



IBM Champions January 2021 Welcome Call

—
Libby Ingrassia
Program Director, IBM Champions
lingras@us.ibm.com

Agenda

Executive Welcome

Steve Robinson, Marius Ciortea

Program Intro & 2020 Review

Think 2021

Think Event Team

Program Team Introductions

IBM Champions Program managers

Business Area Updates

Cloud UX Team

Cloud Day

IBM AoT

Calls to Action

Events

Q&A

Please be on MUTE.

Ask questions in the chat.

Replay and slides will be available after the call.

Find the program online

ibm.com/champion

ibm.biz/champions

@IBMChampions,
#IBMChampion

At the bottom of the call (last 30 minutes), I can go into more detail and answer questions for new IBM Champions

Office hours & alternate welcome call:

– Wednesday, January 27, 2021 at 3:00 pm US CT

– Register Now:

<https://ibm.webex.com/ibm/j.php?RGID=rdd8b2bcadf71f1b21aa2f83eb5a3733a>

Executive Welcome

Steve Robinson

General Manager, Red Hat Synergy
BM Cloud and Cognitive Software

Marius Ciorte

Chief Community Officer
BM Cloud and Cognitive



IBM Champions Program Intro & 2020 Review

What is the IBM Champions program?

recognize | reward | catalyze

The IBM Champions program **recognizes** and **rewards** the work top external advocates are doing and **catalyzes** ongoing contributions by providing engagement and opportunities.



Who are IBM Champions?

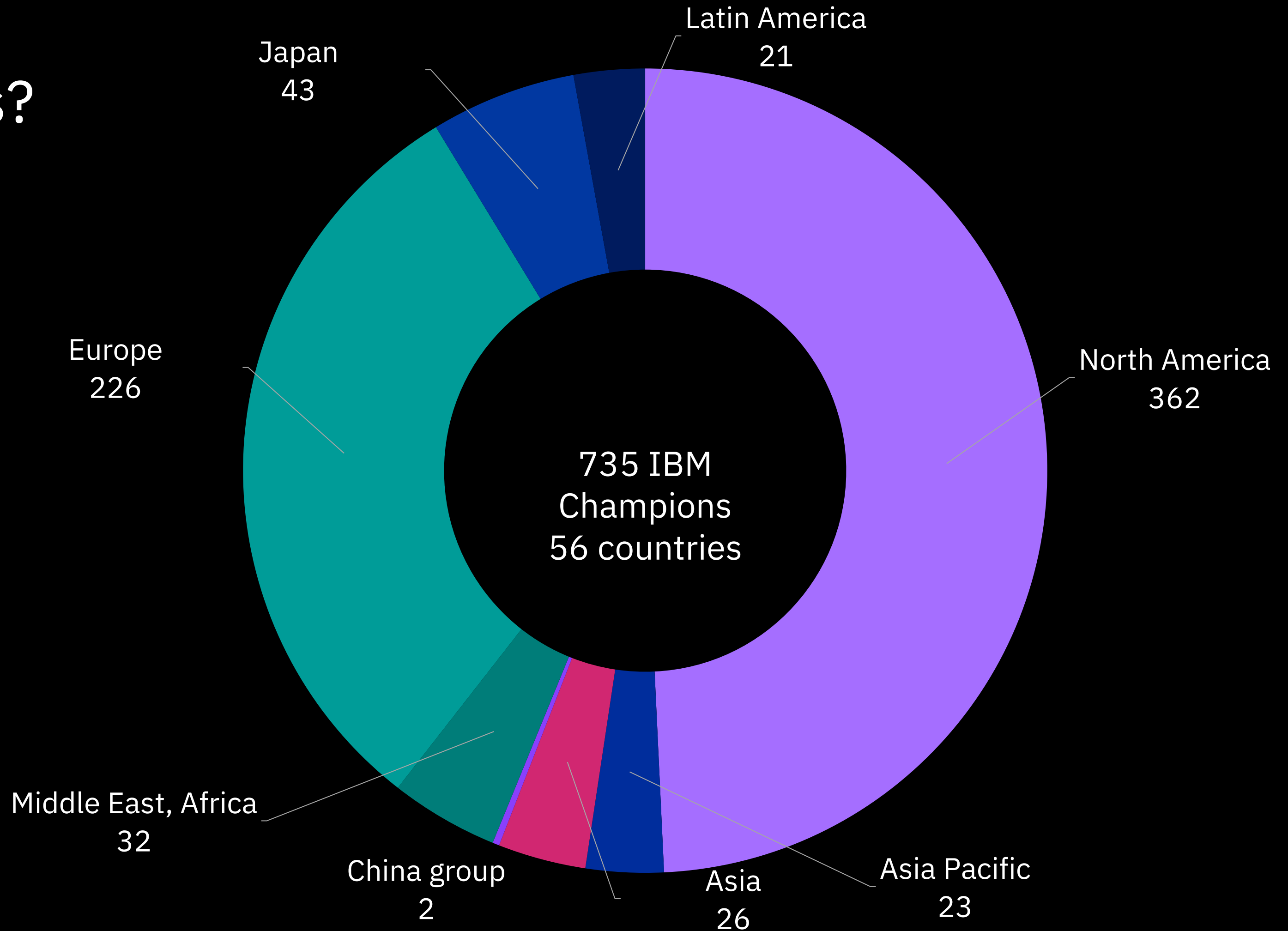
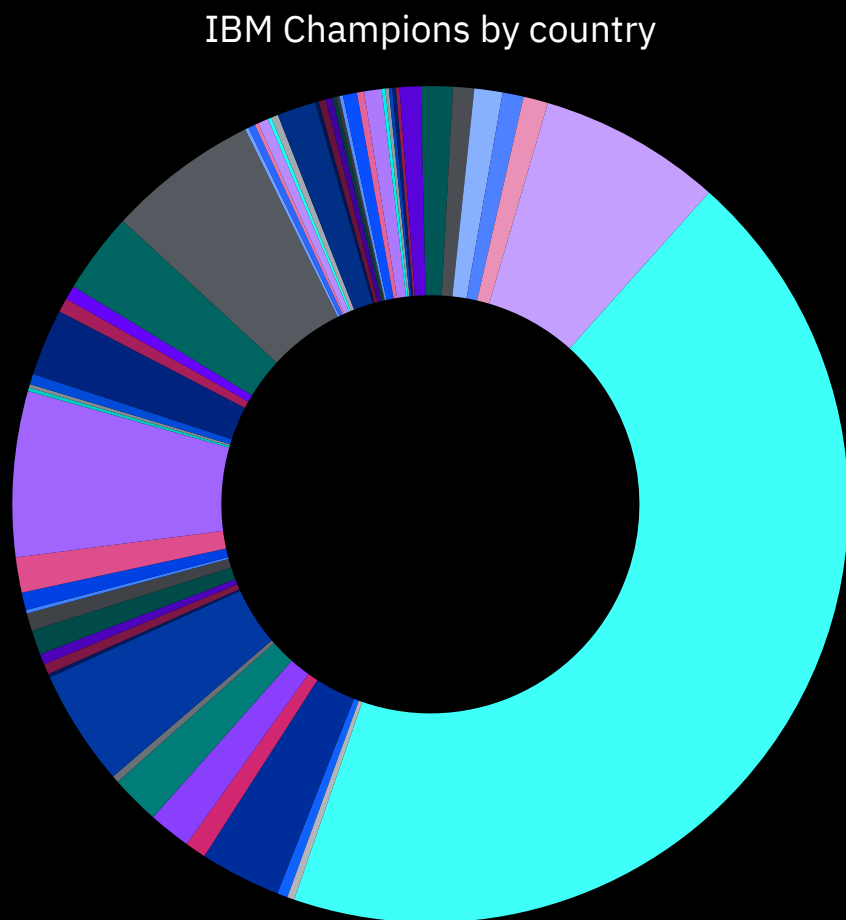
experts | advocates | leaders

