What's an IBM Champion?

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

IBMCHAMPION

IBM

What makes a great IBM Champion?

Before we get started, hear from a few of our IBM Champion stars…

And then I'll introduce you to a few more of them…

IBM**CHAMPION**

Meet our IBM Champion stars

Chiara Baldan

Data engineer, Sogei

Mark Lack

Cognitive Analytics, Mueller, Inc.

Julia Carter

Client Services Consultant, Broadcom

Paul Cortellesi

SysAdmin, Memorial Sloan Kettering Cancer Center

Agenda

About the IBM Champions program

Who are the IBM Champions and what do they do?

Benefits of Being an IBM Champion

How IBM Works with Champions

IBM Champion nominations & selections

Q&A

What is the IBM Champions program?

recognize | reward | catalyze

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

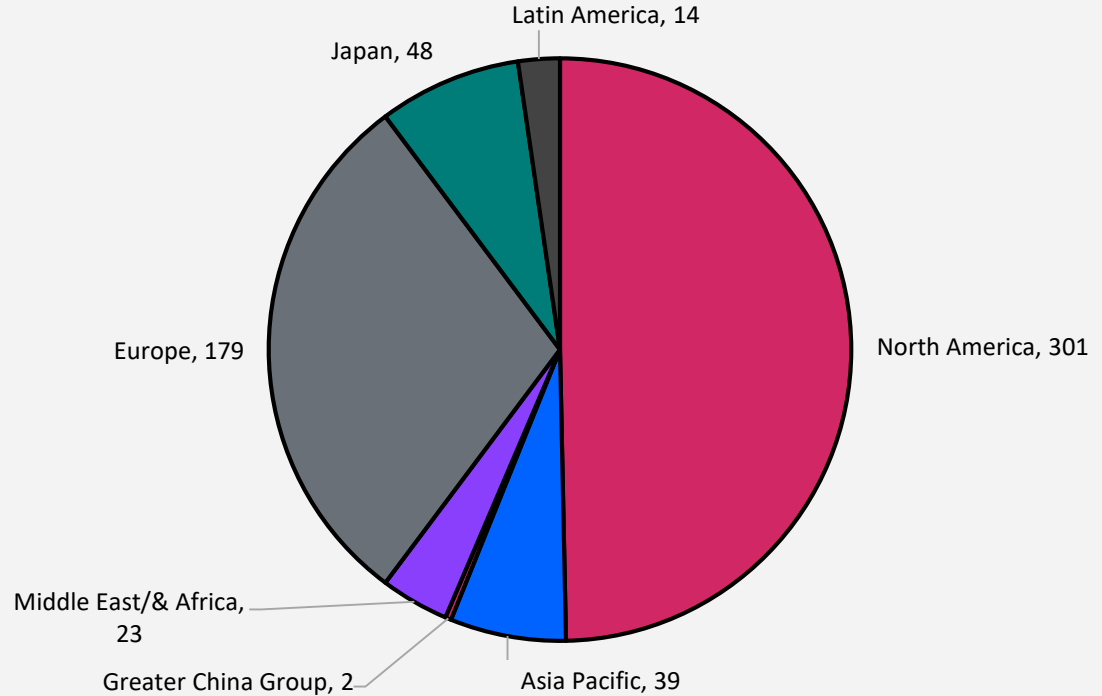## Who are IBM Champions?

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?

Our over 600 IBM Champions work at all types of organizations, and at all levels from practitioner to C-suite, around the globe.

