

Meet the Experts!

# BE 20

BEYOND  
ENTERPRISE  
2.0

24-25.01.2012  
Amsterdam

# Beyond Enterprise 2.0: Internal Communications 2.0, Collaboration, Knowledge Management, Learning Development and More!

## Turning Crisis into Opportunity by Increasing Employee Productivity and Embracing Change

24 & 25 January 2012

Dorint Hotel Amsterdam

Organised by:



Knowledge Goes Social

With speakers from leading companies:



**Andrew Barendrecht**  
-Collaboration Strategist, Apache Corp (USA)



**Xavier Monty**  
eMarketing Specialist - Dassault Systèmes



**Wolfgang Jastrowski**  
Director, Head Unite CRM, Collaboration & Communication -Swiss Re (CH)



**Tim Drury** - CEO  
White Stratus (US/NL)



**Stephanie Chalmers**  
- Head of Online and Digital Communications, Corporate Communications - EADS  
**Jean-Michel Baudoin**  
- Head of Common Solution, Corporate Information Management - EADS



**Christoph Lsenschmid**  
- Head eCommunication Channels - Swiss Re (CH)



**Hedwige Carre-Fiessinger** - Group Internal Communications Manager - AXA GROUP (FR)



**Neal Fiske**, Business Development Manager & **Gavin Adam**, Head of Product Management - Formicary Collaboration Group



**Sean MacNiven**  
Head of Web Services  
SAP (DE)



**Jef Vandecruys** Global Project Leader Digital Connections Anheuser-Busch InBev (BE)



**Maria Serra**  
Head of Business Practice Collaboration and End User Workplace - Ericsson (SE)



**Matteo Rizzi**  
Innovation Manager - S.W.I.F.T. (BE)



**Jerome Colombe**  
Head of Web Governance - Corporate Marketing, Strategy & Communications - Alcatel-Lucent (FR)



**Ralf Larsson**  
Director, Employee Online Engagement and Development Corporate Communication - Electrolux (SE)



**Ram Menon** - Executive Vice President - Tibco (USA)



**Ross Chestney**  
Head of Communication Services BT (UK)



**Joanne Thomson**  
Intranet Content Manager, Global Internal Communications - Elsevier (UK)



**Mitchell Toomey**  
Head, KM 2.0 Programme, United Nations Development Programme United Nations (USA)

# Beyond Enterprise 2.0: Tuesday, January 24 2012

8:30 Registration and welcome coffee  
9:15 Opening words by KGS and chairperson **Neal Fiske - Business Development Manager - Formicary Collaboration Group**

9:30 THE DOS AND DON'TS OF ENTERPRISE SOCIAL ADOPTION: STORIES FROM THE OIL PATCH

A 57-year-old oil and energy exploration company might seem like an unlikely candidate to deliver cutting-edge social networking technologies to employees across the globe, but that's been the story of Apache Corp. The Houston, Texas-based company has leveraged the *tibbr*® social computing platform to collaborate across geographically distributed teams and reduce the friction necessary for employees to share critical information – including at drilling sites – with one another in real time. In this session, learn how their workforce is harnessing social computing to transform its business.

**Andrew Barendrecht - Collaboration Strategist, Apache Corp**

10:00 EFFECTIVELY ROLLING OUT AN ENTERPRISE 2.0 STRATEGY GLOBALLY

- Adopting global Social Collaboration and Knowledge Sharing as a way of working
- Managing global operations when you are a multi-national organization with many business units operating in many local markets
- Discussing language, cultural, behavioural and usage differences in your workforce and how this will impact internal messages, channels and tools
- Examining how you can successfully govern, manage and drive strategies internationally
- Efficiently measuring global adoption whilst measuring the ROI on a local level

**Maria Serra - Head of Business Practice Collaboration and End User Workplace - Ericsson**

10:30 Networking Break

11:00 IMPROVING EMPLOYEE ENGAGEMENT THROUGH ENTERPRISE 2.0 INITIATIVES

- Building business understanding through innovative communication initiatives
- Creating advocates for the business by providing employees with the right information at the right time
- Increasing motivation and engagement by creating conversations
- Maximising engagement by listening to employees, valuing their input and crowdsourcing
- Understanding how social media can create engagement

**Joanne Thomson - Intranet Content Manager, Global Internal Communications - Elsevier**

11:30 INITIATIVES TO MAXIMISE EMPLOYEE USAGE OF INTERNAL COLLABORATION TOOLS

- Discussing strategies that will ensure your employees are engaged and will use the tools available to them
- Investigating how you can bring your employees together online for increased engagement and business efficiency
- Reacting to resistance from employees – motivating employees to use the new tools
- Evaluating employee usage to determine how you can strengthen your strategy and build greater engagement
- Maximising use and achieving business goals by simplifying the experience for staff through single sign-on, integration with email, tracking user activity and connection to external social networks
- Involving internal stakeholders and all types of employees (office, mobile, home-workers, production line etc) through social networking

