

BMC IT FORUM

OPENING & CLOSING FOR GENERAL SESSIONS

PLEASE SCROLL DOWN

(*Please note: The following are the opening and closing CEO and video presentation segments of the BMC proposal that Jerelyn conceived and wrote while on staff at Jack Morton Worldwide. JMW was awarded the five million dollar account).

bmcsoftware **ASSURANCE FORUM**

GENERAL SESSIONS

IT Professionals make up the bulk of your audience. They are the people on the front lines putting out the fires. The 79% who said they would come to this conference. They're here to learn how to optimize their skills. Improve their lives. The bottom line of their businesses and their customers'. BMC knows what they want. What they need. Their fear and pain. And they are about to know that BMC cares.

As the doors open on Monday morning's General Session, attendees enter the ballroom to walk-in music. It's interrupted by an annoying *BEEP! BEEP!* At first it sounds like a musical glitch, but grows increasingly repetitive. Gets louder and louder. We hear more annoying sounds. Land lines ring. Cell phones sing. It all comes at us at once. BEEPS, RINGS, annoying CELL MELODIES. The music is completely drowned out. We've got their attention.

Lights fade to black and for a moment ...

Silence.

But, the beep begins again. The audience not only hears it – they *feel* it. They know it all too well. It's the sound of **pain**. Their pain. The pain of interruption. Being on call. Not having a life.

Now, we hear birds sing.
ON SCREEN, we see the sun come up. It's Sunday morning in an IT Professional's home. Peace and calm permeate the house.

A cherubic three-year-old tugs on Daddy who is sound asleep.
He wakes up, is warmed to see his little girl and lifts her in his arms.

Mom stirs, wakes, smiles. Daddy hugs his tiny treasure.
Ahead – a whole day together. *BEEP! BEEP!* IT fire calling. Disgruntled, he reaches over and grabs his pager.

Dad pulls out of the driveway as he talks on his cell phone.

We see quick images of several IT Pro's being interrupted –

A female IT Pro is up at bat at an all-girl softball game.
She's about to swing. *BEEP!*

An IT Pro is in a restaurant about to propose to his fiancé. *BEEP!*

An IT Pro video tapes her son as he blows out candles on his fifth birthday cake.
BEEP!

IT interrupted.

It's late at night. Our IT Dad drives up to the house. No lights are on. He tiptoes upstairs and looks in at his sleeping child. *BEEP! BEEP! BEEP!*

We follow threads of images that show us what happened. Shadow images of fires ablaze shoot the message full force.

And, sirens wail with edge and dimension adding to the cacophony of the beeping sounds. We see –

Software disasters.

Airline reservations systems are down – lines of people bottleneck airport ticket counters.

Stock exchange system is down – traders are in chaos.

Credit card system is down – Windows on monitor screens read: *"Transaction not possible at this time."*

People are turned away at: ATMs, grocery check out lines, restaurants, pharmacies.

And it gets worse.

Hospital systems are down.

Railway systems are down.

Military installations systems are down.

A graphic flies across the screen:

"You think you're needed now?"

We flash forward to the future.

More graphics with accompanying images:

"What happens when cars drive themselves?"

"When the Internet is on your eyeglasses?"

BEEP! BEEP! BEEP!

We flash back to Dad. It's Sunday. Disgruntled, he grabs his pager.

We see another graphic:

"Or ... learn how to optimize all BMC products and solutions and get your life back."

He lifts his little girl onto the bed. The whole family is together. It's Sunday, *uninterrupted*.

A graphic reads:

No more beeps

Dad gets out of bed and lifts his daughter onto his shoulders.

More graphics:

Silence brought to you by ... BMC

Fade to Black.

Lights come up and screens fill with images of people and our meeting theme:

BMC Software ASSURANCE FORUM QUANTUM LEARNING: QUANTUM RESULTS

Now, Max Watson nonchalantly takes the stage. He holds out a pager and tells the audience:

"For most of you, this is the enemy. This tiny insignificant looking piece of plastic. I invite you all to reach under your seats. We've preset a little gift for you from myself and BMC. (They reach for their gift. It's a pager). Now, wait a minute. Before you throw anything at the stage, I want you to know the magic of this pager ... it doesn't work. It is totally non-functional. It cannot beep and never will. And, that is what we offer you at Assurance Forum 2001. That is why you are here today."

He goes on:

“It’s the sweetness of silence. The satisfying feeling you get from being in control. Over the next four days, you’ll learn how to create that kind of sweetness in your life. How to enjoy the silence brought to you by BMC.”

Cut to Wednesday Afternoon.

Lights fade to black.

The screens come alive with vivid color. We see the image of a baby.

A graphic flies in and we hear:

“You had it when you were a baby.”

The baby is now six years old and plays mindlessly with toys.

Graphic/voiceover:

“You had it when you were a child.”

The child is now a college student (the same IT Professional we saw in the opening video). He walks with friends on campus.

Graphic/voiceover:

“You even had it when you were a young adult.”

Graphic/voiceover:

“Then one day ... “

The man stops. His friends disappear. His college jacket flies off. He is now in a black and white world.

Graphic/voiceover:

“ ... you lost it.”

He runs.

Graphic/voiceover:

“And no matter how hard you looked, you couldn’t find it anywhere.”

He turns, looks high and low, searching, searching.

Graphic/voiceover:

“Something was stealing your ... time.

Images fly past – the Internet. Telecommunications towers. Satellite dishes. People on cells, at monitor screens. It’s a virtual brain storm. Newscasters. Software disasters. Images from the opening video flash at a chaotic pace.

Airline reservations systems go down – lineups of people bottleneck airports.

Stock exchange system is down – traders are in chaos.

Credit card system is down – windows on monitor screens read: *“Transaction not possible at this time.”*

People are turned away at: ATMs, grocery check out lines, restaurants, pharmacies.

And the voice tells us:

“And it’s getting worse.”

We see a split screen – a customer is on a phone with the IT Professional who is on the line.

The customer says:

“If you can’t deliver, I know who can.”

He hangs up. The IT Pro slams the phone down and runs again.

Graphic/voiceover:

“It’s no longer business at the speed of need. Now, it’s business at the speed of want.”

We hear: *BEEP! BEEP!* PHONES RING. CELL PHONES RING.

We see an image of his little girl fly by as she cries:

“Daddy! Daddy!”

His wife and son fly past, their faces serious and sad.

He runs in place as the light around him fades and he is in total darkness.

We hear:

*“Time is money. Time is precious. There is no time.
Correction. There was no time.”*

The theme logo flies in:

BMC Software ASSURANCE FORUM 2001 QUANTUM LEARNING: QUANTUM RESULTS

Max Watson walks onstage.

“Four days ago, we talked about the pain and discomfort of interruption. Of how constantly being called to put out fires can strip you of your peace of mind. Well, peace of mind also equates: pieces of time. It sure is easy to lose ourselves to our work. To the ever-increasing demands and speed of business. But now, with four days of high impact education classes under your belt, you’ve got the tools you need to reclaim your birthright. The right of silence and the right of ... time. The Internet changed your world and continues to propel you into a ‘new reality.’ But now you’ll be in control. Now time will be on your side. In your hands. We’ve got another gift for you. A graduation gift from me and BMC.”

He opens a small box as ushers hand out wrapped gifts.
It’s a clock.

“To remind you of our ongoing relationship and commitment to provide you with solutions that give you ... all the time you need. Congratulations to all OnSite graduates. Now, let’s celebrate at the fabulous House of Blues!”