

Conference Social Media 2012

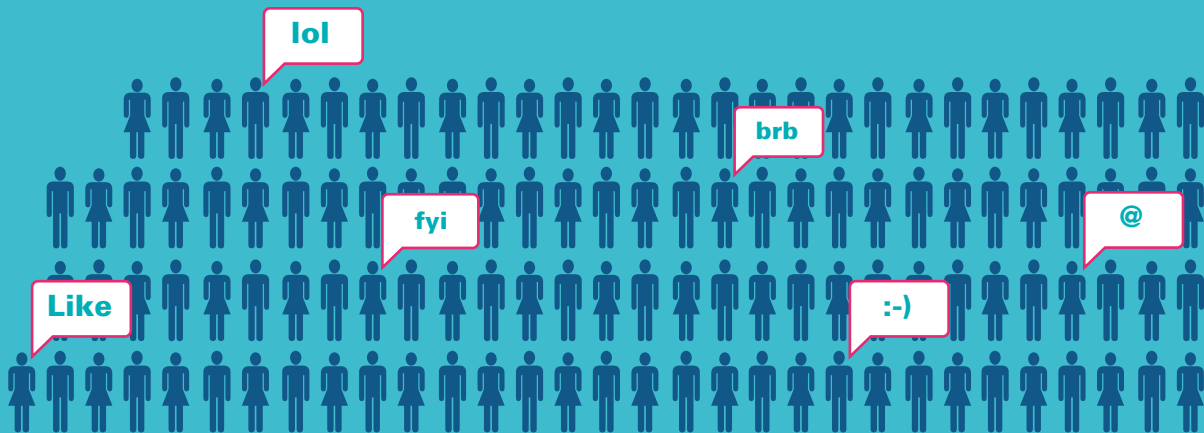
Engage, Manage, Inform

3th – 4th May, 2012

Mövenpick Hotel, Amsterdam

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Keynotes

- 1** Representation and Relationships: Social Media to Make an Impression
- 2** The Fast and the Furious: Online Trends and What they Mean for Communicating in the Future

Case Studies

- 1** Beyond E-mail: Professional Networks Online
- 2** Communicating with Communities

- 3** "REBRICK": Lego's Online Community Initiative
- 4** Leading the Way: BASF's Internal Strategies
- 5** Online Games: Best Practice from the World Food Programme
- 6** Startups: At the Forefront of the Social Media Revolution

Workshops

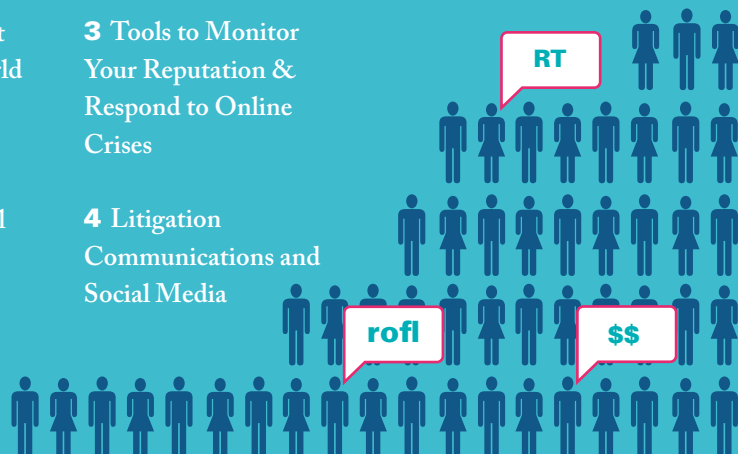
- 1** Bringing Social Media Home
- 2** Privacy, Passwords, and Software Updates: What is Happening to Your Info?
- 3** Tools to Monitor Your Reputation & Respond to Online Crises
- 4** Litigation Communications and Social Media

