

Enterprise 2.0 SUMMIT

November, 10th – 12th 2009, Le Méridien Parkhotel, Frankfurt a. M.



Improving the Collaborative Performance

Keynotes



Oliver Marks, USA



Dion Hinchcliffe, USA

Experts (Selection)

- Lee Bryant, Great Britain
- Bertrand Duperrin, France
- Kjetil Kristensen, Norway
- Mark Masterson, Germany
- Prof. Joachim Niemeier, Germany
- Emanuele Quintarelli, Italy
- Dr. Frank Schoenefeld, Germany
- Gil Yehuda, USA

Best Practices (Selection)

- Dassault Systèmes, France
- Sun Microsystems
- Nationale Suisse, Switzerland
- Deutsche Bundeswehr, Germany
- Schlumberger, France
- Rheinmetall, Germany
- Lago, Italy
- Otto Group
- CSC Computer Science Corporation
- Westaflex, Germany

Enterprise 2.0 Masterclass

with Dion Hinchcliffe, November 10th, 2009

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Enterprise 2.0 SUMMIT

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The Enterprise 2.0 SUMMIT is a high level conference about how an enterprise can improve business results by enhancing its collaborative performance. With exclusive experts from the worldwide Enterprise 2.0 community and best practice from different parts of Europe, the Enterprise 2.0 SUMMIT is seen as the major European event on this subject.

Improving the Collaborative Performance

An enduring concern about Enterprise 2.0 initiatives is how to demonstrate business value. As initiatives gain importance and exposure, proving results in achieving today's business goals has become essential to both project owners and their bosses. Through expert talks and best-practice presentations, the Enterprise 2.0 SUMMIT 2009 gives vital insights to this question. At the heart of the discussion, the conference explores how to improve business results through enhanced collaborative performance using social software and Web 2.0 approaches within the enterprise.

Exchange of Experience between Peers

The Enterprise 2.0 SUMMIT is a gathering of European experts representing many relevant fields of practice. The aim of the conference is to bring together the competences of information & knowledge management, collaboration management, innovation management and social software management in one place to exchange experiences.

More Information about the conference, speakers and topics can be found online

www.e20summit.com

Enterprise 2.0 Masterclass, November 10th 2009

Workshop Host: Dion Hinchcliffe, Hinchcliffe & Company, USA



Enterprise 2.0 Masterclass will provide attendees with the knowledge and skills needed to begin an Enterprise 2.0 initiative within your organization. You will be shown how successful Enterprise 2.0 projects can be structured and executed using case studies, emerging best practices, collaborative group exercises, and involved attendee interaction. Real-world experiences, lessons learned, and solutions are presented throughout. Enterprise 2.0 Masterclass is taught by industry experts extensively experienced with corporate IT and closely involved with Enterprise 2.0 efforts.

10:30	Registration
10:45	Principles about Web 2.0 in the Enterprise and Corporate Social Computing
11:30	Break
11:45	Models and Strategic Pillars for the Conceptualization of Enterprise 2.0
12:45	Lunch Break
14:00	Succeeding in Enterprise 2.0 Challenges: Adoption, IT issues and Governance
14:45	Implementation Model for Enterprise 2.0: The Three-Legged Stool
15:15	Break
15:45	Enterprise 2.0 Case Studies – Europe & North America
16:45	Current Enterprise 2.0 Best-Practices and Lessons Learned
17:30	Questions/Closing Comments on Business Implications

MASTERCLASS

09:30 Enterprise 2.0 – Internal Value Propositions for Uptake
 The keynote panel discusses what needs to be included in an internal roadmap, as the core project specification and execution plan. It will address different case histories of successful strategic roll-outs, as well as giving insights from an international project at Sony PlayStation from a variety of specific European viewpoints.

- Speaker: Oliver Marks, Enterprise Collaboration Management Consultant, USA
- Discussion: Bertrand Duperrin, France and Prof. Dr. Joachim Niemeier, University Stuttgart, Germany
- Moderation: Simon Wardley, Great Britain

10:30 Coffee Break

Panel 1: Enterprise 2.0 Strategien

11:00 Measuring Collaborative Performance – Due Dilligence for Enterprise 2.0
 Many Enterprise 2.0 projects are faced with the question of how to measure the success of the initiative. The panel discusses the concept of collaborative performance and its operationalization as a way to determine and quantify the achievements of E2.0 projects.