IBM Champions provide content, leadership, and advocacy across tech communities and solutions. They influence and mentor to help others make the most of investments in IBM software, solutions, and services.

They are selected annually for the work they do beyond their jobs over the previous year.

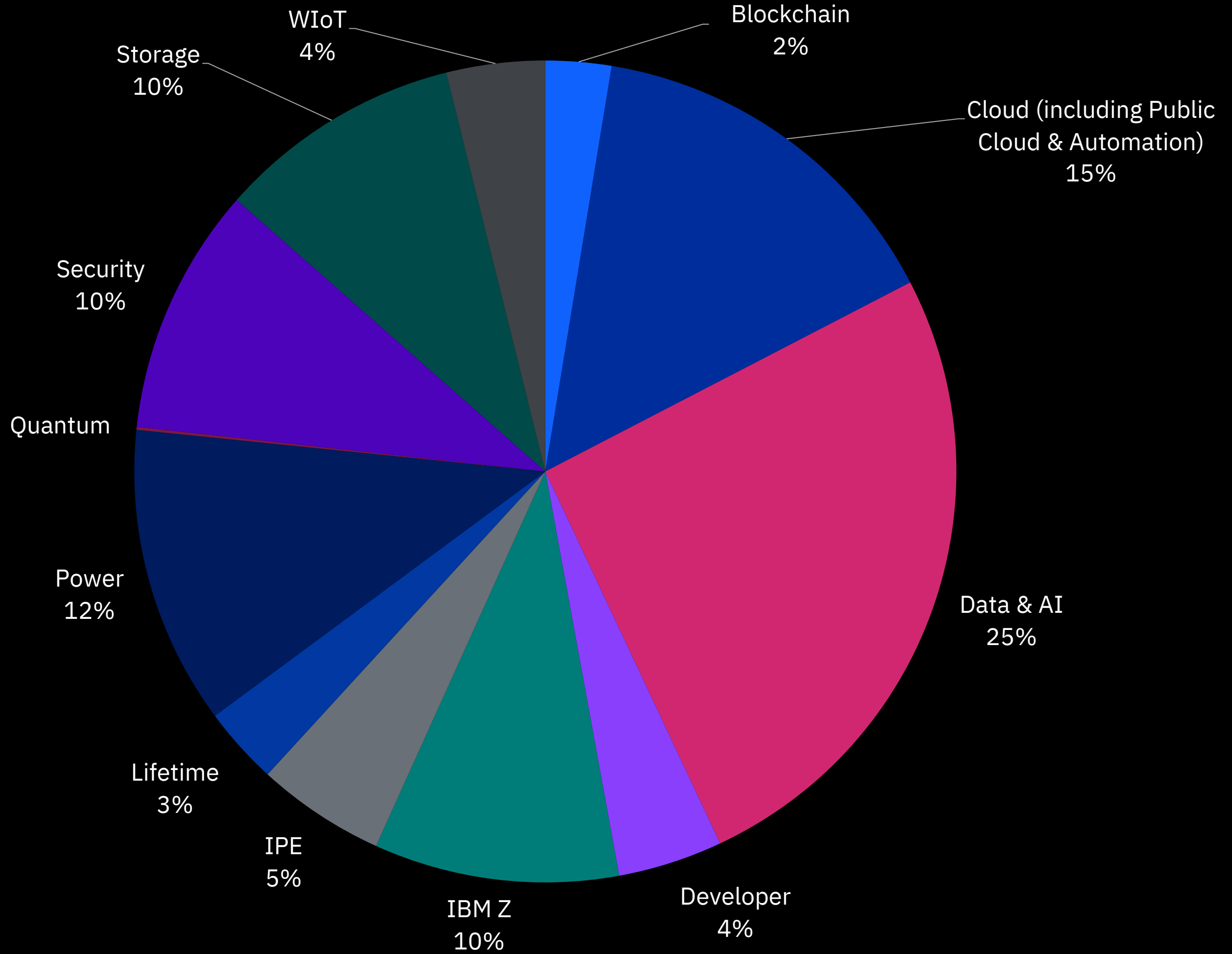
Where are IBM Champions?