Pre-Conference

- 1** Social Media Immersion Course

Discussions

- 1** Different Industries: Different Intranets



Thursday, May 3, 2012	
12:00–2:00 pm	Social Media Immersion Course <i>(Optional pre-conference workshop please register through kiera.senst@quadriga.eu)</i>
2:30–2:45 pm	Welcome and Introduction <i>Rita Dantas, Moderator</i>
Module 1 [Connect]: Networks: What They Are, How They Work, Why Their Influence is Important	
2:45–3:15 pm	Keynote: Representation and Relationships: Social Media to Make an Impression <i>Giulia Ranzini, University of St. Gallen</i>
3:15–4:00 pm	Beyond E-Mail: Moving Professional Networks Online <i>Ian McNairn, Program Director Web Technology & Innovation, IBM</i>
4:00–4:45 pm	Communicating with Communities <i>Philipp Schindera, Senior Executive Vice President Corporate Communications, Deutsche Telekom</i>
4:45–5:15 pm	Coffee Break
5:15–6:00 pm	“REBRICK”: Lego’s Online Community Initiative <i>Peter Espersen, Online Community Lead, Lego</i>
Module 2 [Manage]: Built on Trust: Employee Networks and the “Real” Web 2.0	
6:00–6:45 pm	Leading the Way: BASF’s Internal Strategies <i>BASF (invited)</i>
6:45–7:15 pm	Discussion & Participant Presentations: Different Industries - Different Intranets <i>Rita Dantas, Moderator</i>
from 7:30 pm	Dinner and Speech
Friday, May 4th, 2012	
9:00–9:15 am	Welcome and Introduction to Day Two
Module 3 [Innovate]: Here Today, Gone Tomorrow: Social Media Advancements for Better Communication	
9:15–10:00 am	Online Games: Best Practice from the World Food Programme <i>World Food Programme (TBC)</i>
10:00–10:45 am	Start-Ups: At The Forefront of the Social Media Revolution <i>(TBA)</i>
10:45–11:15 am	Coffee Break
11:15 am –12:45 pm	Workshop Session I Bringing Social Media Home <i>Annabelle Atchison, Social Media Manager, Microsoft</i> Privacy, Passwords, and Software Updates: What is Happening to Your Info? <i>Kathryn Corrick, Independent Social Media Consultant</i> Tools to Monitor Your Reputation and Respond to Online Crises <i>Victor Benady, Managing Director of Digital, Grayling</i> Litigation Communications and Social Media <i>Malte Hesse, CEO, A&B One Digital</i>
12:45–1:45 pm	Lunch
1:45–3:15 pm	Workshop Session II <i>(Repeat of workshops from session one)</i>
3:15–3:45 pm	The Fast and the Furious : Online Trends and What They Mean for Communicating Today <i>Dr. Paul Ketelaar, Nijmegen University (TBC)</i>
3:45–4:00 pm	Summing up and Farewell <i>Rita Dantas, Moderator</i>

Editorial



Connect. Manage. Innovate.

The internet: an inescapable part of our lives, at work and at home. Today’s hottest gift-gadgets, and the increasingly ubiquitous free wifi allow for greater interconnection than ever before. Smart phones have transformed the way we communicate, travel, make friends, watch TV, and upload the minutiae of our lives onto the web. Social media platforms go in and out of fashion faster than pop bands, a speed matched only by the release of new technologies that make it easier for us to live our lives online.

Naturally, the field of communications evolves alongside these cultural changes – and in the most extraordinary of cases is hastening their development. New technologies allow consumers to receive information in new and exciting formats and at an even faster pace than previously imagined. Employee networks are becoming more integrated, more intelligent, and more engaging. All of these trends are ultimately changing not only the way we work or talk, but the way we form social and professional networks around the world.

The communications profession has a unique part to play in our most impressive evolutionary jump since the industrial revolution. Armed with the theoretical knowledge of the possibilities and complexities of social mechanisms, and the urge to create new and exciting ways to connect stakeholders with their organisations, communications professionals are positioned on the front lines of this digital revolution.

The fifth in Quadriga University’s series of digital communication conferences, the Social Media Conference 2012 will investigate today’s most prominent topics on the internet through three modules under the themes: Connect, Manage, and Innovate. In keeping with the digital world’s emphasis on sharing, we also invite participants to share their own experiences and to give their own opinions on what does and does not work for their organisations. Keynotes, best cases and workshops, as well as a special pre-conference immersion course. will also help get everyone up to speed.

We are looking forward to an inspiring and thought-provoking conference, and would be delighted to welcome you in Amsterdam.

Sincerely,

President, Quadriga University of Applied Sciences

Conference formats:



Social Media Immersion Course

The beauty of digital communication is also its drawback - the speed and accessibility of information is matched only by how quickly new technologies are developed. This two-hour course will cover the most important changes in some of the formats we all know, as well as some practical how-to's and do's and don'ts. It's always great to refresh your knowledge and to make sure all your boxes are checked, and this pre-conference immersion course is both a great crash course for participants who aren't as confident in their online skills, as well as a worthwhile refresher for those who consider themselves social media experts.



Networking Opportunities

Get off your iPhones and join us at the 2012 Social Media conference to take advantage of some good old-fashioned face-to-face networking! The participant's list will be available on the conference intranet a few days before the event so participants can have a look at who will be there. The pre-conference immersion course and the conference dinner give will give participants an informal setting for meeting. Who knows, you might find your next Twitter follower!



Best Cases

Through a series of best cases from social media experts and communicators in the field, participants will be provided with a thorough look at today's most important digital communications topics. Insight will be given into current cases, with special focus on how evolving networks are changing the way we connect.



Keynotes

Two keynotes by the foremost thinkers in digital communications will investigate issues surrounding the evolution of networks, and where digital communications will bring us in the future. The beginning speech will be a chance to address the most important topics in community management and online networks, and the second will be a chance to not only reflect on the conference, but to anticipate what the future may hold.



Hands-On Workshops

Participants and speakers will come together on Friday afternoon to engage in a series of hands-on workshops on various topics that will provide practical steps and tools for participants to take home with them. Workshops provide for an close, in-depth atmosphere where participants will be able to learn from and discuss with social media practitioners.



Annabelle Atchison
Social Media Manager
Microsoft
Annabelle Atchison has a Bachelor's degree in Mass Communication from Ludwig-Maximilians-University in Munich, making social media communications the academic focus of her studies. Since 2009 she's been working for the Microsoft Germany public relations team, where she established and is responsible for the social media strategy and structures within the department. In 2010 she took on the role of Social Media Manager for the entire German organization.



