



Enterprise 2.0 SUMMIT

Setting the Path towards an Open
and Agile Enterprise

October 26 – 28, 2010

Le Méridien Parkhotel, Frankfurt, Germany



International Speakers

Bayer Business Services
Bertelsmann
Dachis Group
NextModernity
Société Générale
Swiss Reinsurance Company
Deutsche Telekom
and many more

www.e20summit.com

The Enterprise 2.0 wave has strongly spilled over the corporations' boundaries. It creates a good deal of discussion about the way businesses have been managed so far and will be evolving in the future.

Many case studies show advantages of new forms of information sharing, transparent collaborative working and jointly fostering business innovations. Just as many case studies demonstrate the challenges that enterprises have to face on their way to incorporate these new techniques and approaches.

The two key questions for taking up Enterprise 2.0 initiatives are therefore the following:

1. How to manage adoption of the new forms of collaboration and working in terms of getting everybody on board for the ride.
2. How to drive and augment the value of these new ways of co-working.

It is time to discuss how to set the path to an Enterprise 2.0 driven organization. This will therefore be the main theme in the keynotes, conference and workshops.

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 XING www.xing.com/net/enterprise20

Selected Speakers



Jenny Ambrozek
Participation Architect & Founder,
SageNet LLC, USA



Oscar Berg
Senior Management Consultant,
Acando, Sweden



Bertrand Duperrin
Management & Enterprise 2.0 Consultant,
NextModernity, France



Anu Elmer
Vice President Communications,
Swiss Reinsurance Company, Switzerland



Dion Hinchcliffe
Senior Vice President,
Dachis Group, USA



Prof. Dr. Joachim Niemeier
Executive Consultant and Honorary Professor,
University of Stuttgart, Germany



Dr. Frank Schönefeld
Chief Technology Officer,
T-Systems Multimedia Solutions GmbH, Germany



Ellen Trude
Training Consultant,
Bayer Business Services GmbH, Germany

Initiative



Sponsor



Organizer





Conference Day 1, October 27, 2010

Setting the Path towards an Open and Agile Enterprise

Two plenary keynotes on the corporate view of the Enterprise 2.0 idea

Enterprise 2.0 Challenges

Managing the Change

Expert talks and discussions about the challenge of change management for the E 2.0 initiative

Overcoming Cultural Boundaries

Expert talks and discussions about the challenge of cultural settings in a transnational corporation

Driving and Rewarding the Adoption 2.0

Expert talks and discussions about the levers for the adoption of E 2.0

Managing the Complexity

Expert talks and discussions about the challenges of new risks and complexity of the E 2.0 world

Leading and Steering

Expert talks and discussions about new leadership concepts for E 2.0

Driving Transformation and Business Innovation

Expert talks and discussions about the challenges of turning towards a continuous innovation process

Enterprise 2.0 Practices

Improving Internal Communications

Practice talks and discussions about the new concepts for the internal communications

Enhancing the Information Flow

Practice talks and discussions about enterprise social messaging

Fostering Knowledge Sharing

Practice talks and discussions about new approaches to knowledge management

Facilitating the Information Change

Practice talks and discussions about new forms of information sharing

Regaining Business Agility

Practice talks and discussions about improvements on business processes

Strengthening Collaboration

Practice talks and discussions about improvements on adhoc collaboration

Conference Day 2, October 28, 2010

Challenges of the Organizational Setup of the Enterprise 2.0

Two plenary keynotes on the challenges of the transparent network organization

Enterprise 2.0 Challenges

Managing the Participation for Enterprise 2.0

Expert talks and discussions about the key value of community management in E 2.0 initiatives

Defining the Social Business Design

Expert talks and discussions about the challenges to define an E 2.0 concept

Open Space Workshop

Working teams discuss specific Enterprise 2.0 topics and present their results in the plenary

Extending Social Business Design

Closing keynote with an outlook towards the extended view of the social business design

Preliminary program. Suggestions for speakers and cases still welcome.

Enterprise 2.0 Practices

Enforcing Business Innovation

Practice talks and discussions about business innovation communities

Improving Talent & Skill Management

Practice talks and discussions about new approaches towards talent & skill management

Workshop Day, October 26, 2010

From Social Messaging to Micro Sharing

Introduction to tools and corporate practices

Corporate Social Networking

Introduction to tools and corporate practices

Date

Pre-conference workshops on October 26, 2010
Conference on October 27 / 28, 2010

Venue

Le Méridien Parkhotel
Wiesenhüttenplatz 28-28
60329 Frankfurt, Germany
Tel: + 49 69 2697 884
www.lemeridienparkhotelfrankfurt.com
Special room rates available for participants

Workshop Pass

- Admission to one of the workshops on Oct. 26, 2010
- Printed workshop materials
- Access to online download area of the workshops
- Lunch & coffee breaks on Oct. 26, 2010

Conference Pass

- Admission to conference
- Access to online download area of the conference including documentation
- Lunch & coffee breaks

Special Save the Date Price until August 11, 2010

Conference Pass, Oct 27 – 28	€ 690,-
Workshop Day Pass, Oct 26	€ 390,-
Conference Pass + Workshop Day Pass, Oct 26 – 28	€ 990,-
Conference Day Pass + Workshop Day Pass	€ 690,-
Conference Day Pass, Oct 27 OR Oct 28	€ 390,-

All prices are subject to MwSt (German VAT)

Further information, conference schedule and registration

www.e20summit.com

© Kongress Media GmbH
Knorrstr. 85 • D-80807 München
Fon +49 89 2000 1463
Fax +49 89 2000 1464
info@kongressmedia.de
www.kongressmedia.de

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