For 2021, selection committees evaluated approximately 2000 nominations.



IBM Champions across IBM

IBM Champions are experts in and passionate advocates for offerings, communities, and products across IBM.



How were YOU selected?

Selection committees
review your
nominations.

We look
ed for contributions
beyond the scope of
your job, over the last
year.

Compare contributions
among nominees and
rank.

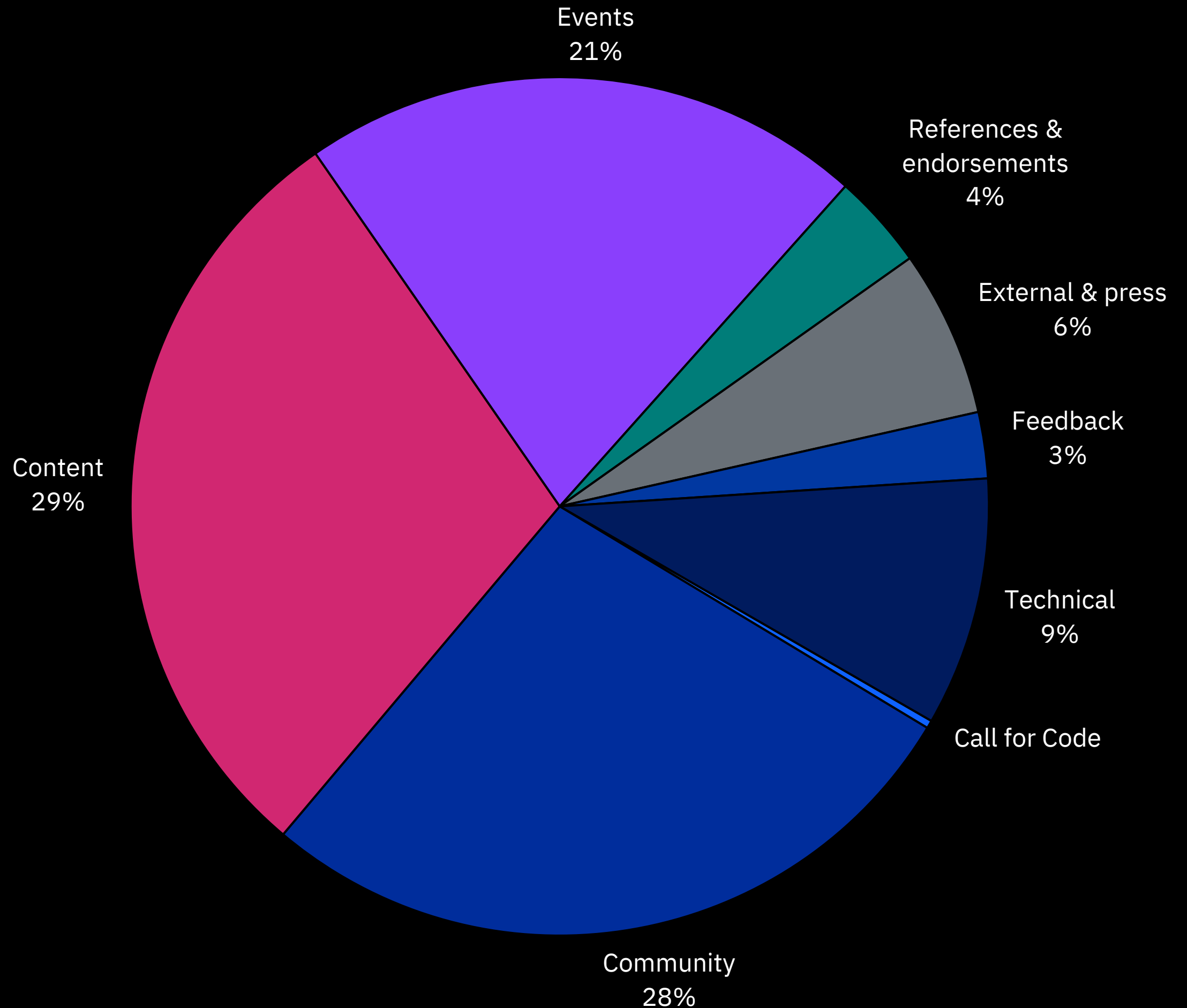
Contribution Area	Description/Examples
Create Content	Author & publish articles (recommend at least 2); technical papers (recommend at least 1); OR book. Blog regularly (recommend every 1-2 weeks).
Social Contributions	Post regularly (recommend every 1-2 weeks); OR Tweet regularly (recommend daily); OR Create/deliver IBM-related videos, podcasts or webcasts (2-4 recommended)
Community Forum & Developer Channel Contributions	Regularly share your expertise with others by responding to questions on community forums (1-2 times a week); OR contribute code regularly (recommend every 1-2 weeks) on developer channels.
Events & Speaking Engagements	Speak at several events per year (3-4 recommended); OR organize events, meetups, workshops, hackathons
User Group Responsibilities	Board member or leader of a worldwide or local user group; OR Volunteer for user group committees or teams to support user group initiatives or conferences
Endorsements & Advocacy Customer Reference Engagements	Engage with IBM to develop a customer success story and/or video based on successes at your own company; OR Engage with IBM to act as a customer reference with multiple IBM prospects/clients (in person or via phone); OR internal customer advocacy; OR Promoting IBM Conferences, Promoting User Group Events, promoting IBM's products and solutions at relevant industry conferences
Feedback & Product Development Support	Active participant, providing feedback to IBM in Focus Groups, Customer Advisory Councils or Beta programs; OR provide feedback on developer journeys
External Relations	Speak to press or analysts on IBM's behalf; or Amplify and engage IBM content, news;

