SIM
Delivering Business Value
Through IT Leadership

Getting People to Work for Free
Luis von Ahn to present human computation work at SIMposium 08

CHICAGO – Luis von Ahn gets people to work for free every day. His "games with a purpose" entice them to play simple online games that help make computers smarter. Von Ahn will share his pioneering ideas at SIM*posium* 08, taking place November 9-12, at Disney's Contemporary Resort in Lake Buena Vista, Fla.

According to von Ahn, there were nine billion hours of solitaire played in 2003. He says that if 5,000 people instead simultaneously played ESP Game, his picture labeling game, they could label all of the images on Google in two months. The best part – the players don't realize that they are performing a task.

"Luis von Ahn exemplifies the innovative thinking that's key for senior IT executives," says Andrew Jackson, SIM VP for Conferences & Seminars and President of BravoTech. "SIM*posium* provides a forum for leaders to discuss and further refine their strategies for guiding their organizations to a successful future."

Other speakers include:

- **Nicholas Carr**, author, *The Big Switch: Rewiring the World, from Edison to Google*
- **Andrew Winston**, co-author, *Green to Gold*
- **Lloyd Taylor**, VP, Technical Operations, LinkedIn
- **Russell Romanella***,* Director of the International Space Station/Payload Processing Directorate, NASA
- **Doug Keeley**, CEO and Chief Storyteller for *The Mark of a Leader*
- **Erik Wahl***,* inspirational artist and speaker, The Wahl Group
- **Tony Salvaggio**, CEO and President, Computer Aid, Inc. (CAI)

SIM*posium* 08 is produced by SIM and the SIM Central Florida Chapter and designed for and by CIOs to enable peer-to-peer exchange on current business issues, industry best practices, and to further develop business alliances. The 2008 theme, *Magic of IT: Bridging the Past, Present, and Future*, shapes the three-and-a-half day practitioner-driven program.

The conference program also includes sessions by industry leaders concentrating on five focus areas around driving business value through IT: Next Wave of IT Innovation, Between Concept and Reality, Breaking Tradition...Driving Business Value, Attributes of Innovative Leaders, and Discovering Innovation.

In addition to the outstanding educational program, IT leaders, including non-SIM members, benefit from networking events for leadership enhancement and an inspiring special events agenda. Complete event details are available at **simposium.simnet.org**.

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Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,600 members including CIOs, senior IT executives, prominent academicians, consultants, and other IT leaders. SIM is a community of thought leaders who share experiences and apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession across industries.