Victor Benady
Managing Director of Digital
Grayling
Victor Benady is a creative director and digital strategist with 15 years digital and PR agency experience. He gained much of his experience as a business owner and focused on staff and stakeholder management, P&L management, business development and senior client liaison strategies. Victor is passionate about digital work, with an instinctive and highly respected insight into how to capitalise on ever-changing consumer behaviour.



Kathryn Corrick
Independent Consultant
Kathryn Corrick is an independent digital media communications consultant and strategist with over ten years experience in digital media. She combines her knowledge of online publishing, journalism and marketing with an understanding of public policy, business and emerging technologies. She recently worked with the Open Knowledge Foundation on the Where Does My Money Go and Open Spending projects.



Rita Dantas,
Quadriga University of
Applied Sciences
Rita Dantas is currently head of social media at the Quadriga University in Berlin. Before taking up this position, she was responsible for the conception, programming and marketing of international conferences for the Quadriga University, the European Association of Communication Directors (EACD) and Communication Director magazine. Rita studied communication science and European politics in Berlin, Bath, Prague and Lisbon.



Peter Espersen
Online Community Lead
Lego
Peter Espersen is the Online employment at A&B One Digital in 2001, Malte Hasse has been engaged in the business areas Public Issues, Brand Communications, Crisis Communications, Social Media Communications and Mobile Solutions. His competences include strategic consultancy and conception for clients such as SPD-Parteivorstand, Bundesministerium für Arbeit und Soziales, Bundesministerium für Bildung und Forschung, Messe Frankfurt,



Malte Hesse
CEO
A&B One Digital
Since the beginning of his employment at A&B One Digital in 2001, Malte Hasse has been engaged in the business areas Public Issues, Brand Communications, Crisis Communications, Social Media Communications and Mobile Solutions. His competences include strategic consultancy and conception for clients such as SPD-Parteivorstand, Bundesministerium für Arbeit und Soziales, Bundesministerium für Bildung und Forschung, Messe Frankfurt,



Dr. Paul Ketelaar (TBC)
Nijmegen University
Dr. Paul Ketelaar (PhD, MSc, MSc) lives and works in Nijmegen, in The Netherlands. Currently, Ketelaar is working as an Associate Professor in Communication Science at the Radboud University of Nijmegen in the Netherlands. He investigates the effects of recent (digital) advertising strategies on consumers and besides works free-lance as a market researcher and photographer. Ketelaar is married and has two daughters.