What Champions Do

Partial 2020 Results

Despite being on lockdown, IBM Champions have:

- 272 of you shared more than 2200 activity reports that included more than 4000 contributions.
- 6 Think speakers, 340+ attendees, focus group
- Active in Call for Code, including regional and university finalists, judges
- Events including Virtual Community Day, Tech U, Digital Dev Conferences



What we did in 2020

Business areas across IBM shares goals or needs, and the program team supports by engaging IBM Champions.

IBM convened focus groups of IBM Champions on specific topics where the Champions shared their feedback as well as that from customers and community to improve IBM offerings

- Db2 LUW focus group on Cloud Pak for Data
- Think 2020
- APIs and API Hub
- Design feedback on IBM Documentation
- IBM Community and UX

IBM Champions supported events for IBM, for user groups, for IBM Community, for IBM Developer. One example is the IBM Z Day, which was a huge success for Z, driven partially by

- 15 IBM Champion speakers
- Champion speakers step up to fuel the Global track

What we did in 2020

- We launched livestreaming this year and created 10 livestream events with 28 of you that led to 8000 views, 450 engagements, and almost 20,000 minutes watched live. And that doesn't even include the 6 Japanese events!
- We launched a private and public Champions community and brought 89% of you into that private Community. By making that our primary engagement location, we reduced from 7+ to 4 the locations you needed to check in to find opportunities and updates.
- We featured more than 12 of you in our Champions in Action blogs, shared across the Community. In addition, we shared more than 20 links to the work you did in our Champions library spot in the community, and more than 500 examples of your work in our Twitter account.
- You joined us for 56 calls this year: our 12 monthly calls, 13 topical calls, 21 briefings, 6 geo calls, and multiple smaller happy hours or small group and individual calls. We had more than 5000 in attendance or watching the replay. That's an average of about 230 per all-Champion call and of ~80 per briefing.

Engagement

“Concierge” into IBM

Connecting for
inspiration, support

Feedback
opportunities

Calls to action &
opportunities

Communication

Regular deep-dive
briefings

Curated content in
newsletters,
community

Monthly calls with all
Champions, plus
special calls for geos,
topic areas

Access to IBM
Champion community,
Slack

Benefits

IBM Champion
branded “swag”

Digital badge, IBM
Champions wordmark
& graphic, certificate,
pins

Discounts and VIP
treatment at events

Amplification

Sharing your success
stories, content on our
calls, in social media,
and across IBM

Sharing kits (social
media, slides) so you
can communicate IBM
stories more easily



2021 IBM Champions Program Team

IBM Champions program team

Libby Ingrassia
IBM Champions Program Director

IBM AI Apps (Blockchain, WIoT)

- Tanvi Kakodkar, Debbie Kestin-Schildkraut

IBM Cloud & IBM Automation

- Krista Summitt, Rachel Katz, Sarah Cogley

IBM Data & AI

- Stuart Litel, Isaiah Brown, Nickolus Plowden

IBM Security

- Jennifer Barraclough

IBM Developer

- Kevin Allen

IBM Power Systems

- Prenessa Lowery

IBM Z

- Theresa Materise

IBM Storage

- Peter Basmajian

IBM Champion, Japan Director

- Taiji Hagino

IBM Partner Ecosystem

- Julie Michalowski & Pam Duffy

Data & AI IBM Champions Managers

Stuart Litel

Email: slitel@ibm.com

Slack: @slitel

Business Analytics, DataOps, Data Science, Cloud Pak for Data, Hybrid Data Management, Watson Apps

