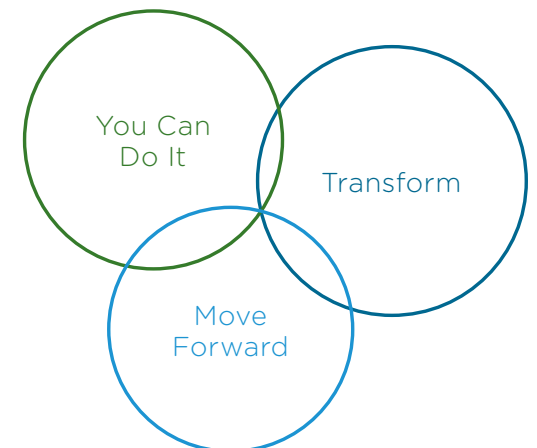
Make IT Smart

Make IT Count

Make IT Win

Make IT Grow

Make IT Yours



You Make IT.

This theme is an extension of the campaign, “Your Cloud. Own It.” It continues to focus on the IT user and implies they have the power to transform IT.

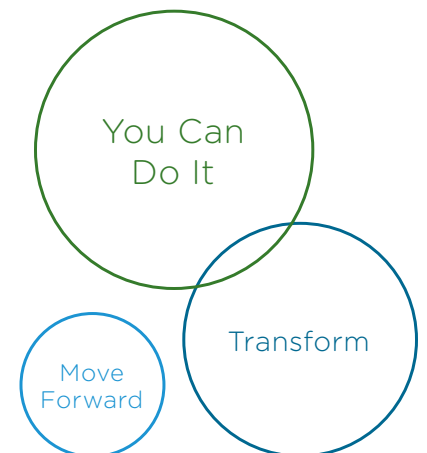
SECONDARY MESSAGES:

You Build IT.

You Scale IT.

You Transform IT.

You Free IT.



Boldly Go

This is a strong call to action to lead the IT transformation in your company, taking strides where others haven't dared to go. This theme also relates well to the concept that it is a "new world" for IT.

SECONDARY MESSAGES:

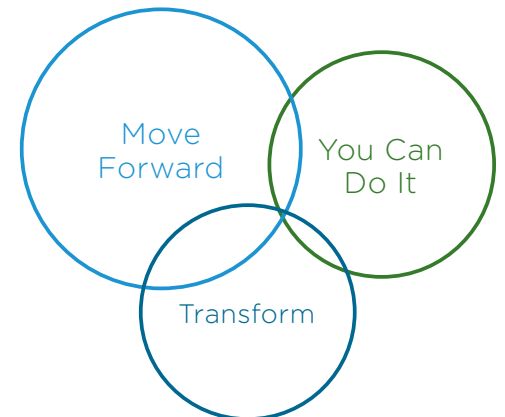
Go Far

Go Big

Go Beyond

Go Free

It's a New World, Boldly Go



Be Bold

This is a liberating, confidence building theme and a clear call to action. It also offers fertile ground for visual exploration, and can be extended with secondary phrases for different applications.

SECONDARY MESSAGES:

Be Bold. Push Limits.

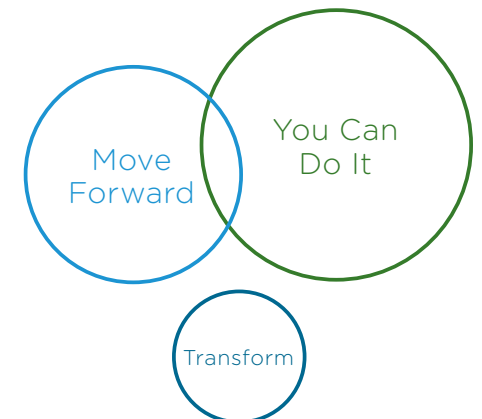
Be Bold. Go Beyond.

Be Bold. Lead On.

Be Bold. Embrace Change.

Be Bold. Make it Happen.

Be Bold. Shape Destinies.



Agents of Change

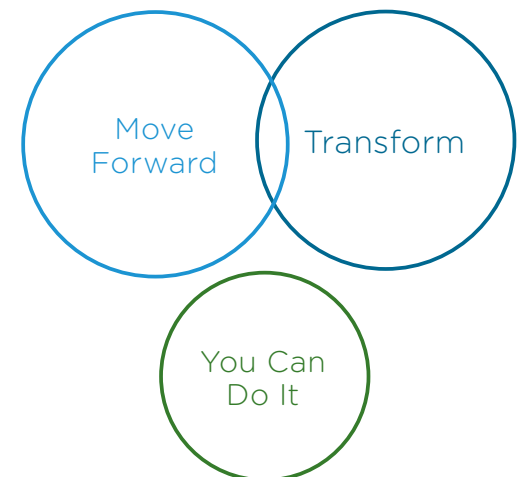
This theme puts attendees in the spotlight, and calls on them to make business transformation (through IT transformation) a personal mission. It offers strong possibilities for inspiring narratives and has great visual possibilities.

