



Discovering the value of Social Networking Software in Local Government

AN IBM PROOF OF TECHNOLOGY

Date: 15 September 2009

Time: 9:30 AM – 3:30 PM

Location: IBM Manchester

INTRODUCTION

IBM Development Laboratories are looking for Local Government participants to form a focus group to explore how social networking can help Local Government organisations work more effectively.

IBMs social networking product, Lotus® Connections is already helping customers collaborate and communicate both within the enterprise and across the extranet. During this focus group session you will gain an appreciation of how Connections software helps business people with common work objectives or professional interests to find each other and share what they know. Offering an integrated set of seven Web 2.0 based components --

- Profiles - Find and contact people, make a network of colleagues
- Bookmarks - Organise and share, follow trails left by experts
- Communities - Find and join a community with common expertise and interests
- Activities - Organise your work and share tasks with others
- Blogs - Write a blog to present ideas and obtain feedback. Read other expert views
- Wikis - semi structured collaborative authoring and publishing
- File Sharing - easy management for sharing and tracking your files

Connections opens new channels for productive relationships. It helps users enlarge their collaborative, knowledge-sharing networks, enables councils to tap the collective intelligence of their staff and citizens, and facilitates faster, more agile business execution.

IBM believes that Connections can provide significant benefits for Local Government in the UK and is seeking participants in this interactive workshop day on Social Networking.

OBJECTIVE

The objective of this session is to explore how social networking software can help harvest the innovation and the value that comes out of the social software discussion and use within Local Government. After attending this session, participants will be able to:

- Describe the business value of social software
- Understand how social software lends to extensibility and integration with other applications
- IBM will better understand the issues faced by Local Government which will be fed back into product development process

AUDIENCE

This focus group is looking for a mix of IT professionals, business analysts and professionals from functional departments. People who need to understand how social software helps enable collaboration and innovation in their business. No prerequisite knowledge is required, just ideas!



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AGENDA

- Overview of Social Networking Software
- Connections capabilities and hands-on
- Customer case study
- Bringing it all together, practical considerations for using Social Networking Software

COST

This session is offered free of charge. Complimentary refreshments including lunch will be provided. However, participants are responsible for their own business travel expenses.

SCHEDULE

For your convenience, registration will begin at 9:00 AM. The session will start at 9:30 AM and end at approximately 3:30 PM.