Doug Moran

Email: morand@us.ibm.com

Slack: @morand

Cloud Pak for Data, Hybrid Data Management

Nickolus Plowden

Email: nickolus.plowden@ca.ibm.com

Slack: @nickolus.plowden

Business Analytics

Isaiah Brown

Email: Isaiah.brown@ibm.com

Slack: @Isaiah Brown

DataOps, Data Science, Watson Apps





Topic area updates

Cloud UX team

IBM Cloud Day

IBM AoT



2021 IBM Champions Program

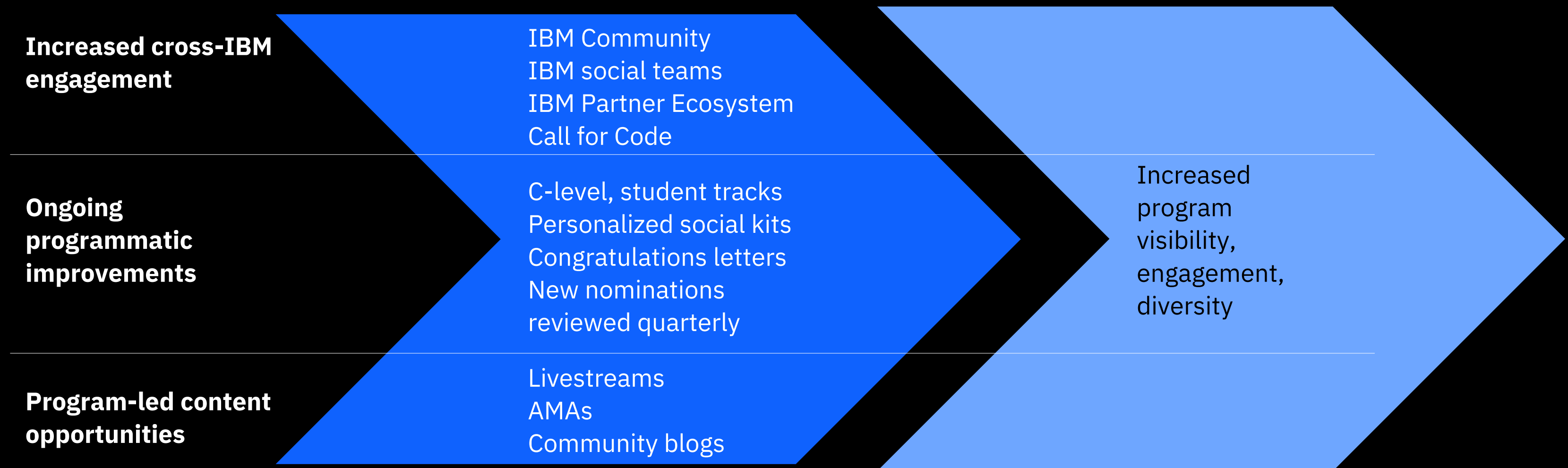
Updates

Engagement & Opportunities

Benefits

Expectations

IBM Champions Program 2021 Focus



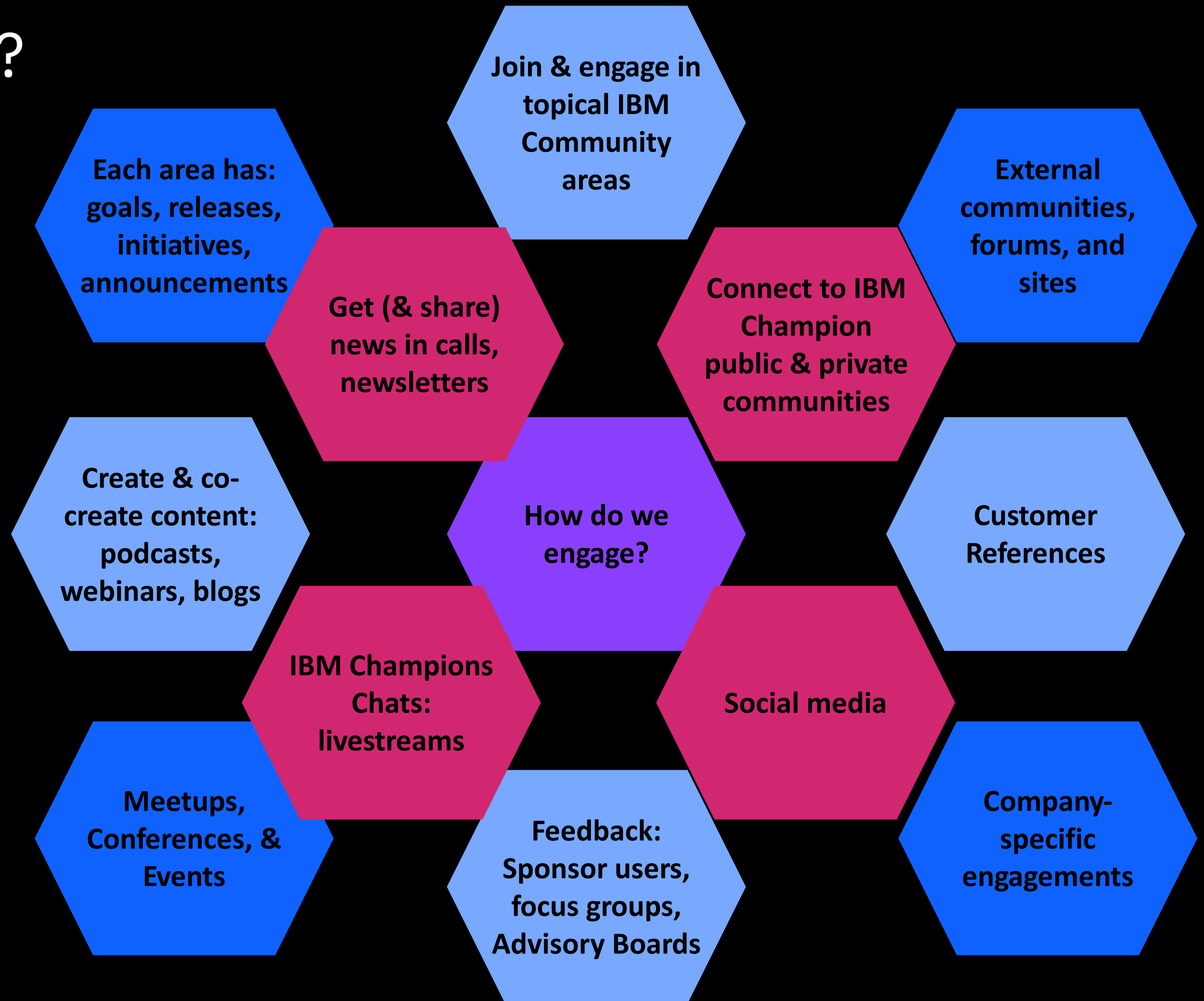
How do we engage?

Private community:

- Call recordings
- Calendar
- Blogs from Libby, PMs
- Calls to action
- Opportunities
- Social kits

And:

- Regular cadence of calls, newsletters
- Direct email for urgencies
- Slack for chatting



Communications

What should you expect to see?

