



# IBM drives engagement with TED Ideas Sessions

As a global marketing leader, IBM looks to engage talent with innovative new programs.

TED partnered with IBM's Marketing team to run TED Ideas Sessions as an early test case for Meetings-in-a-Box\*. After running 40+ sessions in two different phases, the participants responded with an NPS score of 74. Below are some of the results, use cases and feedback that were gathered through surveys after the program.

## Overview:

**60-minute TED Ideas Sessions** focused on Leadership (phase 1) and Collaboration (phase 2)

**2 videos** per session

**Discussion Leaders** with different levels of prior experience

**40+ hosted TED Ideas Sessions**

**Global audience**

## Results:

- 87% of attendees said the session helped them take concrete steps to apply the learnings
- 74 NPS score
- Great feedback from participants:  
"This session helps to re-energize and presents a new perspective to how we approach our work."  
— Session Attendee

*"It was fantastic — the team was transparent in storytelling and practical applications, and it was a great bonding experience... With a relatively young / new team, it was great to see everyone participating as engaged, positive equals. I think it truly was a confidence booster for everyone."* — Discussion Leader

\*In this pilot phase, sessions had a custom name and some modifications were made to better tailor the experience for the IBM audience. Learnings from this pilot helped inform the final Meetings-in-a-Box program.