- Speaker: Kjetil Kristensen, Norway
- Moderation: Simon Wardley, Great Britain

11:55 How to Leverage the Power of Feedback and the Law of Participation
 Participation as a means of gathering feedback from all parts of the organisation is a key element of Enterprise 2.0 projects. This panel focuses on how to best achieve this. Experts and practitioners discuss project structuring and feedback mechanisms, plus the pitfalls to avoid.

- Speaker: Julien Le Nestour, Schlumberger, France
- Moderation: Lee Bryant, Headshift, Great Britain

12:30 Lunch Break

14:00 New Forms of Leadership in Decentralized Organisations
 Enterprise 2.0 initiatives share knowledge more widely around the enterprise, so leadership through superior knowledge is less relevant. This panel discusses new forms of leadership for knowledge-based organizations.

- Speaker: Lee Bryant, Headshift, Great Britain
- Moderation: Bertrand Duperrin, France

14:55 Discussion: Enterprise 2.0 Implementation Strategies
 This panel compares success factors of different implementation strategies. Particularly top-down vs. grassrooted vs. an iterative hybrid strategy.

- Speaker: Dr. Frank Schoenefeld, T-Systems MMS, Germany
- Discussion: Bertrand Duperrin, France
 Craig Hepburn, Open Text, Great Britain
- Moderation: Simon Wardley, Great Britain

15:40 Coffee Break

16:00 Collaboration Challenge: Preparing Your Workforce
 Enterprise 2.0 often gets simplified as some IT initiative to be ignored. This panel discusses ways to explain the value of contributing content, commenting on other people's work, leveraging the 'friend of a friend' network, developing internal weak-tie communities of colleagues.

- Speaker: Gil Yehuda, USA
- Moderation: Simon Wardley, Great Britain

16:55 Discussion: Enterprise 2.0 in European Corporations – Multi-Cultural Challenges
 In contradiction to the U.S., pan-European companies are facing specific issues in regards to the different cultural backgrounds of their workforce. This panel discusses best practices and strategies to overcome these multi-cultural challenges for enterprise-wide adoption.

- Speaker: Mark Masterson, CSC
- Discussion: Bertrand Duperrin, France; Emanuele Quintarelli, Italy; Dr. Frank Schoenefeld, T-Systems MMS, Germany
- Moderation: Craig Hepburn, Open Text, Great Britain

Panel 2: Enterprise 2.0 Best-Practices

Best-Practices for Internal Communications 2.0
 Conversational strategies are seen as a more effective way for motivating co-workers in times of crisis. Weblogs and micro-blogging infrastructures can prove useful for corporate and project communications throughout the enterprise. The panel discusses best practices towards improving corporate communications.

- Speaker: Peter Reiser, Sun Microsystems
 Jan Westerbarkey, Westaflex
- Moderation: Stefan Pfeiffer, IBM

Best-Practices for Knowledge Management 2.0
 Many successful Enterprise 2.0 are bottom-up initiatives that evolve towards strategic importance for the enterprise. This panel discusses such projects from the knowledge management approach of the retailer Otto Group.

- Speaker: Jan Hendrik Werthmann, Otto Group
- Moderation: Björn Negelmann, Kongress Media, Germany

Best-Practices for Knowledge Management 2.0
 Improved knowledge sharing and distribution are key objectives of Enterprise 2.0 projects. This panel discusses how a hierarchical organization like the German army has achieved this.

- Speaker: Dennis Marc Busch, Deutsche Bundeswehr, Germany
- Moderation: Wolf Ingomar Faecks, Sapient, Germany

Best-Practices for Knowledge Management 2.0
 Bundling SharePoint with social elements is a way to enhance social values within the intranet. This panel is discussing the best practice of the Nationale Suisse and their way of creating benefits.

- Speaker: Jürgen Kübler, Nationale Suisse, Switzerland
- Moderation: Björn Negelmann, Kongress Media, Germany

Best-Practices on Collaboration 2.0
 Improvement in collaboration is a clear objective for Enterprise 2.0. Different best-practice presentations demonstrate how the effectiveness and efficiency of internal collaboration can be increased by social applications such as internal social networks and socially-enhanced portal solutions.

- Speakers: Alexander Schellong, CSC; Simon Scullion, CSC; Charlie Hope, CSC
- Moderation: Björn Negelmann, Kongress Media, Germany

Best-Practices on Collaboration 2.0
 Throughout the power of networking within the enterprise, business processes may be improved by better data, information and knowledge. This panel discusses the best practice of Rheinmetall where a enterprise business-portal has been combined with social enhancements to improve processes.