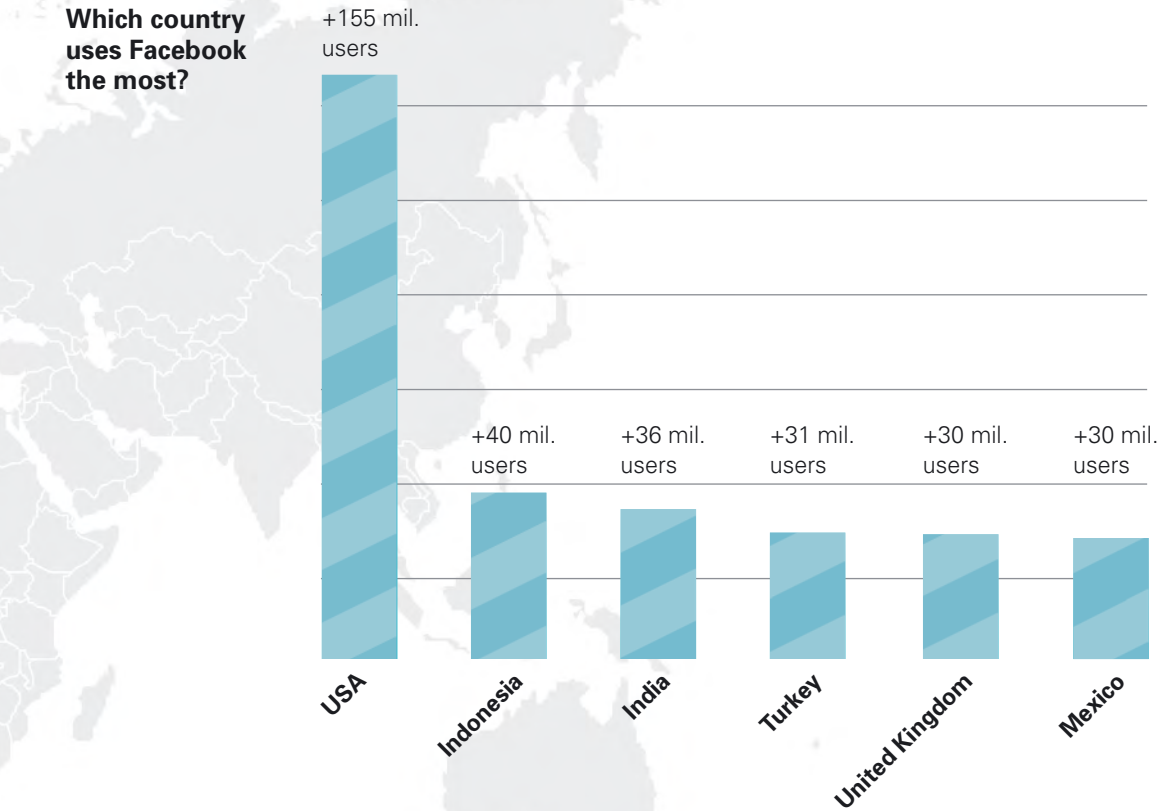
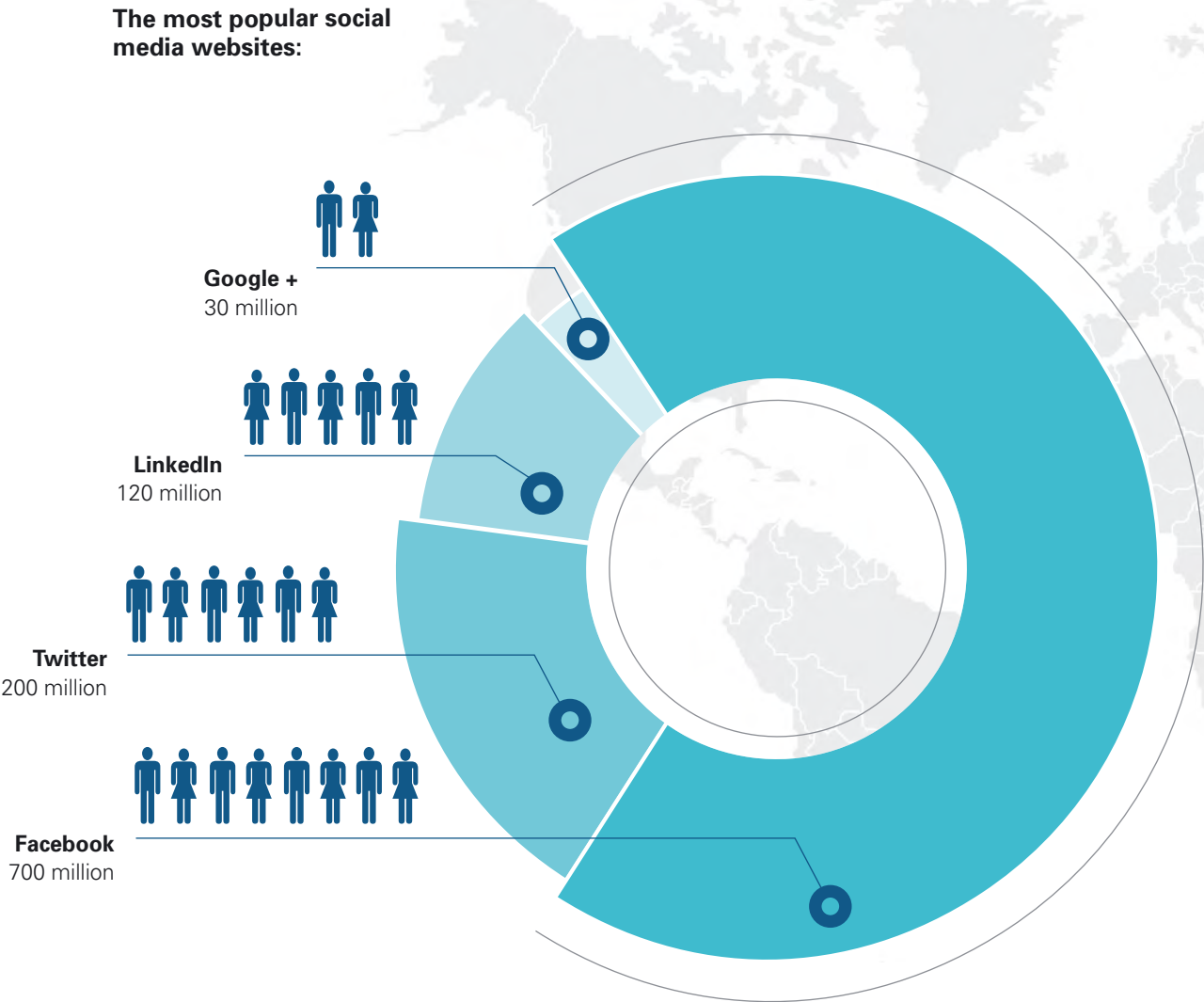
Ian McNairn
Program Director Web
Technology & Innovation
IBM
Ian McNairn is the Program Director Innovation & Social Collaboration in the World Wide Business Integration organisation within the Office of the IBM CIO, based in Scotland in a world wide role. He acts as a catalyst between innovators and implementers, facilitating the flow of ideas, best practices, standards and leadership and is an evangelist in the social software, collaboration and knowledge management arenas, regularly chairing and presenting at conferences around the world. Previously he managed a global development team in IBM as well as having worked in both the sales and marketing organisations.