- Opportunities for you to engage and requests for your help
- Success stories from other IBM Champions
- IBM and community news and updates
- Tech briefings and announcements

Community

All IBM Champions content will go in private community as it becomes available

Public community page to highlight your content and contributions

Monthly calls

Plus: topical calls & briefings, quarterly calls for geographies, announcement calls

YOU are invited to speak on monthly calls

Check the community & newsletters

Email & Newsletter

Monthly newsletter plus occasional other emails from the program

Topical newsletters in some of the tech areas

Slack

Our opportunity to chat with each other in synchronous, real-time

Let's Chat...



Networking and conversation is key – so join us on Slack for reminders, invitations, opportunities, and just connecting to each other.

It's JUST US – only Champions and the program managers, unless I tell you otherwise.

What happens in the chat stays in the chat.

You're welcome to join any of our chat channels – we have a general channel for all, plus topical chats for: Data & AI (Analytics), Cloud, Storage, Security, IBM Z, and Power, as well as a channel for Japan

We also have an events channel where we hang out together to watch live events

Returning Champions

- Please go to cognitive-app.slack.com/ and check to see if you're in the Slack or if you need me to make changes.
- Most of you are in there – missing about 25 who are not or who have not accepted the invitation

New Champions

- I'll send you an invitation to join our Slack
- You'll login as a guest with Slack credentials, not your IBM ID

What you should see in your email re the Slack invitation



Join IBM-Cognitive-Applications on Slack

LIBBY INGRASSIA (lingras@us.ibm.com) has invited you to join the Slack workspace **IBM-Cognitive-Applications** (managed by **IBM**), on a guest account. Join now to start collaborating!

[Join Now](#)



IBM-Cognitive-Applications

Workspace URL: cognitive-app.slack.com



JOIN THE SLACK WORKSPACE IBM- Cognitive-Applications

Full name

Your name will be displayed with messages you send.



Password (required)

Passwords must be at least 6 characters long, and can't be things like "password", "123456" or "abcdef".

Great


What I do


This information will be displayed in your workspace on your profile. You may change it later.


IBM-Cognitive...  


Jump to...


Channels



 **champ-general-guest**

Direct Messages 

 **Slackbot** 1


 Libby Test (you)

 **must-read** 1

Slackbot
 |  active | Slackbot

1 new message


For example: [Can I edit a message I've](#)




 **Slackbot** 8:42 AM

If you're not sure how to do something in Slack, just

Or, choose a button to try one of the following quick

[Add a Profile Photo](#) [Format Messages](#)

 **Libby Test**
Libby Test


Set a status   

Profile & account

Preferences


Set yourself to **away**

Help & feedback

 **IBM-Cognitive-Applications**
cognitive-app.slack.com

Sign out of **IBM** (organization)

Sign in to another workspace

Open the Slack App 

Slack Best Practices

If you want a walk-through, let me know.

- Respond to topics in threads
- Negativity is ok, but be constructive
- Open and frank discussion encouraged
- You get out of it what you put into it – the more conversation you have, the more connected you'll feel to your Champion colleagues
- What happens in the chat stays in the chat, unless stated otherwise
- Say my name – I (try to) appear.

Ongoing opportunities

Livestream

Volunteer to join us on a Champions Chat.

Suggest a topic!

Social

Social kits to share and amplify IBM stories

Share content from other IBM Champions

Social teams doing AMAs, livestreams, etc.

Events

IBM Community & IBM Developer events

Think

Feedback

Focus groups, advisory councils, and feedback opportunities

Reviews

References

Content & Community

Join topic groups in the IBM Community

Write blogs

Share your content as library items (in IBM Champions public community or topic groups)

Participate in IBM Support forums

Speak on or share info on webinars

Participate in AMAs

Contribute in external communities

Discussion forums

Answer questions

Share code

Sharing stories, supporting announcements

It's a cycle:

Share feedback with product or offering teams

There's something being announced...

Share the story on social media

We get you a deep-dive briefing...

Write blogs about what you learned or think about the story or announcement

Then we may ask you to do some of the following:

Share your thoughts on the story with your community

Benefits & Value to Champions

2021 Program Benefits

Annual package of IBM Champion logo gear to wear, use, and display
2021 Certificate & pin

Invitations, discounts, and VIP perks at IBM conferences and events

IBM Champion Day(s)

Product Roadmaps/Info & Direct connections to IBM product development teams

Online Communities for Champions

IBM Champion-verified digital credential through the IBM Digital Badge program

Champion wordmark & recognition on IBM Community profiles

Promotion of content and assets via IBM's channels

Monthly Champion calls, newsletter

Logo Gear Thank You Gift



In process now

- Order in Q1
- Ships to you during Q2 (between April and June)

You'll get an invitation to an online store run by Staples

- You'll have a couple of weeks to place your order
- You'll have a point budget – we pay.

