Service Jam

Making the World Work Better Through Service

Join us October 10-12, 2010, for an important dialogue on "Service as a Solution."

The Service Jam event will bring together non-profit organizations, corporations, academic institutions, and government agencies in a web-based conversation on how social innovation can help solve our world's largest challenges. This online platform will pool the expertise and perspectives of thousands of subject matter experts and individuals around the world in a series of focused discussions on the future of service.

As our world becomes more technologically advanced, experimental, and globally connected—service has also shifted. We look towards innovations to connect global markets, as well as a new generation eager to change the world. This heightened sense of urgency and recent push in creativity has led to changes in mindsets and methodologies around service. New models that strive for social impact are being developed by non-profits and for-profits alike. Organizations and individuals are reassessing what it means to be global citizens and how to be stronger contributors to society, yet struggle to find the correct balance between enterprise and social responsibility. As sectors blend and new ideas are born, we are engaging more in strategic collaborations to scale social initiatives globally. At the same time, there is a challenge in measuring the social impact and prioritizing programs that will result in the greatest social return on investment (SROI). By capturing these important conversations in the Jam, we can better understand the current state of the service sector, discuss the key challenges and unleash possibilities to innovate for the future.

Following the Jam, IBM in collaboration with key partners will produce a white paper summarizing key findings and highlighting creative ideas to share with participants. This document will reveal the key trends in social innovation and the impact of service as a solution from around the globe captured and uncovered during the Service Jam. The document will also serve as a call-to-action on key issues, and a pragmatic guide to help organizations innovate, design and improve service programs.

Join service leaders from around the globe October 10-12, as we discuss the current and future role of Service as a Solution. If you have any questions, please contact your IBM Corporate Citizenship & Corporate Affairs Representative or email *ibmjam@us.ibm.com*.

Visit *http://www.ibm.com/servicejam* for more Service Jam updates.

Service Jam Discussion Forums*

Conversations around Service as a Solution will be presented through the following discussion topics in the Jam:

QUANTUM LEAPS IN SERVICE
Groundbreaking innovations fueling the service movement

THE DIGITAL REVOLUTION IN SERVICE
Transforming the service sector through technology

EMPOWERING THE INDIVIDUAL
Personalizing civic engagement for the individual

INCREASING VALUE & IMPACT OF SERVICE
Maximizing resources within an organization

SCALING IMPACT
Replicating effective solutions to broaden social impact

MEASURING SOCIAL IMPACT
Maximizing and sustaining change through metrics

PROGRESS THROUGH COLLABORATION
Building cross-sector partnerships critical to success

GLOBAL CHALLENGES, LOCAL ACTION
Customizing solutions to solve world issues

Discussion forums are preliminary and subject to change.

Frequently Asked Questions

Background

What is Service Jam?
Service Jam on October 10-12 is an online collaboration event that will engage participants and organizations that deeply care about enabling service to create change. The event will take the pulse of thousand's of participants on key issues facing societies and organizations and innovative service solutions applied from around the world.

What is the goal of Service Jam?
The Service Jam will engage leaders, subject matter experts, organizations and individuals in this field to generate breakthrough ideas that will redefine service and social innovation. Following the Jam, IBM in collaboration with key partners, will produce a white paper summarizing key findings, and highlighting creative ideas and social solutions.

Who is sponsoring Service Jam?
The Service Jam is sponsored by IBM in partnership with prominent organizations and leaders from around the world.

When is Service Jam?
Service Jam will be held on Oct 10-12, 2010. Participants can enter and exit the Jam discussion forums at anytime during the event.

Where will the Service Jam event take place?

Service Jam is an online "virtual" event. Registration is FREE and on an invite only basis. Please visit *http://www.ibm.com/servicejam* to request an invite.

What is the value of Service Jam?

This is a unique opportunity for people who believe in the power of community service to contribute to innovative ideas and viewpoints, learn from others with common interests and possibly influence the future of the service sector. Participants will choose from a list of eight top global issues facing the service sector and the global community.

Registration and Participation

Why should you participate?

If you are passionate about generating social good through multiple means and have witnessed the impact that innovations in service have brought about, then this Jam is the right place for you. It is an excellent opportunity to voice your thoughts about this subject, offer your observations and ideas on how we can solve some of the most challenging problems that surround service. The fluency of ideas that can come out of this jam is based on individuals like you who take initiative to listen, contribute and lend a hand in shaping the future of Service as a Solution.

How do I register?

Registration for Service Jam will open in September and is by invitation only. To request an invite please go to *http://www.ibm.com/servicejam*

Is there a cost to participate?

No.

About the Jam Platform Technology: Is this platform effective?

Absolutely! Service Jam will be hosted online using IBM's Innovation Jam™ solution platform which is especially adept at bringing communities together to discuss social issues. For more information on IBM's Innovation Jam™, visit *www.collaborationjam.com*

How will the Service Jam discussion forums work?

There will be eight forums designated to address top social issues. These forums will be lead by recognized leaders in the field from around the world. Participants will be able to post and review comments, follow topics of interest, access "hot idea" discussions, and much more. From time-to-time participants will be presented with Quick Polls, a series of simple, online surveys about various event-related issues. Participants may log-in and out of the Jam at anytime during the event.

For more information please contact *ibmjam@us.ibm.com*

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