Giulia Ranzini
University of St. Gallen
Giulia Ranzini is a researcher at the University of St. Gallen, where she has spent the last few years focusing on work related to digital communities. Ms. Ranzini earned her Master of Science in Management of Arts, Media, Culture and Entertainment from the Università Bocconi in Milan. She has also studied International Economics and Management at the same school, and has studied International Design Business Management at the Aalto University in Finland.



Philipp Schindera
Senior Executive Vice
President Corporate
Communications,
Deutsche Telekom
Philipp Schindera is Senior Executive Vice President of Corporate Communications for Deutsche Telekom. Prior to this, he was Head of Corporate Communications at T-Mobile International from 2003-2006, having held a variety of roles with the company, which he joined in 1996, including Head of Press and PR. He began his career as a radio journalist for various radio stations in Germany.



- 1 Qzone**

This popular Chinese social media platform has over 536 million users and is perched to overtake Facebook as the most popular social media website.
- 2 Not Just for Kids**

Social media may have once been considered a trend amongst young people, but in fact, over 81% of all Facebook users are above 18 years of age.
- 3 Stuck at the Gate**

The majority of social media “check-ins” come from users waiting at airports around the world. Some of the busiest airports in Europe include London Heathrow, Frankfurt Airport, and Amsterdam Schiphol.

A Look Back: Quadriga Digital Communications Conference Series

2009: Amsterdam **2010: Berlin** **2011: Copenhagen** **Berlin**

Over **120 participants** gathered for our first digital communications event in Amsterdam in 2009.



The 2010 conference involved a **live tweeting session** which took place alongside the conference!



Participants joined us in Copenhagen to investigate the best **online campaigns in Europe**.



Winners were awarded at the first ever **Digital Communication Awards** in Berlin last summer.



Programme Thursday, May 03, 2012

MODULE I: CONNECT

NETWORKS – WHAT THEY ARE, HOW THEY WORK, WHY THEIR INFLUENCE IS IMPORTANT

12:00–2:00 PM
Pre-Conference

Pre-Conference Immersion Course (Optional)

Social media: Its hard keeping up with it all. What's in, what's out, what's new, what matters? And how does any of it apply to the world of work? This immersion session aims to get you up to speed with how to strategically approach social media, consider a framework for how to apply it across your organisation and give you a glimpse at upcoming trends that are worth being aware of. You will walk away with considerations, a selection of tools, a sense of where to start and what you'll need to make it a success. This pre-conference immersion course is great for both those starting out in social media, and for those who want a refresher or to catch-up on the most recent trends.

To register, please e-mail our coordinator at kiera.senst@quadriga.eu to indicate your interest.



Kathryn Corrick,
Independent Consultant

2:00 - 2:30 PM
Doors Open

2:30 - 2:45 PM
Welcome

Introduction

The conference kicks-off with a short introduction from our moderator, Head of Social Media at Quadriga University Rita Dantas.



Rita Dantas
Moderator

2:45 - 3:15 PM
Keynote

Representation and Relationships: Social Media to make an Impression

This opening text will explore how social media can help construct identities, managing impressions and how your online presence can fit into your overall communications strategy.



Giulia Ranzini
University of St. Gallen

3:15 - 4:00 PM
Infosession

Beyond E-Mail: Moving Professional Networks Online

Our ability to communicate with one another is becoming increasingly complex, with many different channels by which to message, poke, friend, follow, tweet, and more. Despite this, the most common used form of communication between professionals is often e-mail – the younger brother of the hand-written letter. IBM has been at the forefront of transforming the way that individuals – and specifically professionals – communicate with each other. Ian McNairn from Innovation & Social Collaboration in IBM will explain some of their techniques, tools and strategies.



Ian McNairn,
Director Web Technology &
Innovation IBM

4:00 - 4:45 PM
Best Case

Communicating with Communities

Finding your place in the online world is a challenge. Rules which are commonplace in the “real” world do not have the same weight online. Social etiquette is now not only an issue when confronting people face-to-face, but online as well. Philipp Schindera of Deutsche Telekom will explain how his organisation has handled the digital transformation of both internal and external business communities, and will describe the best approaches for contacting each online.



Philipp Schindera, Senior Execu-
tive VP, Corporate Comms,
Deutsche Telekom

4:45 - 5:15 PM
Coffee Break

5:15 - 6:00 PM
Best Case

“REBRICK”: LEGO’s Online Community Initiative

When your company is both international and multi-generational, your biggest asset are the conversations that your fans are having about your product and activities. “REBRICK” is a LEGO-designed social media platform which allows fans to connect with each other and compare ideas and creations. Peter Espersen, of LEGO’s Online Community division, will explain the idea behind “REBRICK” and the challenges of starting such a successful forum of user-generated content.



Peter Espersen
Online Community Lead
LEGO

MODULE II: MANAGE

BUILT ON TRUST: EMPLOYEE NETWORKS AND REAL WEB 2.0:

6:00 - 6:45 PM
Best Case

Leading the Way: BASF’s Internal Strategies

Through this best case presentation, the award-winning team at BASF will explain how they developed and grew their internal strategy through a series of online features for employees.

BASF (invited)

8:45 - 7:15 PM
Discussion

Different Industries, Different Intranets

Participants will have the opportunity to share their thoughts and experiences with their organisation’s intranets during this discussion. E-mail us (kiera.senst@quadriga.eu) to volunteer to present!



