

Enterprise 2.0 SUMMIT

Paris, February 7 – 8, 2012
Le Cercle National des Armées

European Conference about Understanding and Designing Social Business Excellence

- Future Roadmap of Social Business Technology
- Interactive Roundtables

www.e20summit.com

Topics

- Internal Communications & Collaboration
- Knowledge & Information Sharing
- Enterprise Social Networking
- Community & Engagement Management
- Enterprise 2.0 Adoption
- Social Business Transformation
- HR & Organizational Development
- Open Innovation
- Social Skill & Talent Management
- Social CRM
- Technology Deployment and Paradigms

Best Practices

- Alcatel-Lucent
- Allianz
- AXA
- BASF
- Danone
- Deutsche Bank
- Deutsche Lufthansa
- JCDecaux
- Lafarge
- Lagardère Publicité
- Lyonnaise des Eaux
- Saint-Gobain
- Swiss Re
- Unicredit

Keynotes



Yves Caseau
Bouygues Telecom
France



Prof. Richard Collin
Enterprise 2.0 Institute
Grenoble Ecole de Management
France



Dion Hinchcliffe
Dachis Group
USA



Jean-Christophe Kugler
Renault
France



Rawn Shah
IBM
USA

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Who should attend?

- Social Business Manager
- Enterprise 2.0 Manager
- Internal Communications
- Knowledge Manager
- Intranet Manager
- Operations Manager
- HR Manager
- Information Manager
- Business Developer
- Collaboration Manager

Keynoters

Yves Caseau, Executive Vice-President, Bouygues Telecom, France
Prof. Richard Collin, Professor & Director of the Institut de l'Entreprise 2.0, Grenoble Ecole de Management and Executive Partner at Nextmodernity, France
Dion Hinchcliffe, Executive Vice President Strategy, Dachis Group, USA
Jean-Christophe Kugler, Senior Vice President, Chairman of Euromed Region, Renault, France
Rawn Shah, Social Business Transformation Expert, IBM, USA



Yves Caseau



Prof. Richard Collin



Dion Hinchcliffe



Jean-Christophe Kugler



Rawn Shah

Best Practice Speakers

Jean-Luc Abelin, Product & Knowledge Manager, Lafarge Group, France
Stéphane Aknin, Head of Group e-Communications, AXA, France
Valérie Blondeau, Directrice de la Communication, Lagardère Publicité, France
Frederic Charles, IT Strategy & Governance - Enterprise 2.0 Evangelist, Lyonnaise des Eaux, France
Jerome Colombe, Head of Web Governance, Alcatel-Lucent, France
Anu Elmer, Vice President Communications, Swiss Reinsurance Company, Switzerland
Cordelia Krooß, Senior Enterprise Community Manager, BASF, Germany
Tobias Kunz, Solution Manager Enterprise Portals, Deutsche Lufthansa, Germany
Karine Lazimi, Innovation and Community Manager, Allianz, France
Johan Lybaert, Business Developer Agile Software Development, Cegeka, Belgium
Jamil Ouaj, Communications Manager, Deutsche Bank, Germany
Franck La Pinta, Web Marketing Manager / 2.0 HR / e-reputation, Société Générale, France
Nicolas Rolland, Social Prospective Director, Danone, France
Isabelle Schlumberger, EVP Sales & Development, JCDecaux, France
Bart Schutte, Director, Web & Architecture, Saint-Gobain, France
Stefania Todisco, Head of Group Operations and ICT Factories Community Unit, Unicredit, Italy
Mara Tolja, Collaboration Community Manager, Deutsche Bank, GB
Ellen Trude, Training Consultant, Bayer Business Services, Germany