Latin America, 14

Japan, 48

North America, 301

Europe, 179

Middle East/& Africa, 23

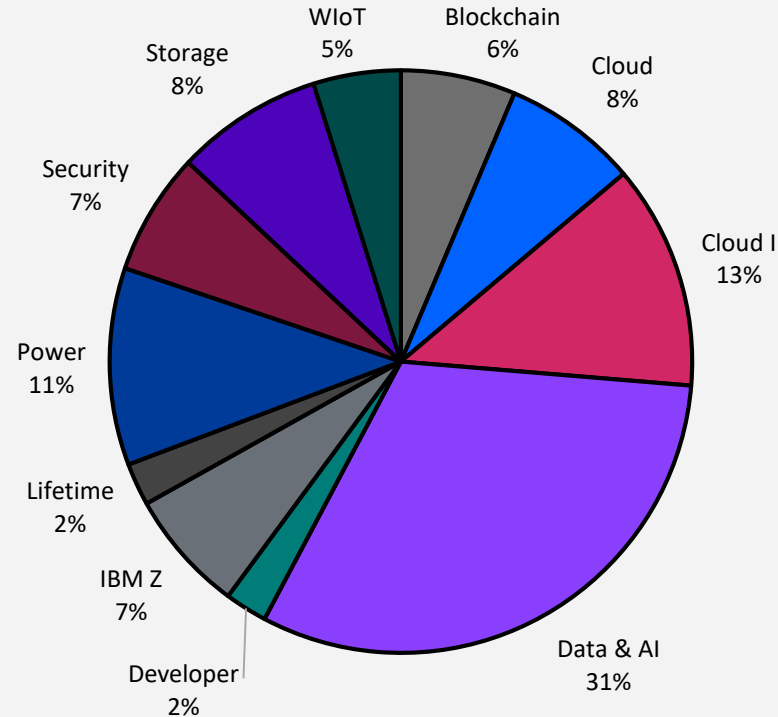Greater China Group, 2

Asia Pacific, 39

IBM Champion Topic & Products

IBM Champions are experts in and passionate advocates for offerings around the business.

Coming for 2021:
- IBM Partner Ecosystem
- Services (TBC)

Pie chart: IBM Champion Topic & Products

- WIoT 5%
- Blockchain 6%
- Cloud 8%
- Cloud I 13%
- Data & AI 31%
- Developer 2%
- IBM Z 7%
- Lifetime 2%
- Power 11%
- Security 7%
- Storage 8%

What do IBM Champions do?

Julia Carter

Who are IBM
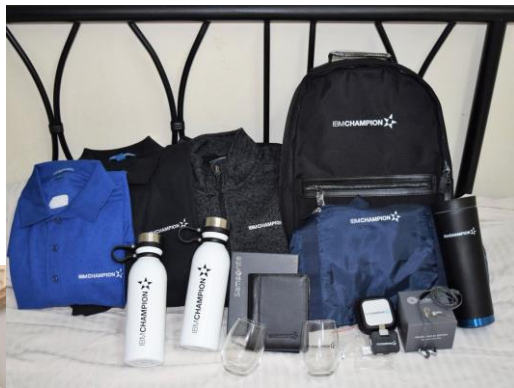Champions?

What is your expertise?

What activity have you
contributed that made
you an IBM Champion?

Paul Cortellesi

Benefits of being an IBM Champion

Why do they want to be recognized as IBM Champions?

Engagement

- "Concierge" into IBM
- Connecting for inspiration, support
- Feedback opportunities

Other Benefits

- IBM Champion branded "swag"
- Digital badge, wordmark, certificate
- Discounts and VIP treatment at events

Communication

- Curated content through newsletter(s)
- Monthly calls with all Champions, plus special calls for geos, topic areas
- Regular deep-dive briefings
- Access to IBM Champion community

Benefits of being an IBM Champion

Chiara Baldan

Who are IBM Champions?

What is your expertise?

What benefits have you experienced as an IBM Champion?

