



2nd Social Business Collaboration 2013

Challenges and future trends in field of Share-Point Evolution, Social Intelligence & and effective management of content in the age of information overload.

23rd – 24th September 2013 / Steigenberger Hotel Berlin / Germany
<http://collaboration2013.we-conect.com>

"Very effective Event. Sharing ideas is the secret for a successful strategy."
Paolo Albertini, Intesa Sanpaolo

By popular demand, we.CONECT is bringing together an international audience of social intelligence & internal communication directors from all over the Globe to Berlin, to network, share knowledge and be made aware of the key developments within the industry.

With regards to our upcoming international event, the [2nd Social Business Collaboration 2013](#) (23rd – 24th September 2013, Berlin) we highly recommend you to check out our Media Center with TOP-presentations from last year's edition (including interviews + speaker presentations related to strategic approaches and challenges of collaboration tools, platforms and their management).

[we.CONECT Media Center](#)

SPEAKER PRESENTATION VIDEOS

- [The Social Workplace: Rethinking Communication and Collaboration in the Age of Social Networks](#)
Rick Mans, Social Media Lead, Capgemini / The Netherlands
- [Global Intranet Strategy – How AXA is combining Corporate Content, Worldwide Collaboration and Knowledge Management into the same platform](#)
Stéphane Aknin, Head of Group e-Communications, AXA GROUP / France
- [How Mobile Apps can Enhance your B2 / E / B2C / B2B Relationships for a efficiency in mobile collaboration](#)
Gerard Babitts, Group Leader, Global Social Media, H.J. Heinz / USA

PRESENTATIONS

- [Integrating a Collaboration model into the design of a large \(internal\) conference](#)
Kelli Carlson-Jagersma, VP, Collaboration Strategist & Darius A. Miranda, VP, Social Business Strategist, Wells Fargo Wholesale Bank / USA
- [Manifesting Social Business – Challenges in developing the next generation open innovation strategy for Dell's IdeaStorm and how to create your own „IdeaStorm“](#)
Bill Johnston, Director of Global Online Community, Dell Social Media & Community / USA
- [Rollout of a Global intranet with an integrated social media platform](#)
Michiel Scholten, Intranet Manager, ABN AMRO / The Netherlands

INTERVIEW

- [John Raap, Jive Software](#)
Prior to the Social Business Collaboration, we.CONECT spoke with John Raap, Sales Director, Jive Software about challenges and trends regarding collaboration, internal communication facilitation, platform design and management.

WHITE PAPERS

- [Citrix – OSD Portfolio, Solutions Overview \(English\)](#)
“Where do you work?” The answer used to be the name of the company you worked for and assumed you worked in their office building. But today that question takes on a whole new meaning. Today, more and more organizations are finding the freedom to enable their...
- [Jive – Business Value: 32 Jive-powered use cases that drive business growth](#)
This guidebook has been designed to assist you in planning for your success. It's a collection of business processes and use cases that have been consistently implemented by more than 750 customers. We've learned specific strategies that positively impact top line goals like growth, ...
- [Zyncro – Best practices in enterprise social networks](#)
Using Web 2.0 or social software technologies in organizations to improve productivity, manage knowledge, share information and cooperate makes them internal social networks. Like all social networks, there are key rules or guidelines that should be followed when using them...

These and many more documents can be found in our Media Center here: <http://collaboration2013.we-conect.com/en/preview/media-center/>

If you enjoyed the above you may also be interested in the following details about the [2nd annual Social Business Collaboration 2013](#):

- Find the detailed Conference Agenda and speaker-portfolio here: <http://collaboration2013.we-conect.com/en/preview/agenda>
- Register to the 2nd Social Business Collaboration 2013 here: <http://collaboration2013.we-conect.com/en/preview/register>
For more information call Alexander Sladczyk: +49 (0)30 52 10 70 3 – 55 or send him an [e-mail](#).
- Bring your Team to collaborate at the Event 2013 – [view special team-rates](#)

We are looking forward to welcome you at the Social Business Collaboration Conference 2013 from the 23rd to the 24th of September 2013 in Berlin.

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