Rita Dantas,
Moderator

From 7:30
Dinner

Dinner Speech

Join us on the **Thursday evening** for dinner with your fellow participants and our conference speakers. The dinner is a chance to get to know everyone in an intimate setting, and to relax after a busy first conference day. Details on our dinner speaker will be announced soon!

MODULE III: INNOVATE
HERE TODAY, GONE TOMORROW: SOCIAL MEDIA
ADVANCEMENTS FOR BETTER COMMUNICATION

9:00 - 9:15 AM
Welcome Day 2

Introduction to
Day Two

Day two of the conference will begin with a short introduction by our moderator Rita Dantas, who will also outline the workshop choices for participants.



Rita Dantas,
Moderator

9:15 - 10:00 AM
Best Case

Online Games:
Best Practice From
the World Food
Programme

Social media is all about connectivity and interaction - and what better way to encompass both of these ideas than with games which encourage your stakeholders not only to view your content, but to experience it! This best case presentation from the World Food Organisation will outline the award-winning game “Free Rice” which has created a game to help engage, inform, and most importantly: change the world.

World Food Programme
(TBC)

10:00 - 10:45 AM
Best Case

Start-Ups: At
the Forefront of
the Social Media
Revolution

Large companies have the resources and the manpower, but a lot of social media innovations that we see today are coming from small, creative organisations who connect directly with their audience to give them what they want. Despite their relative size, these companies are creating some of the most interesting and innovative technology on the planet - and they are doing it with style!

TBA

10:45 - 11:15 AM
Coffee Break

11:15 AM - 12:45 PM
Workshop I

Litigation
Communications
and Social Media

The niche field of litigation communications is changing, as everything is, through the growing impact of social media. But what exactly does ‘Litigation Communications’ mean? How does it connect to digital communications? What are some of the key dangers that organisations face when initiating social media strategies? This workshop will give insight into this special field of communications, and will allow you to discuss your concerns with Mr. Malte Hasse, an expert in the field.



Malte Hasse,
A&B One Digital

11:15 AM - 12:45 PM
Workshop II

Bringing Social
Media Home

Even though connecting online with customers and partners is becoming the norm, companies often still find it a challenge to „bring social home” - be it the professional approach to Social Media Governance within the organisation or the use of social media technologies for internal collaboration. To be clear: Ideally, one doesn’t come without the other. On Friday, Microsoft Germany’s Social Media Manager Annabelle Atchison will take the time to present the Microsoft approach to Social Media Governance and deliver some key lessons learned from the company’s experience with their internal communication strategies “gone social”.



Annabelle Atchison,
Digital Media Manager
Microsoft

11:15 AM - 12:45 PM
Workshop III

Tools to Monitor
your Reputation
and Respond to
Online Crises

A brand’s reputation can take years to build and in today’s fast moving digital world it can take seconds to destroy. This workshop will look at how to monitor online sentiment and how to deal with a crisis should one occur. It will look in detail at one of many online crises that invariably will be unfolding at or around the time of the session in May and show you how to identify the issues using analytics and how to deal with them.



Victor Benady
Managing Director Digital
Grayling

11:15 AM - 12:45 PM
Workshop IV

Privacy, Passwords,
and Software
Updates: What
is Happening to
Your Info?

Facebook seems to launch a new update every day. The constant stream of offers for new information, increased privacy, or better ways to connect with your friends and audience can seem intriguing, but with increased options also comes increased confusion. Kathryn Corrick returns to our conference programme once again to offer some insights into how some of these changes can influence the way you connect with some of your most important contacts.



Kathryn Corrick
Independent Consultant

12:45 - 1:45 PM
Lunch

1:45 - 3:15 PM
Workshop IV

3:15 - 3:45 PM
Closing Keynote

The Fast and the
Furious – Online
Trends and What
They Mean for
Communicating
Today

Time seems to move faster online. It’s difficult to handle the quickly trending platforms and websites, but it’s even quicker to anticipate what will come next. One thing is for sure: social media will continue to influence how we do business and how we connect socially, and it is our job to be open to the revolution.



Dr. Paul Ketelaar (TBC)
Nijmegen University

3:45 - 4:00 PM
Closing Statement



Rita Dantas
Moderator

The New Name of the Game

If you haven’t yet heard of “Gamification”, now’s the time to familiarise yourself with an exciting new concept that promises to change the way we work.

Gamification has gained a tremendous amount of attention in the past two years, particularly since the rise of location-based social network Foursquare. Now, analysts predict a multi-billion dollar market for gamification within the next five years and a world filled with incentive and engagement around every corner. Lost in the fracas of fun however is an equally powerful, if somewhat less public gamification movement - and it’s taking root in the most unlikely of places: the enterprise.