Jean-Luc Abelin



Stéphane Aknin



Valérie Blondeau



Frederic Charles



Jerome Colombe



Anu Elmer



Cordelia Krooß



Tobias Kunz



Johan Lybaert



Jamil Ouaj



Franck La Pinta



Nicolas Rolland



Isabelle Schlumberger



Bart Schutte



Mara Tolja



Ellen Trude

Enterprise 2.0 Experts

Thierry de Baillon, Senior Social Media Strategist, 90:10 Group, France
Bertrand Duperrin, Management & Enterprise 2.0 Consultant, Nextmodernity, France
Jane McConnell, Digital Workplace Strategy & Governance Consultant, NetStrategy/JMC, France
Prof. Marc de Fouchécour, Arts & Métiers Paristech, France
Blaise Grimes-Viort, Head of Community Management & Engagement, eModeration Limited, Great Britain
Prof. Dr. Joachim Niemeier, Executive Consultant and Honorary Professor, University of Stuttgart, Germany
Anthony Poncier, Consulting Director, Lecko, France
Emanuele Quintarelli, Partner and Social Business Strategist, Open Knowledge, Italy
Dr. Alexander Richter, Research Associate, Cooperation Systems Center Munich (CSCM), Germany
Bobbi Augustine Sand, Creative Director, OZMA, Sweden
Luis Suarez, Social Computing Evangelist, IBM Software Group, Spain/NL
Mark Tamis, Social CRM and Social Business Strategist, NET-7, France
Joanna Walczak, Web 2.0 Consultant, Lecko, France



Bertrand Duperrin



Jane McConnell



Prof. Marc de Fouchécour



Blaise Grimes-Viort



Prof. Dr. Joachim Niemeier



Anthony Poncier



Emanuele Quintarelli



Dr. Alexander Richter



Bobbi Augustine Sand



Luis Suarez



Mark Tamis



Joanna Walczak

First Conference Day: February 7, 2012

09:00	Reception & Welcome Coffee		
09:15	Keynote Panel: Understanding Social Business Excellence		
11:00	Coffee Break		
11:20	Track 1: Project Excellence Community & Engagement Management	Track 2: Practice Excellence Best Practices: Improving Internal Communications	Track 3: Organizational Excellence Designing the Social Workplace
12:30	Lunch Break		
13:30	Social Adoption Strategies	Best Practices: Enhancing Information Flow	Best Practices: Social CRM
14:40	Leveraging Social Technology Deployment	Best Practices: Fostering Knowledge Sharing	New Concepts for HR & Organizational Development 2.0
16:00	Coffee Break		
16:20	E2.0 Manager: Between Transformation & Transition	Best Practices: Enriching Knowledge Retention	Best Practices: Open Innovation
17:10	Keynote Panel: On the Road to the New Models of Social Enterprise		
18:40	Closing		
20:30	Enterprise 2.0 Meetup		

Program details and session speakers can be found online.

Second Conference Day: February 8, 2012

08:30	Reception & Welcome Coffee		
08:50	Track 1: Project Excellence Models for Social Business Transformation	Track 2: Practice Excellence Best Practices: Strengthening Collaboration	Track 3: Organizational Excellence Technology Live Testing: Enterprise Social Networking
10:10	Mastering Social Skill Management	Best Practices: Regaining Business Agility	Principles for the Collaborative Enterprise
10:50	Coffee Break		
11:10	Dundu Performance/Social Business Art Performance		
11:30	Interactive Roundtables • Adoption Strategies in Multinational Enterprises • Social Business Analytics • Social Intranets • Gamified Enterprise • Social & Mobile Enterprise • Social Learning		
13:00	Lunch Break		
14:00	Plenary Discussion: Future Roadmap of Social Business Technology		
15:00	Keynote: Next Generation Eco-System and its Key Success Factors		
15:45	Conference Results and Closing Note		
16:00	End of the Enterprise 2.0 SUMMIT and Get-Together		

Program details and session speakers can be found online.

Keynote 1 Understanding Social Business Excellence

- Social Business Excellence – what is it and how to achieve it?
- Challenges and success factors for enterprise social business strategy



Yves Caseau
Executive Vice-President
Bouygues Telecom
France



Rawn Shah
Social Business
Transformation Expert
IBM, USA

Keynote 2 On the Road to the New Models of Social Enterprise

- Process & workflow management in a networked organization
- Organizational framework for social enterprise



Prof. Richard Collin
Enterprise 2.0 Institute
Grenoble Ecole de Management & Nextmodernity, France



Jean-Christophe Kugler
Senior Vice President
Chairman of Euromed Region
Renault, France

Keynote 3 Next-Generation Eco-System and its Key Success Factors

- Key challenges and success factors for social business excellence
- Business model patterns of social enterprise



Dion Hinchcliffe
Executive Vice President Strategy
Dachis Group
USA

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