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## Friulin news

### Andrey Golub :: Social Business Forum 2013: Milano, 12-13 Giugno 2013- non perderti l'evento dell'anno!

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#### Social Business Forum 2013 - Open your Business!

Hotel Marriott, via Washington 66, Milano | 12-13 Giugno 2013

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

Il **Social Business Forum** organizzato da OpenKnowledge si conferma l'evento leader in Europa sui temi della social enterprise, del digital marketing e dell'innovazione partecipata. Scopri grazie ai Keynote Speaker, ai top manager del settore, alle case history di successo internazionale e ai workshop verticali i nuovi orizzonti organizzativi, le opportunità strategiche e il valore che il Social Business ha costruito sul mercato negli ultimi anni.

#### Perché partecipare?

Forte di **6 anni di storia internazionale**, **3600 partecipanti**, **più di 150 Speaker** e **oltre 60 casi aziendali**, il Social Business Forum porta in Italia un mix unico di visione, testimonianze, casi di successo e modelli di intervento incentrati sulla valorizzazione del business tramite un miglior coinvolgimento di dipendenti, clienti, consumatori, stakeholder, partner e fornitori.

#### In questa edizione:

- o **Keynote Speech** da tutto il mondo, Premium e Open Conference, case history e workshop tematici.
- o Tutti gli **interventi tradotti in tempo reale** in inglese e italiano
- o Decine di aziende condivideranno sul palco esperienze e **casi di successo**
- o **Area expo**, dove scoprire le soluzioni più innovative trasversali ai temi di Social Business
- o **Temi centrali per il business del futuro**: Social CRM, Intranet 2.0, Digital Media Marketing, Socializzazione dei processi di business, Big Data, Gamification, Community di dipendenti, Collaborative Innovation e molto, molto altro

#### Speaker

Alcuni degli speaker che hanno già confermato la propria presenza:

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

**IMPORTANTE:** solo per i più veloci che si registreranno nei prossimi giorni, il biglietto per la Full Conference (Free + Premium) sarà di **solli 250€!!!** (offerta soggetta a limitazioni di tempo) .....

**Social Business Forum 2013 – Open your Business!**

Hotel Marriott, via Washington 66, Milan | 12-13 June 2013

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

With sixth 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.

Discover new organizational horizons, strategic opportunities and the great value that Social Business has created in the past several years with Keynote Speakers, top industry managers, successful case histories and dedicated vertical workshops.

**Why Participate?**

**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 vision, examples, success stories and intervention models with a focus on business improvement through a better engagement of employees, customers, partners and suppliers.

**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 successful stories
- **Expoarea**, 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:

- Michael Brito (SVP, Social Business Strategy at Edelman Digital)
- 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 Enterprise")
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- Murali Sitaram (VP and General Manager at Cisco Cloud Collaboration)
- Luis Suarez (Community Builder & Social Computing Evangelist in IBM)

**IMPORTANT COMMUNICATION:** Sign up soon! We have a limited-time special offer that includes the price of the FULL Conference (Free + Premium) for **just 250€!!!** (offer subject to limitation)