Embrace the Promise

Led by organisations not immediately known for their flexibility – such as SAP, Target Stores, IBM, and (gasp!) governments at the local, regional and federal levels – gamification of the enterprise promises to make mincemeat of today’s distinction between work and play. Not to be outdone, small startups have embraced the promise of game mechanics, frequently driving both technical and design leadership in the space. All told, the potential effects are staggering: esteemed analysis firm Gartner Group estimates that by 2015, fully 50 per cent of all innovation among the Global 2000 (the world’s largest companies) will come from gamification, with over 70 per cent of them participating in the trend. So what’s behind all the excitement and energy for a new technique in such early days? Why are organisations of all sizes clamouring to gamify their workplaces, and what implications does this have for the rest of us?

The New Normal?

In short, work sucks. Despite the utopian vision of fully actualised workers following their passions in supportive corporate environments that make space for their dreams, most people don’t really care for their jobs all that much. And even entrepreneurs – many of whom come to self-employment with a desire to break the shackles of being “on plan” all year – quickly realise that the promised autonomy quickly fades if you raise money or hire employees. Either way, you have to spend a lot of your free time doing stuff you don’t want to do, often for people you don’t really respect, without the necessary feedback to keep you engaged. But if work simply sucked, the baseline expectations of all workers would be lowered (think Foxconn factory floor) and sucky would be the new normal. The problem is that corporations of all sizes are in a race for constant productivity

and innovation improvement. And without engagement, it’s impossible to get workers to be their best.

Many Uses

Enter games. Anyone who’s ever played a game – or been a widow of a serious game player – will understand the kind of engagement that video games can produce. In a singular way, from Angry Birds to World of Warcraft, a well-balanced game brings a kind of focus

and intensity that enables the player to effectively shut out the world around them. Known as ‘flow’, this state of intense concentration also has the potential to produce greatness, much as a musician deeply enmeshed in a jam might uncover new sounds. So companies began a long process of bringing games into the enterprise – and the practice of training employees using games isn’t exactly new. Many of the techniques were brought over the from military (long a proponent of games in the workplace) and were used to help players learn, train and develop their skills in simulated realities. Other games in the workplace focused on employee interaction, synergy or trust – such as the improv games (theatresports) favoured so much in the 2000s. Still others attempted to use games as a simple bonding tool or stress-reliever – putting games into breakrooms and running.

To begin, press play

- Many techniques of gamification originated in the military sector
- Game techniques were first used to train and motivate employees, to improve teamwork and to relieve stress
- Four main objectives of new gamification discipline are happiness, innovation, results and education
- Some notable examples include GE’s Patient Shuffle, Microsoft’s Ribbon Hero and IBM’s Innov8

Four Objectives

But while these approaches are interesting, they always longed for something else. Specifically, they lacked a day-to-day mode; a long term interaction where the game system, the player and workplace were integrated. In seeking a method of fusing the game and real-life, enterprises big and small have

“Many of the techniques were brought over the from military and were used to help players learn, train and develop their skills in simulated realities.”

come to gamification. As a new discipline, gamification draws on game design, loyalty programmes and behavioural economics to design long-term processes for engaging and changing behavior. It’s ideally suited then to be integrated into the day-to-day lives of employees at companies. Today’s leading edge practitioners of the techniques generally focus on accomplishing one – or more – of four objectives (acronymised as HIRE):

- HAPPINESS
- INNOVATION
- RESULTS
- EDUCATION

Happiness

In happiness objectives, organisations attempt to use gamification to raise employee satisfaction. Zappos founder Tony Hsieh famously used gamification to weed out employees who were unlikely to be happy by offering them an incentive to quit. Hsieh’s concept worked as a challenge – anyone who chose not to take the money effectively took on a challenge to be satisfied. And NextJump founder Charlie Kim has had success by gamifying employee health and fitness through a combination of leaderboards and challenges. Today 80 per cent of employees at his company work out on a regular basis, spurred on by intramural, team-based competition.

Innovation

Innovation, as the Gartner research points out, is a central challenge for most large organisations. Applying gamification to this challenge set has been unusually rewarding – with a lot of behind the scenes successes – and some big public wins. Most famously, Foldit – a game from the University of Washington – leveraged thousands of players around the world to successfully discover a key enzyme in the fight for a cure for HIV/AIDS. More demurely, an entire industry has sprung up around “Innovation Games” – such as the one played at GSummitX –where companies use specific games to drive innovation, idea flow and problem-solving. IBM’s well-regarded Innov8 is a good example of this approach – and you can explore some ideas in two excellent books: Gamestorming by

Dave Gray, Sunni Brown and James Macanufo (see extract on p. 28); and Innovation Games by Luke Hohmann.

Results

Although it’s an obvious objective, some organisations have focused their enterprise efforts largely on accomplishing tangible goals. Beginning with a detailed metrics analysis, Target stores used gamification to change the way front-line employees achieve faster checkout speeds for customers. Their implementation – which is more about feedback than traditional gameplay, per se – has been enormously successful by giving cashiers a powerful sense of agency. Similarly, Google has reported success in gamifying projects like software Quality Assurance, much like startups devoted to these outcomes, such as RedCriticTracker.

Education

Similarly, education has long been the focus of enterprise games – and companies big and small have used games to train and educate employees. For example, GE uses its Patient Shuffle game help train healthcare professionals on how to run a health clinic. Microsoft has seen tremendous success as well

“From minimal investment only a few short months ago, the use of game mechanics and thinking in business is poised to transform our working world.”

with their game, Ribbon Hero – designed to teach users of the popular Microsoft Office series of apps how to interact with an all-new interface.