Digital credentials



IBM Champion



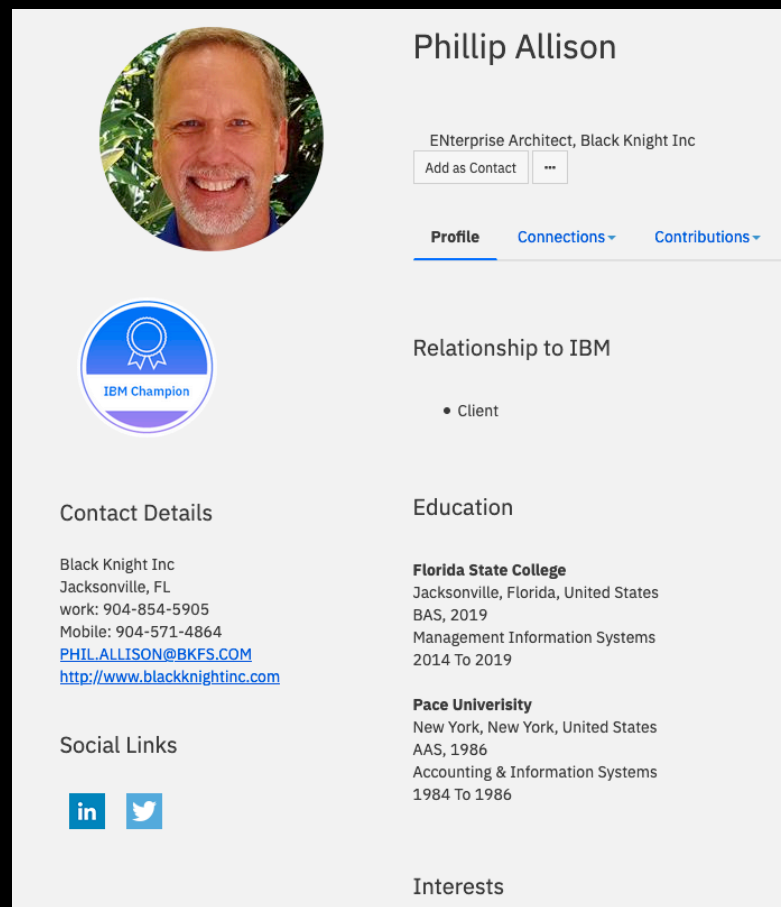
Wordmark

- NEW IBM Champions program wordmark and graphics
- Will be available for download on the IBM Champions private community
- I'll also have personalized social tiles for you in a few weeks

Digital badge

- IBM Champion digital badge will be issued in about 2-3 weeks (pending updated design)
- Look for an email to accept your badge(s)
- Milestone badges for 2019, 2020, 2021 will be issued by March

Profiles



Phillip Allison

ENTERprise Architect, Black Knight Inc

Add as Contact

Profile | Connections | Contributions

Relationship to IBM

- Client

Education

Florida State College
Jacksonville, Florida, United States
BAS, 2019
Management Information Systems
2014 To 2019

Pace University
New York, New York, United States
AAS, 1986
Accounting & Information Systems
1984 To 1986

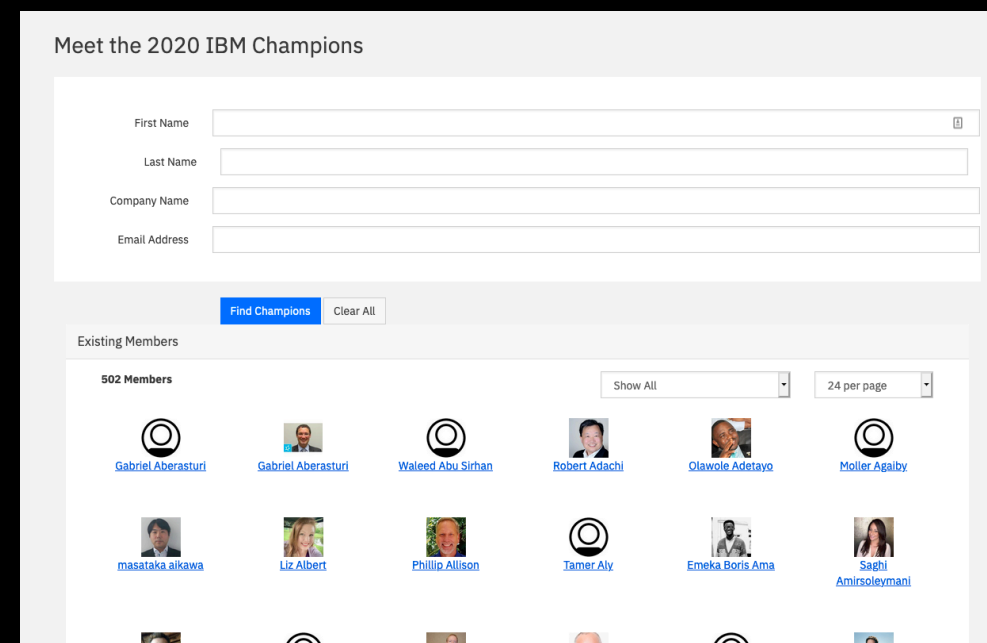
Contact Details

Black Knight Inc
Jacksonville, FL
work: 904-854-5905
Mobile: 904-571-4864
PHIL.ALLISON@BKFS.COM
<http://www.blackknightinc.com>

Social Links

in |

Interests



Meet the 2020 IBM Champions

First Name

Last Name

Company Name

Email Address

Find Champions | Clear All

Existing Members

502 Members

Show All | 24 per page

[Gabriel Aberasturi](#) [Gabriel Aberasturi](#) [Waleed Abu Sirhan](#) [Robert Adachi](#) [Olawole Adetayo](#) [Moller Agalby](#)