Mark Lack

How IBM works with Champions
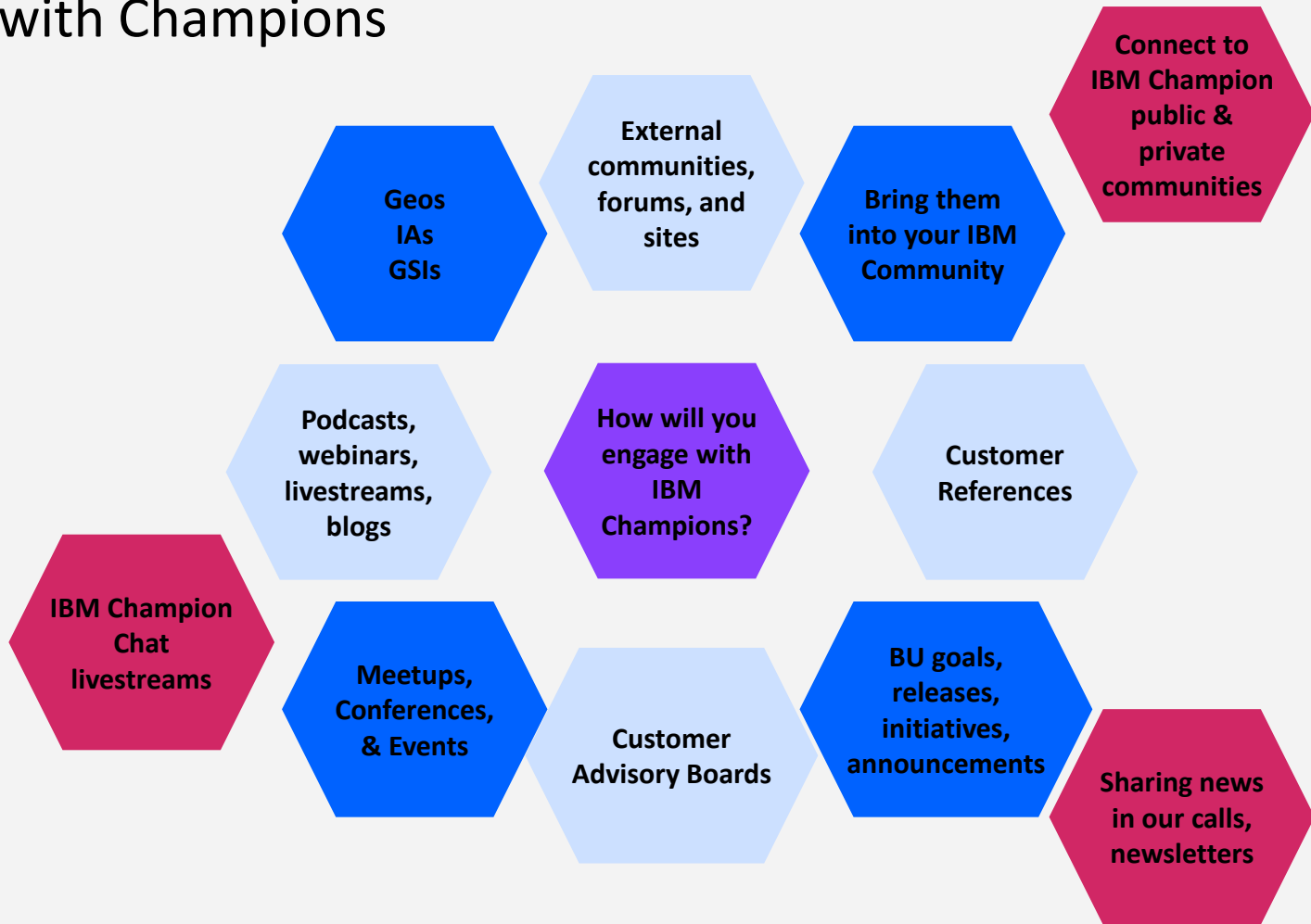
Sharing content

Supporting SigMos

Offering opportunities

Building networks

Engaging at events

Increasing eminence

Recruiting

**Geos
IAs
GSIs**

External communities, forums, and sites

Bring them into your IBM Community

Connect to IBM Champion public & private communities

Podcasts, webinars, livestreams, blogs

How will you engage with IBM Champions?