SECONDARY MESSAGES:

Agents of Invention

Agents of Excellence

Agents of Achievement



Defy Convention

This suggests that VMworld is not a typical convention, and challenges attendees to try new ways of thinking about and managing IT. It invites unusual visuals, and should spark conversation.

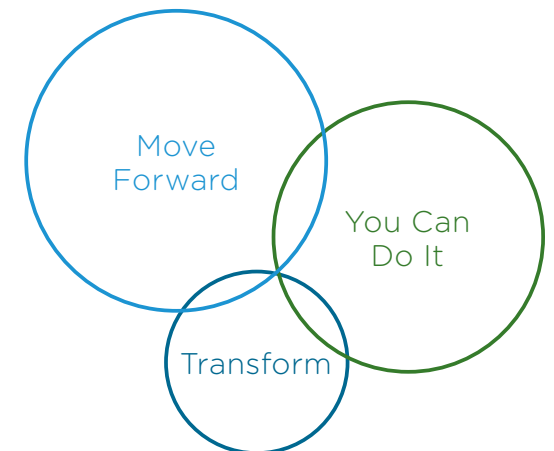
SECONDARY MESSAGES:

Defy Restrictions

Defy Status Quo

Defy Naysayers

Defy Gravity



Break Free. Break Through.

This theme asks attendees to break free of old models, and to make significant breakthroughs in IT and business communications. It suggests powerful visuals, and can be extended to add meaning.

SECONDARY MESSAGES:

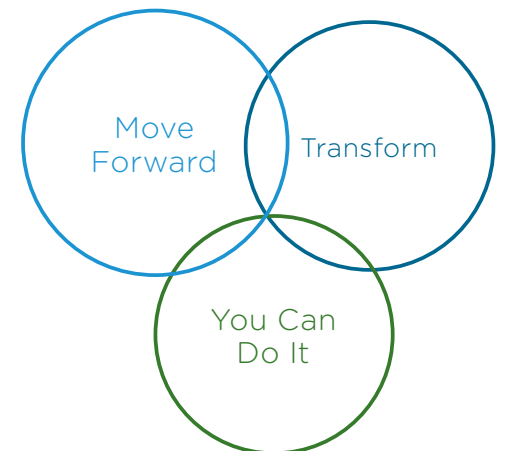
Break Rules.

Break Ground.

Break Records.

Break Out.

Break Silence. Break Through.



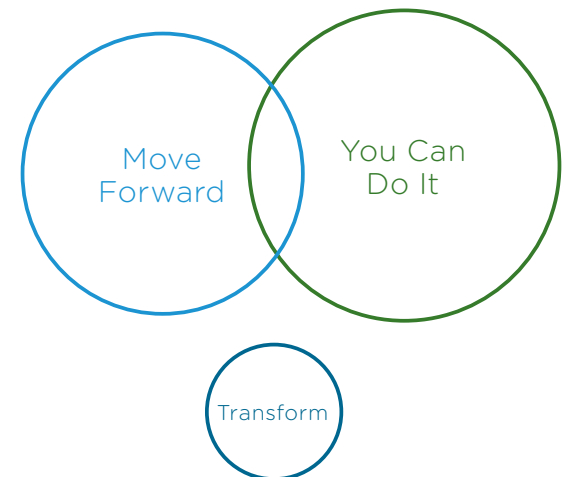
Sky Walker

This theme speaks to cloud without saying the actual word.

The alternate “sky blazer” is a play off of “trail blazers,” those who break new ground and are leaders. It offers opportunities for unexpected, non-Star-Wars imagery and could inspire a strong narrative across the event.

ALTERNATE:

Sky Blazer



Amplify IT

This theme communicates the idea of multidirectional momentum. It also speaks to the need to support the quickening pace of application updates, software upgrades and new devices worldwide.

ALTERNATE:

Amplify Your IT

SECONDARY MESSAGES:

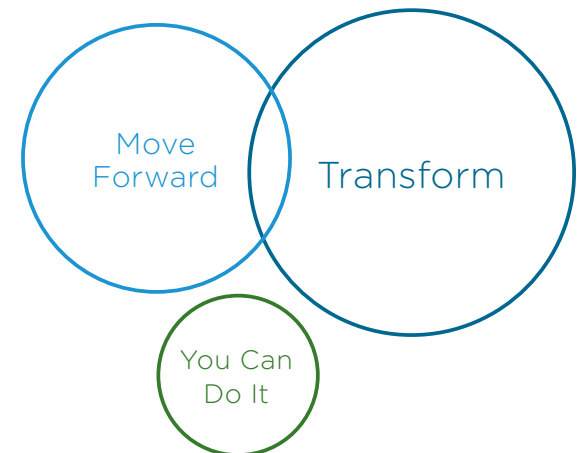
Amplify Accessibility

Amplify Innovation

Amplify Your Ecosystem

Amplify Your Prospects

Amplify Your Business



Start a Movement

This theme speaks to the opportunities in a new IT era. It calls on attendees to not “rest on their laurels” and drive the change within their own company.

ALTERNATE:

Spark a Movement
Fuel the Movement
Drive the Movement