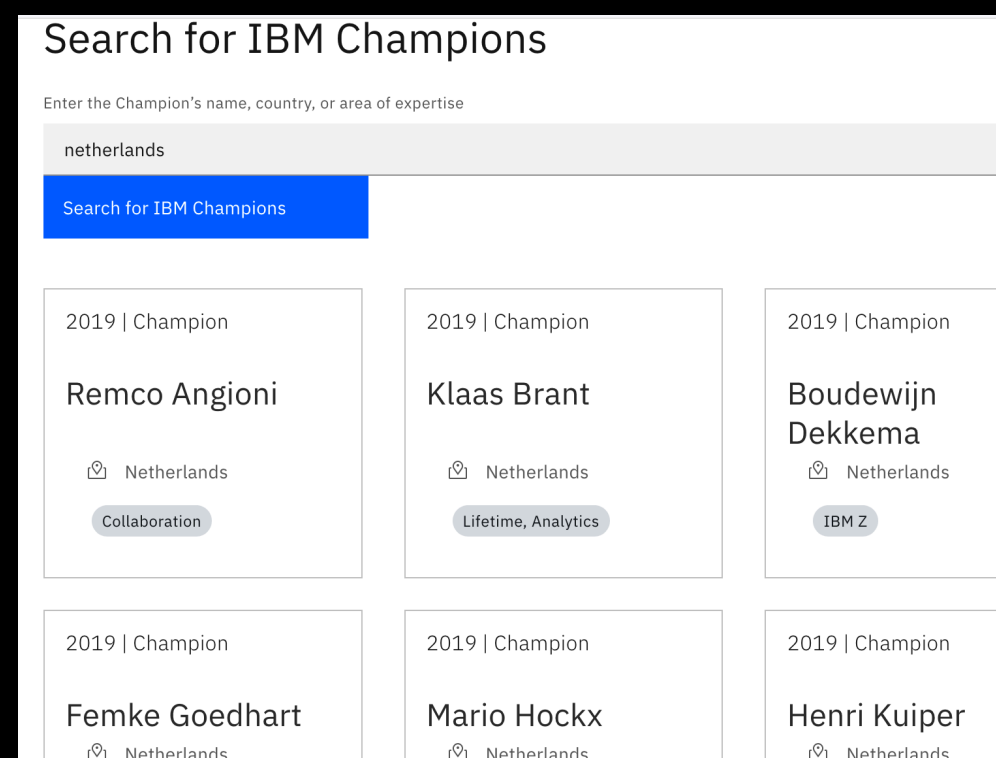
[masataka aikawa](#) [Liz Albert](#) [Phillip Allison](#) [Tamer Aly](#) [Emeka Boris Ama](#) [Saghi Amirsoleymani](#)

Rosters at IBM Community and IBM Developer

- For now, you can see search & browse the 2020 Champions
- 2021 IBM Champions will be loaded this week.

Profiles at IBM Community

- Add a photo and other details so when people find you on the IBM Champions community page, they'll get to know you



Search for IBM Champions

Enter the Champion's name, country, or area of expertise

netherlands

Search for IBM Champions

2019 Champion Remco Angioni Netherlands Collaboration	2019 Champion Klaas Brant Netherlands Lifetime, Analytics	2019 Champion Boudewijn Dekkema Netherlands IBM Z
2019 Champion Femke Goedhart Netherlands	2019 Champion Mario Hockx Netherlands	2019 Champion Henri Kuiper Netherlands

Champion Expectations

You were selected as an IBM Champion because you consistently and effectively contributed to community, advocacy, technology, and content around IBM products and solutions

- Keep doing what you're doing!!

We expect you to contribute an average of once per month

- REPORT your contributions:
<http://ibm.biz/champ-report>

Engage with the program

- You get out what you put in – and your contributions and enthusiasm affect all of us
- Join our calls, connect with program team and other Champions in Slack or Community

Professional behavior

Upset about something IBM is doing?

Discuss with US first.

Vent in the IBM Champion Slack chat or to one of the PMs

Champion Agreement

Non-disclosure so you can get briefings

Don't share until we tell you it's ok

NOTE: All 2021 IBM Champions will need to sign new agreement

We'll offer LOTS of opportunities

- Everything from requests to share on social media, to requests to blog, to webinar or speaking engagement requests
- Do what you can, what you're interested in, what feels authentic for you

The small print

IBM Champions are always bound by the honor system and high expectations of professional, ethical behavior

- IBM Champion Agreement
 - You sign as an individual not for your company
 - Covers non-disclosure
 - ALL 2021 Champions must sign this year – updated agreement
- Do not share information that isn't already public
- Do not share content of the IBM Champion chat or IBM Champion meetings with non-IBM Champions unless given permission
- You have the right to remove yourself from the program at any time
- IBM has the right to remove you from the program at any time



Calls to action

Actions to take

I'll follow this up with a few emails giving instructions you can do the following:

- Take the survey if you haven't done so
- Sign and send the IBM Champions agreement
- Send a headshot
- Look for the merchandise store to open
- Look for badge to accept
- Join Slack

Ongoing updates

Libby & the other PMs will be in touch with more invitations, updates, and opportunities

Watch email and check the private community

Sign the agreement

Reminder: all 2021 IBM Champions will need to sign updated agreement

Join the Community

- Go to community.ibm.com
- Login or join
- Join topic area community groups you're interested in
- I'll add you to the IBM Champions private community

January

20 Jan – Storage NDA briefing

21 Jan – IBM Cloud Day

26 Jan – IBM Champions Cloud Speaker Series presents Karen Kilroy

27 Jan – 2nd chance IBM Champions Welcome Call & office hours

28 Jan – IBM Champions Chat livestream (TBC)

February

4 Feb – IBM Champions Chat livestream (TBC)

11 Feb – February IBM Champions call

- Including 2020 Review

17 Feb – Power briefing (tentative)

18 Feb – IBM Champions Chat livestream (TBC)

March

4 Mar – IBM Champions Chat livestream (TBC)

11 Mar – IBM Champions call

25 Mar – IBM Champions Chat livestream (TBC)

Looking ahead:
Think 2021
May 11-12

Mark your calendar for the Monthly IBM Champions calls*

- 11 Feb
- 11 Mar
- 8 Apr
- 13 May
- 10 Jun
- 8 Jul
- 12 Aug
- 9 Sep
- 14 Oct
- 11 Nov
- 9 Dec

**subject to change*

Thank you

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IBM

Social media

Social Media

@IBMChampions #IBMChampion

<https://www.linkedin.com/groups/2643438/>

Share your social handles