Customer References

IBM Champion Chat livestreams

Meetups, Conferences, & Events

Customer Advisory Boards

BU goals, releases, initiatives, announcements

Sharing news in our calls, newsletters

2020 Selected Successes

Each business area that supports IBM Champions shares goals, and we engage IBM Champions

- IBM convened focus groups of IBM Champions on specific topics where the Champions shared their own 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 Champion Chats: Livestreams
  - 300-500 live viewers/each
  - 1200+ post-live viewers/each

- IBM Z Day – huge success for Z, driven partially by
  - 15 IBM Champion speakers
  - Champion speakers step up to fuel the Global track

- IBM provided early deep-dive briefing on Fully homomorphic encryption -> IBM Champion created PoC for his company -> that PoC has been shared as a presentation back to IBMers and IBM Champions

What IBM Champions do with IBMers

Co-create content

- Blogs or articles with real-world connection

- Sessions at Think and other conferences

- Case studies, customer references

- Code

Feedback

- Help IBM know what people like them want & need

- Share the pain points in their organizations

- Sponsor users, focus groups, helping to co-create products

Bring IBM into their events

- Champions run user groups, meetups, hackathons and may invite IBM in
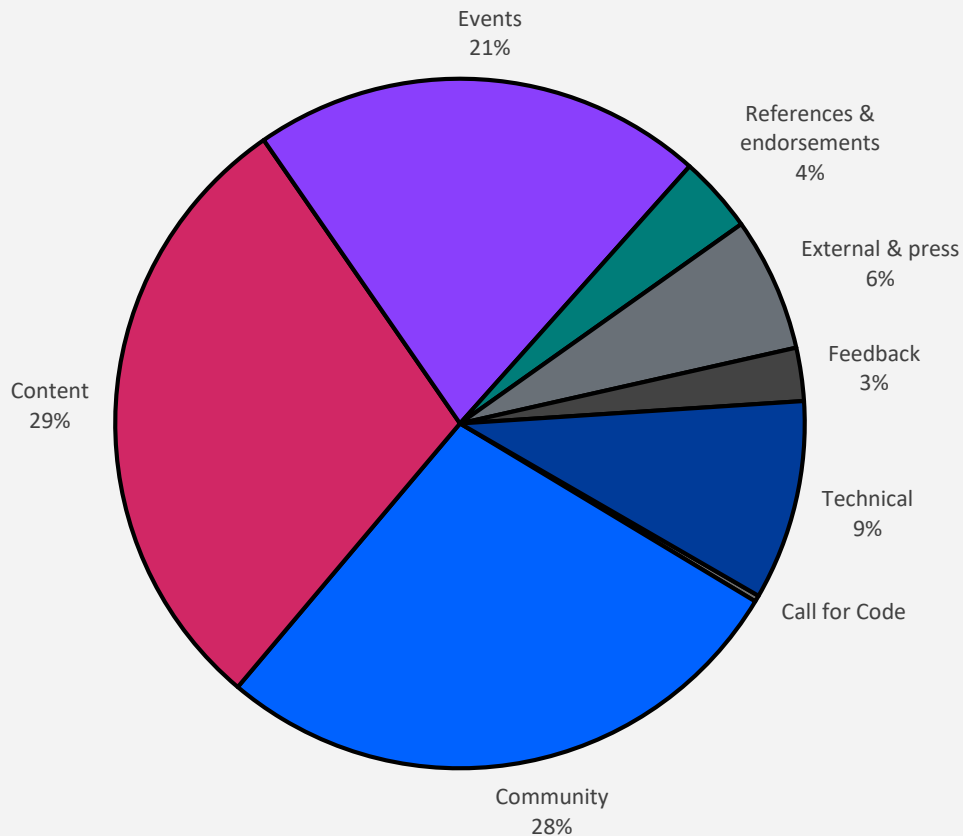
- Co-create events

Support IBM events

- Speak at, support, help organize events IBM is building

- Amplify IBM events – via social content, a slide, etc.

What Champions Do
1H20 Results

Despite being on lockdown, IBM Champions have:

- 1900+ reported activities from 245 Champions (through October)

- 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 Conference

- 1000s of items of content created

IBM Champion Nominations open Oct. 8 – Nov. 16

ibm.biz/beanIBMChampion

IBM Champions are selected annually for significant contributions, beyond the scope of their jobs, to content, community, leadership, and advocacy.

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

Nominate: ibm.biz/beanIBMChampion

Learn More: ibm.com/champion

Meet the Champions: ibm.biz/champions

Nomination & selection process

Nominate through Nov. 16

Selection committees meet and vote

Announcements expected mid-December

Champion status starts January 2021

What area is your expertise in?