**Ralf Larsson - Director, Employee Online Engagement and Development Corporate Communication - Electrolux**

12:00 ESTABLISHING A MEASURABLE KNOWLEDGE MARKETPLACE WITHIN A DIVERSIFIED GLOBAL ORGANIZATION:

Shifting collaboration to a measurable social platform, and establishing a "social graph" within the organization (identifying "watershed" individuals, "connectors" "experts" and "groundbreakers")

Mining the social graph to ensure more efficient routing of knowledge through the network

Filling the organizational knowledge gaps with strategic partnerships and invitation of external experts into the marketplace

Replicating the process as a service for other organizations within the

United Nations conglomerate  
**Mitchell Toomey - Head, KM 2.0 Programme, United Nations Development Programme – United Nations**

12:30 Lunch and Networking

14:00 INTERACTIVE BRAINSTORING SESSION INCREASING COLLABORATION AND EXPERTISE SHARING THROUGH SOCIAL AND INNOVATIVE INITIATIVES

In this interactive session attendees will be split into groups and have the opportunity to share their experiences and discuss the following issues:

- Driving business results and building international communities online to maximise projects and collaborative working
- Understanding the opportunities in collaboration through Enterprise 2.0 tools when projects exceed the typical 9-5 working hour (blurring the boundaries of professional and personal when you also have access to projects via your mobile)
- Examining various collaboration tools, programmes and initiatives which maximise employee interaction
- Reducing costs and driving business value through online joint ventures and team projects
- Effectively connecting remote geographic locations and employees in different sites through online tools

**Jerome Colombe - Head of Web Governance - Corporate Marketing, Strategy & Communications - Alcatel-Lucent**

15:30 ENTERPRISE 2.0: YOUR TEAMS. YOUR INFORMATION. YOUR WAY

**Gavin Adam - Head of Product Management - Formicary Collaboration Group**

15:40 Networking Break

16:00 INCORPORATING ONLINE AND SOCIAL TOOLS INTO TRADITIONAL COMMUNICATIONS

- Reaching your employees more efficiently and effectively through both traditional and new communication channels
- Effectively integrating social media technologies in your communication plans and campaigns
- Learning about the challenges and pitfalls when integrating new media with traditional communications
- Maximising results whilst measuring multi-channel campaigns with the most applicable metrics, KPI's and measurements
- Taking advantage of blogging, podcasting, video, wikis, bookmarking, IM, social networks, RSS, tagging, search and virtual worlds

**Ross Chestney - Head of Communication Services - BT**

16:30 PUTTING VIDEOS AT THE HEART OF COMPANY COMMUNICATIONS

- Putting videos at the heart of internal & external communications on all available platforms up to Mobile Apps
- Using videos to reach your internal audiences through a platform that is beyond an enterprise social network
- Implementing an advanced YouTube Channel tailored to your needs
- Using internal iPad & iPhone Applications to reach your internal and external audiences
- Maintaining a video management process in a global environment to make that work

**Xavier Monty - eMarketing Specialist - Dassault Systèmes**

17:00 THE REAL VALUE OF SOCIAL IN THE ENTERPRISE

Once a mere proof-of-concept, social tools are becoming a staple in the technology fabric of today's most innovative companies, moving from a "nice-to-have" to a "how did we live without it?" But success is not as simple as building a social networking tool for the workplace. Organizations must carefully map social enterprise tools to the processes and systems their company already has in place. In this closing session, Tibco will highlight the evolution of social in the enterprise and the characteristics of companies (old and new) that are setting themselves up for meaningful, long-term success.

**Ram Menon - Executive Vice President - Tibco Software**

17:30 Closing remarks from chair **Neal Fiske - Business Development Manager - Formicary Collaboration Group**

17:45 Networking Reception

# Beyond Enterprise 2.0: Wednesday January 25 2012

8:15 Registration and welcome coffee

9:15 Opening words by KGS and Chairmperson **Rene van den Bos, New Media Architect, DigiRedo**

9:30 ENCOURAGING AND MOTIVATING EMPLOYEES THROUGH GAMIFICATION

Are you capitalising on games, gaming platforms and gamification? In this session our speaker will discuss how they have implemented gamification strategies and initiatives into their company. We will examine this new way of working, incentives, buy in from senior management, engagement strategies, transformational leadership to drive the campaigns and lessons learned.