Transforming your Organisation

Regardless of which objective its targeting – happiness, innovation, results or education – gamification of the enterprise has a bright future. From minimal and fragmented investment only a few short months ago, to a top priority among organisations large and small, the use of game mechanics and game thinking in business is poised to transform our working world. How will your organisation make everything a little less dull and a little more fun?

Gabe Zichermann
Gamification Co & Dopamine Inc.
with Communication Director magazine

Service

LOCATION

This year’s conference will take it back to where it all began at our first digital communications conference in 2009: Amsterdam.

This year, we will be holding the conference at the:

Mövenpick Hotel Amsterdam, City Centre

Piet Heinkade 11
1019 BR Amsterdam
Netherlands
Phone: +31 (0) 20 519 1200
Fax: +31 (0) 20 519 1239
E-mail: hotel.amsterdam@moevenpick.com

ACCOMMODATION

To find out more about accomodation sugges-
tions, visit our website:
www.social-media-conference.eu/location/



HOST



Quadriga is a state-accredited university of applied sciences. Quadriga University trains modern communications managers for leadership positions in politics and business. We place great value on a holistic understanding of communications management. For this reason, the subjects and research programme at Quadriga University Berlin have an interdisciplinary structure.
www.en.quadriga.eu/quadriga

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Kiera Senst
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PARTNER



Communication Director is an international quarterly magazine for public relations and communications. Communication Director is also the host of the European Excellence Awards.
www.communication-director.eu



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Terms & Conditions

1. Discounted Prices

Quadriga University offers discounts on the listed prices of certain conferences for members of the European Association of Communication Directors (EACD) and other partner associations. Subscribers to our media partner, Communication Director magazine, also receive a discount on the attendance fees for seminars and symposia. The participant’s personal membership and/or subscription must be presented, current and verified at the time they make a seminar booking. Discounted prices are only valid if the amount invoiced is received by Quadriga University within the time stated on the invoice.

2. Cancellation

If a booking is cancelled and no replacement participant can be found, the following cancellation charges will be incurred:

- Cancellation 31 days or more before the event takes place: no charge
- Cancellation between 14 days and 31 days before the event takes place: 50% of total price
- Cancellation less than 14 days before the event takes place: 100% of total price

3. Cancellation and changes

Quadriga University reserves the right to cancel or reschedule seminar locations or times, or to arrange a substitute instructor if this is absolutely necessary due to there being less than six participants, an unforeseen problem with the instructor, or other unforeseen reasons out of the control of Quadriga University. In these cases, Quadriga University is not required to compensate travel or accommodation costs, loss of working time or other damages, and in other cases, only when there is gross negligence. If relocation is not reasonably possible for the participant, then they are entitled to cancel the booking immediately and without charge.

4. Place of Jurisdiction

Berlin.

REGISTRATION

The registration fee includes participation in the programme, all conference documents and dinner and lunch buffets, as well as coffee breaks. Travel expenses and accommodation are not included in the price. A booking confirmation and an invoice will be sent to you after registration. Please remember to include your name in the transaction reference when making a payment. As the number of participants is limited, please be aware that your registration is only valid after receiving a booking confirmation. Please feel free to contact us should you not receive confirmation within 24 hours.

Registration Queries:

Dennis Schultz
dennis.schultz@quadriga.eu

Registration

Fax: +49 (0) 30/44 72 93 00

I would like to attend the Social Media 2012 conference on the 3rd and 4th of May, 2012 in Amsterdam.

☐ Early Bird until April, 12th: Conference fee **920 Euro***

☐ General admission: Conference fee **1160 Euro***

☐ I am an inhouse communications professional and a full member of the European Association of Communication Directors (EACD) OR I would like to become a full member of the EACD (annual membership fee, including Communication Director subscription: 140 Euro) and hereby officially apply for membership: Conference fee **840 Euro*/****

☐ I am a subscriber of Communication Director magazine OR I would like to become a subscriber of Communication Director (annual subscription: 120 Euro) and hereby order an annual subscription. Conference Fee: **840 Euro*/*****

☐ I would like to participate in the pre-conference workshop (optional and complementary)

company

name/surname

function

☐ I would like to register further colleagues at a reduced price: A second registered person will receive a 10% discount on their fee, and a third person will receive a 15% discount on their conference fee. If you would like to register further colleagues at a reduced price, please enter their names and functions:

Person 1:

name/surname/function

Person 2:

name/surname/function

address/city

telephone/fax

e-mail

date/signature

Alternative Billing Address ☐ Yes ☐ No

company

name/surname

vat number (VAT number must be specified*)

* Listed prices do not include VAT; VAT will be charged at the Netherlands VAT rate of 19 percent
** Listed prices do not include VAT; please see EACD conditions of membership on www.eacd-online.eu.
*** Listed prices do not include VAT; please see CoDi conditions of subscription on www.communication-director.eu

register online at: www.social-media-conference.eu

www.social-media-conference.eu



www.quadrigo.eu