

2nd Social Business Collaboration Conference 2013

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



After a very successful Social Business Collaboration Conference 2012 [we.CONECT](http://we.conect.com) is bringing together leading Social Business and Collaboration Professionals to the [2nd annual Social Business Collaboration Conference](http://collaboration2013.we-conect.com) in Berlin.

The **Social Business Collaboration Conference 2013**, taking place from the 23rd -24th of September 2013 at the Steigenberger Hotel in Berlin/ Germany, has become one of the leading conferences for strategic approaches and challenges to the management of Social Intelligence & Business Collaboration. This unique conference includes more than **100 participants** from over **50 world leading organizations** as well as more than **26 extraordinary sessions**, **4 World Cafés**, **4 Challenge your Peers Round Tables**, **3 leading Business Partners** and an **eventful Icebreaker Session** on the eve before the conference. Watch our conference video and get a concrete view of what is expecting you on <http://www.youtube.com/watch?v=moOc-lqevmE>

Highlights in 2013 are key note sessions from following industry leaders:

- **John Stepper**, Managing Director Collaboration + Social Media, **Deutsche Bank / USA** discusses in a World Café “Making work more effective & fulfilling”. Firstly, he analyses specific examples that enable companies to identify and eliminate waste of money as well of time. Secondly, Mr. Stepper moves to the question how is it possible to use communities of practice in order to act in the common interest of the business and turn it into a highly interactive and efficient platform. Finally, he talks about the process of driving adoption across the company in order to get the company more effective when it faces unexpected outlooks.
- **Ceri Hughes**, Director Global Knowledge, **KPMG / UK** tackles the question “Measuring impact - gaining the greatest benefits from enterprise-wide social collaboration. First of all, she deals with the necessary steps which lead to an effective social collaboration implementation where she stresses on the importance of measuring success during this crucial process. Then she explains how Intranet optimizes communication and information flows across every branch of a corporation. At last, she shows the social tool as a capital element which enables a quick and profitable return on investment.
- **Linda Tinnert**, International Digital Channels responsible, **Ikea Services AB / Sweden** presents in a case study “Networking – a digital workplace capability”. First, she studies many aspects of the networking tool implementation and user adoption in front of this innovative way of communication. Then she showcases the most efficient and practical manners to implement the networking tool within major organizations. She highlights her explanations by taking the example of Ikea. At last, she shows which concrete benefits came up after Ikea fully implemented this new networking capacity and stresses on the fact that every business is likely to experience the same.

Take advantage of a great opportunity comprising large information flows and great Know-How exchanges. Come and take part in our Icebreaker Session the day before the conference to get to know your peers. Enjoy the benefits of collective intelligence during our World Café and give a new and stimulating impulse to your business. Meet our Business Partners and discuss with them processes, solutions and products face to face and talk about more industry’s themes and issues at our Challenge Your Peers Round Tables.

To get more information about the conference or to register, please follow this link: <http://collaboration2013.we-conect.com/en/preview/register/>

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