**Sean MacNiven - Head of Web Services - SAP**

10:00 TRANSFORMING THE ENTERPRISE CORPORATE INTRANET FROM A BROADCASTING CHANNEL TO PRODUCTIVITY TOOL

- Establishing process excellence to manage resources and tools whilst effectively saving costs and time
- Exploring the new role of the Intranet in today's globally diverse organizations
- Using new technologies and platforms to enable staff and drive employee engagement
- Rethinking the role of the corporate communications department in meeting internal communications needs
- Finding the right balance between "nice-to-know" and "must-know" information needs
- Empowering employees and departments to collaborate, contribute content and manage their own information needs

**Tim Drury - CEO- White Stratus**

10:30 Networking Break

11:00 HOW ENTERPRISE 2.0 CAN BRING BRANDS CLOSER TO THE CONSUMER BY ENGAGING YOUR EMPLOYEES

- Examining how Anheuser-Busch InBev created a change in their marketing approach and developed the 'Digital Leadership Programme' where they engage, train and educate internally on digital strategies
- Developing guidelines and successfully rolling out an Enterprise 2.0 governance strategy internally
- Discussing how to maximise internal and external engagement in the internal global platform
- Awarding best practices and motivating employees through appraisals an rewards
- Utilising the internal platform to share, increase knowledge and use the new tools available to bring employees closer together and in turn benefit the bottom line

**Jef Vandecruys - Global Project Leader Digital Connections - Anheuser-Busch InBev**

11:30 EXAMINING HOW EADS ARE DRIVING COMMUNICATION AND COLLABORATION THROUGH ONLINE AND SOCIAL TOOLS

- Utilising Enterprise 2.0 and advanced collaborative solutions to increase productivity
- Learning from the EADS implementation road map
- Communicating and working with the security team and works councils to successfully roll out initiatives
- Evaluating the current and future challenges EADS are facing
- Discussing the strategy and processes relating to implementation, communications and change management
- Delivering new tools to employees effectively
- Measuring strategies and initiatives through quantitative measurements

**Stephanie Chalmers - Head of Online and Digital Communications, Corporate Communications - EADS**

**Jean-Michel Baudoin - Head of Common Solution, Corporate Information Management - EADS**

12:00 Lunch

13:30 CREATING A SOCIAL INTRANET AT SWISS RE; WHAT SHALL IT BE?

- Examining how to successfully combine a collaboration platform and an Intranet
- Discussing whether the social Intranet is feasible or just a nice idea
- Evaluating and reporting the ongoing project whilst understanding how to make the social Intranet real
- Overcoming challenges and capitalizing on opportunities in employee engagement, knowledge sharing and collaboration through the social Intranet

**Wolfgang Jastrowski - Director, Head Unite CRM, Collaboration & Communication - Swiss Re**

**Christoph Lsenschmid - Head eCommunication Channels - Swiss Re**

14:00 MAXIMISING INNOVATION, KNOWLEDGE MANAGEMENT AND SOCIAL DATA

- Examining Web2.0 in the financial community - from global trend to business enabler
- Bringing collaboration to the next level through knowledge management
- Utilising social context and reputation as part of the new business paradigm
- Collaborative innovation crowdsourced: some concrete case studies in the financial industry

**Matteo Rizzi - Innovation Manager - S.W.I.F.T.**

14:30 HOW TO SUCCESSFULLY INTEGRATE SOCIAL MEDIA TOOLS WITHIN TRADITIONAL INTRANET PLATFORMS AND ENSURE OF THEIR EFFICIENCY?

- Building a portfolio of useful social 2.0 tools, based on the company's objectives
- Integrating social 2.0 tools into the global intranet platform, rather than keeping a separate enterprise social network
- Facilitating employees adoption to generate interactivity and better knowledge sharing
- Materializing business benefits of social tools and 2.0 intranet

**Hedwige Carre-Fiessinger - Group Internal Communications Manager - AXA GROUP**

15:00 Closing remarks from chair

15:15 Networking Break

# Registration Form Beyond Enterprise 2.0, Jan. 24&25 2012, Amsterdam

## Conference Fee

Conference Fee 2 days ( per person) - € 1995,00

Or

Conference Fee 1 day ( per person) - € 1295,00

Add

DVD (video recording of presentations) - €295,00

Join the Speakers Dinner ( per person) - €180,00

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**Prices include** the conference documentation, lunches, refreshments and service charge but exclude optional dinner, travel cost and hotel accommodation.

**VAT is charged at 19%**

**Payment is required within 14 days**

You are not registered until you have received an e-mail confirmation.

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Upon receipt of your payment for the conference a confirmation email will be sent containing instructions and updates. Registration confirmation will not be distributed by post.

## Hotel Accommodation

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## Disabled access

Please notify us if you require special assistance.

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Organisations and companies wishing to discuss promotional opportunities should contact: Irina Kremin tel: +31 643001954 or email: [registration@kgsglobal.com](mailto:registration@kgsglobal.com)

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It may be necessary to change the content, timing venue or speaker line-up of the event, KGS cannot be held liable for such changes nor for prior notification of these changes. Should there for any reason be any changes, or the event cancelled due to terrorism, war, extreme weather conditions, industrial action, acts of gods or any eventually beyond the control of KGS, we shall endeavour to reschedule the event, but the customer hereby indemnifies KGS and holds KGS harmless from and against any and all costs, damages and expenses, including legal fees which are incurred by the customer.

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