

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 Media Collaboration Conference 2012 we.CONECT is bringing together leading Social Business and Collaboration Professionals to the **2nd annual Social Business Collaboration Conference** 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.

It poses the perfect opportunity to share experiences and discuss about current challenges, brand new approaches and future trends within the field of Share-Point Evolution, Social Intelligence & Business Collaboration, as well as effective management of content in the age of information overload.

Highlights in 2013 to be offered by the following industry leaders:

- **Ceri Hughes**, Director Global Knowledge Business Leader, **KPMG / UK** will discuss the implementation of a risk & governance program to accompany platforms across continents
- **Linda Tinnert**, Process Owner Information & Knowledge Sharing, **Ikea / Sweden** will elaborate on the success of increasing user adoption channels through new tools on user platforms
- **John Stepper**, Managing Director Collaboration & Social Media, **Deutsche Bank / USA** will present critical practices in making work more effective and fulfilling
- **Edward C. Krebs**, Lead Enterprise Architect- Advanced IT & Research, **Ford Motor Company / USA** will focus on Human-centric activity streaming under consideration of business & security requirements
- **Daria Topousis**, Software Project Manager, Jet Propulsion Laboratory, **NASA / USA** will consider the human component of successful online knowledge sharing and collaboration systems
- **Ken Knitter**, Manager Web – Social Media and e-Services, **Bombardier Inc. / Canada** will explain modern HD-video-conferencing as a B2B-meeting tool

For more details regarding our exclusive speaker panel, full project descriptions and networking opportunities, please visit our Social Business Collaboration 2013 - conference website: <http://collaboration2013.we-conect.com/en/>

Social Business Collaboration of 2012

- More than 100 participants from over 50 companies from all over the world discussed new approaches, technological trends and future developments in the field of Social Intelligence & Business Collaboration Management
- 26 extraordinary sessions with companies and organizations like H.J. Heinz, BP, BBC, AkzoNobel, Projectplace, NASA, Renault, United Nations, Capgemini, Apache Corporation, EADS, Sodexo, Boehringer Ingelheim Pharma, Sanofi Pasteur, F. Hoffmann-La Roche, E.ON, Intesa Sanpaolo, Cassidian Systems, Alcatel-Lucent, Zyncro, Unilever, eBay, AXA and Turner BroadcastingSystem / Time Warner
- The participants rated this conference a 1,4 (evaluated by 84% of the participants)
- 4 World Cafés, 4 Challenge your Peers Round Tables and an eventful Icebreaker Session on the eve before the conference
- 3 leading Business Partners presented cutting-edge product-solutions, services and technologies

"Very open attendees and speakers"

Peter Kierdorf, Bayer MaterialScience AG

What is coming up in 2013?

- An exclusive conference-location at the **STEIGENBERGER HOTEL** in the heart of vibrant Berlin
- More than **30 extraordinary sessions** with cutting-edge speakers from Europe & US
- An innovative format - offering:
 - **Inspiring World Café Sessions**
 - **Challenge your Peers Round Tables**
 - A delightful **Evening Reception and Dinner**
 - Interactive **Morning Sessions** and
 - One surprising **Icebreaker Session** on the evening before the start of the conference
- Follow our event on Twitter: *#wcSocBiz* – we.CONECT you!

Attend the 2nd Social Business Collaboration conference in September in Berlin/Germany
and discover in more than 30 cutting-edge sessions the latest solutions for your industry!

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

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