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BEYOND  
ENTERPRISE  
2.0

24-25.01. 2012  
Amsterdam

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

# Energising your organisation for performance and change

24 & 25 January 2012

Dorint Hotel Amsterdam

Organised by:



Knowledge Goes Social

With speakers from leading companies:



**Dawn Springett**  
Head of Group Internal Communications – AHOLD (NL)



**Xavier Monty**  
eMarketing Specialist - Dassault Systèmes



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



**Valérie Perruchot Garcia**  
- Director Internal Communications & **Hedwige Carre-Fiessinger**  
- Group Internal Communications Manager - AXA GROUP (FR)



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



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



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



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



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



**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)



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



**Richard West**  
Head of Business Development - BAE Systems (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)



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



**Dr Karthik Anantharaman**  
Head of Marketing - CT, South Asia GE Healthcare GE (IND)

# Beyond Enterprise 2.0: Tuesday, January 24 2012

8:30 Registration and welcome coffee

9:15 Opening words by KGS and chairperson

9:30 SPONSORED KEYNOTE

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 communications 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 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.**

12:30 Lunch and Networking

14:45 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 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

- Implementing an advanced YouTube Channel tailored to your needs
- Using internal iPad & iPhone Applications to reach your internal & external audiences
- Setting-up a video management process in a global environment

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

17:00 Closing remarks from chair

17:15 Networking Reception

# Beyond Enterprise 2.0: Wednesday January 25 2012

8:15 Registration and welcome coffee

9:15 Opening words by KGS and Chairmperson

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

**Dawn Springett - Head of Group Internal Communications - AHOLD**

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 and 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 MAXIMISING LEARNING, SALES, CUSTOMER DELIGHT, COMPETITIVE MANAGEMENT, EMPLOYEE EFFECTIVENESS, INTERNAL COMMUNICATIONS AND COLLABORATION THROUGH THE CT PAATSHAALA INITIATIVE

- Examining how the CT Paatshaala initiative has effectively connected 3 geographically dispersed sales teams internally
- Providing your employees and sales teams with access to beneficial material and information that result in increased sales
- Creating a platform that allows employees to access the information at any time whilst maximizing information sharing and training online
- Successfully enhancing your competitive edge through new internal systems
- Organising a weekly remote web conference for the teams to drive sales
- Increasing knowledge management and dialogue internally between the 3 sales teams to share good practices, 'talk' to each other and solve problems

**Dr Karthik Anantharaman - Head of Marketing - CT, South Asia GE Healthcare - GE**

12:00 Lunch

13:30 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**

14:00 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**

14:30 Networking Break

15:00 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**

15:30 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

**Valérie Perruchot Garcia - Director Internal Communications & Hedwige Carre-Fiessinger - Group Internal Communications Manager - AXA GROUP**

16:00 Closing remarks from chair

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

## Conference Fee

**Conference Fee 2 days Partners Offer:**  
(per person) - **€ 1795,00** (regular fee € 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.

**Group Discount for 3 tickets 20%** - only applicable when 3 tickets are registered at the same time

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## Hotel Accommodation

Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation. Delegates are responsible for making accommodation reservations directly with the selected hotel and entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates. KGS cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

## Disabled access

Please notify us if you require special assistance.

## Promotional Literature

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Registrations incur a 50% liability once a booking has been made by fax, e-mail or post up to 21 days before the event. There will be no refunds for cancellations received 21 working days or less prior to the event. Delegate substitutions are permitted from the same company if the registered delegate cannot attend. To receive a 50% refund, KGS must receive your cancellation in writing by post. Indemnity

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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