



SocialBusinessForum

organized by  OPENKNOWLEDGE

*“Open your Business!”*

## Social Business Forum 2013: Organizations, Innovation & Digital Transformation

*OpenKnowledge presents the 6<sup>th</sup> edition of the Social Business Forum, June 12<sup>th</sup> – 13<sup>th</sup>, Milan*

**Milan, March 19th 2013** – Why do we need to create a Social Enterprise and what is its role in today’s business strategies? What is the added value Digital Transformation, Big Data, Social CRM and Intranet 2.0 can bring to public and private organizations?

To answer these questions, the management consulting firm OpenKnowledge is organizing the new edition of the [Social Business Forum](#), which will take place in **Milan, June 12th – 13th 2013, at the Marriott Hotel**, via Washington 66.

The Social Business Forum emphasizes the importance of collaboration, communication and innovation in today’s workplaces: the key to success for the organizations is to improve the internal collaboration, the communication with the market and the ability to innovate.

With six consecutive editions, the **Social Business Forum** organized by **OpenKnowledge** has established itself as the **leading European event** regarding **social enterprise, digital marketing** and **collaborative innovation**. Thanks to top manager speeches and international success stories, the attendees will have the opportunity to understand how the new method and approach of the Social Enterprise could be integrated to business strategies across a variety of business areas.

Focusing on the concept of *Open Your Business!*, the 2013 edition of the Social Business Forum will explore topics such as the **Digital Transformation**, proving that today’s organizations need to engage their customers in the sales processes to increase global competitiveness. The Forum will also highlight how the immense amount of data, **Big Data**, can be used in terms of social analytics to set strategies based on brand reputation and product positioning.

In addition to the innovative customer approach, the speakers of the Social Business Forum will also concentrate on the development of internal communication and collaboration among employees through the corporate intranet, becoming a Social Intranet, involving all company levels in the creation and co-construction of content in light of a more collaborative spirit.



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“The mechanisms of collaboration are radically changing, as well as the processes by which companies and organizations create internal and external value. Often business functions responsible for innovation fear the consequences of changing, not realizing that *Caos is simplicity that we cannot see yet* (1<sup>st</sup> thesis of the *Social Business Manifesto*)”, says Rosario Sica, CEO & Co-founder at Openknowledge.

**6 years of international history, 3600 participants, more than 150 international speakers and 60 successful case histories;** the Social Business Forum brings to Italy a unique mix of visions, examples, success stories and intervention models with a focus on business improvement through a better engagement of employees, customers, partners and suppliers.

“I want to say thank you to our Sponsors, Advocacies, Media Partner and Marketing Service Partner, that have been recognizing from six years the innovative value and the excellence of this training academy, supporting the value of networking that accompanies the creation and implementation of the event”, says Laura Torretta, Marketing Manager of Social Business Forum. “Our Partners, according to the spirit of *collaboration* and *co-creation*, with their authoritative contribution give us the opportunity to share the event to a highly qualified target in institutional, academic, business and professional areas”.

All the news on [www.socialbusinessforum.com](http://www.socialbusinessforum.com)... Stay tuned!

#### This edition features:

- **Keynote Speakers** from all around the world, Premium and Open Conferences, case histories and thematic workshops
  - **real-time translation** in both English and Italian
  - Dozens of companies sharing their experiences and **success stories**
  - **Expo area**, presenting the most cross-innovative Social Business solutions
- **Themes from the organization of the future:** Social CRM, Gamification, Collaborative innovation, Big Data, Social Media Marketing, Intranet 2.0, Social Learning and much more...

#### Speakers

Among the speakers who already confirmed their presence:

- Rosario Sica, Emanuele Scotti (OpenKnowledge)
- Michael Brito (SVP, Social Business Strategy at EdelmanDigital)
  - Sandy Carter (IBM Vice President - Author of "Get Bold")
- Brett King (Bestselling Author, American Banker BTN's Innovator of the Year)
  - Jacob Morgan (Author of "The Collaborative Organization")
- Sameer Patel (General Manager Enterprise Social & Collaborative Software – SAP)
  - Larry Prusak (IBM Institute for Knowledge Management)
    - Ray Wang (CEO at Constellation Research)
    - George Siemens (TEKRI at Athabasca University, Canada)
  - Luis Suarez (Community Builder & Social Computing Evangelist in IBM)



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## **OpenKnowledge**

OpenKnowledge was founded in 2008 as a consulting and services firm that aims to bring inside the organizations the ideas and tools of Web 2.0. Professionals. OpenKnowledge offer services for the improvement of learning and training, for the management and development of the professional community, for sharing the corporate knowledge and customer engagement. Today, OpenKnowledge has offices in Milan, London, Shanghai and Sydney.

[www.open-knowledge.it](http://www.open-knowledge.it)

## ***Social Business Forum***

Since its first edition held at the University of Insubria, Varese, in collaboration with Dicom, the Social Business Forum has established itself as an international event attracting the attention of opinion leaders from around the world: for companies, the Forum is an opportunity to become aware of the dynamics related to social business, for the speakers, however, it is a prestigious stage on which to deepen different points of view. Now in its sixth edition, the Social Business Forum is a growing event that makes its strength a real constant contact with the business world.

[www.socialbusinessforum.com](http://www.socialbusinessforum.com)

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