What products do you work with?

What category is your activity in?

Nominate a colleague.

- When you nominate someone else, you must have permission.

- When you submit, that person will be notified and we will ask them to also submit a self-nomination.

Nominate yourself.

- Describe BOTH your expertise and your community work or advocacy.

- Share examples of activity.

- Share references.

Selection criteria

The IBM Champion program selects nominees who have:

- significant contributions

- outside your own job or position – you don't get paid for what you're doing

- over the previous 12 months

Those selected as Champions are expected to show deep expertise in one or more IBM offerings and to communicate honestly, openly, professionally, inclusively, and respectfully.

Significant contributions are executed consistently, multiple times or for an extended time.

These contributions are typically reported across two or more of the following areas:

- Content Creation

- Community Support

- External Relations & Customer References

- Events

- Feedback & Technical Contributions

Selection Criteria

Typically, Champion status is conferred for participation in at least 2 contribution areas.

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;

Selection Criteria: Content Creation

- Creates instructional videos, podcasts, interviews, and other support/teaching sessions.

- Shares knowledge via articles, blogs, books, white papers, Redbooks, wikis, and/or wiki articles.

- Works with IBMers to create and share technical content on various sites, including IBM Developer and IBM Community.

Selection Criteria: Events

- Speaks at conferences, user group meetings, IBM events.

- Speaks at or supports community webcasts and meetings.

- Creates or significantly supports industry, user, or other technical conferences and events.

Selection Criteria: Help grow and nurture the community

– Participates in online forums, answering questions, and sharing expertise.

– Organizes or connects people in their network to find support for issues.

– Starts, leads, and/or participates in local user group meetings and meetups.

– Participates in or leads activities to encourage sustained community activity and contributions.

– Helps mentor new community members and drives them to community sites.

– Guides community members so they know how to leverage information in the community (that is, help new people know where to go for help).

– Explores ways to reach outside the current community sphere to reach new audiences.

– Contributes to open source community projects, shares code, and provides other solutions for use in and by the community.

Selection Criteria: External Relations & Customer References

- Uses social media channels consistently to help spread the word about IBM solutions and increase positive sentiment towards IBM.

- Engages with and helps IBM share specific messages around news, launches, and announcements.

- Works within their own company or their customers' companies to encourage continued use of IBM technology.

- Helps customers make the most of the IBM technology that is installed (use of expanded features, broader adoption, and more).

- Speaks with press and analysts about IBM.

- Uses social media channels (blogs, Twitter, Facebook, LinkedIn, podcasting, and others) consistently to drive awareness to community topics and events.

Selection Criteria: Provide feedback on IBM products and direction

- Helps IBM improve on products and solutions by actively participating in beta programs, usability studies, and other types of research.

- Provides feedback and suggestions on IBM certification exams and digital badging criteria.

- Provides feedback and suggestions on product usability and documentation.

- Participates in usability activities to improve IBM products.

- Reaches out to appropriate contacts within IBM to share criticism or suggestions.

- Presents feedback, both negative and positive, in a constructive and professional manner.

- Provides feedback in appropriate forums, such as a design partner programs or private discussions with target IBM contacts who can affect or implement changes.

Selection Criteria: Other Expected Contributions

Note that contributions in this area are not typically sufficient by themselves to be selected but are expected as part of the nominee's expertise.

- Expands reach across the IBM portfolio.

- Partners with IBM about how to become better evangelists.

- Leverages IBM's breadth of technologies to augment brand-specific products.

- Extends knowledge and skills to new areas of investigation interest in the technical community.

- Finds ways to expand customer adoption of broad set of IBM capabilities.

- Integrates solutions across the IBM portfolio.

How can YOU participate?

Nominate an IBM Champion through Nov. 16

Nominate yourself, colleagues, community members

ibm.biz/ChampNom

Spread the word, share the blog or video

ibm.biz/Bdq6xD

Thank you!

Questions?

Links you need:

IBM Champions: http://ibm.com/champion

IBM Champions at IBM Community:

http://ibm.biz/champions

Twitter: @IBMChampions #IBMChampion