- Speaker: Markus Bentele, Rheinmetall (*), Germany
- Moderation: Prof. Dr. Joachim Niemeier, University Stuttgart, Germany

08:30 Discussion: Organisational Schemes for the Enterprise 2.0

The assumptions are sweeping - the next generation of co-workers that grew up with social tools will want a "social environment of work that reflect(s) the social context of the Web" (Gary Hamel). Social and enterprise experts will discuss the controversial question of how future work places will be organized.

- Discussion: Mark Masterson, CSC
Dr. Peter Schütt, IBM
- Moderation: Björn Negelmann, Kongress Media, Germany

Best-Practices on Collaboration 2.0

Improving ad hoc collaboration and knowledge work by the use of an enterprise wiki combined with social networking features - that's the Enterprise 2.0 practice scenario being discussed in this panel. Key questions are the challenges and lessons learned.

- Speakers: Jérôme Poujardieu, Dassault Systèmes, France
Nicola Zago, Lago, Italy
- Moderation: Prof. Dr. Michael Koch, Bundeswehr University Munich, Germany

09:25 Discussion: Collaborative Infrastructures, Unified Communication & Cloud Computing

There is a strong connection in the underlying themes between cloud computing, unified communication and collaborative infrastructures. How this fits together will be addressed by this panel discussion of industry experts.

- Discussion: Kai Gutzeit, Google; Simon Wardley, Great Britain (*)
- Moderation: Wolf Ingomar Faecks, Sapient, Germany

Best-Practices on Collaboration 2.0

Crowdsourcing and open team collaboration is used for committee work by ISO and a number of national standardization organizations (SNI, DIN, BSI, UNI etc). Key value chain processes around collaborating on the design of standards and agreeing (through voting) on a standards proposal are being supported.

- Speaker: Jan-Henrik Tiedemann, ISO Central Secretariat, Germany (*)
- Moderation: Prof. Dr. Michael Koch, Bundeswehr University Munich, Germany

10:10 Coffee Break

10:40 Enterprise 2.0 is more than Wikis & Blogs: BPM 2.0, BI 2.0 & CRM 2.0

Thought leaders discuss an extended notion of Enterprise 2.0 in regards to the developments of enterprise business solutions other than information and knowledge management applications.

- N.N.
- Moderation: Mark Masterson, CSC

Best-Practices on Innovation Management 2.0

Stimulating innovation processes by the power of crowd sourcing within the enterprise is another Enterprise 2.0 effort to strive for. This panel discusses best practices for employee communities in the search for innovative ideas.

- Speaker: Michael Kuhn, Daimler (*), Germany
- Discussion: Julien Le Nestour, Schlumberger, France
- Moderation: Prof. Dr. Michael Koch, Bundeswehr University Munich, Germany

11:25 Open-Space: Enabling Enterprise 2.0 - Market of Ideas

„Think big, start small and move fast“ is an often quoted bon mot for a suitable Enterprise 2.0 strategy. The open space discusses drivers and levers for the initiation, implementation and adoption of Enterprise 2.0 projects. The Market of Ideas collects all the issues and recommendations of the participants on this topic.

11:45 Lunch Break

13:00 Open-Space: Enabling Enterprise 2.0 - Roundtable discussion

The main part of the open space the roundtable discussion consists of several roundtables with small workgroups.

14:30 Coffee Break

15:00 Open-Space: Enabling Enterprise 2.0 - Presentation of Results

At the end of the open space the results of the workgroup discussions will be presented to the full audience.

16:00 Enterprise 2.0: Chance or Fool's Paradise for Business Transformation in Economic Crisis

The economic crisis is calling its tribute in many enterprises. The question is whether flexible collaboration and collective enhancement - key aspects of the notion of Enterprise 2.0 - is supporting or hindering the necessary transformation process. In closing the conference this panel will discuss opportunities and threats of Enterprise 2.0 initiatives.

- Keynote-Speaker: Dion Hinchcliffe, Hinchcliffe & Company, USA
- Moderation: Simon Wardley, Great Britain

KEYNOTE

Additional Workshop Program November 11th 2009

11:55 The Social Intranet - an Evolution from Content Management or a Revolution by Social Software?

The workshop will discuss if modern social software suites are able to supersede the conventional intranet or if they do coexist and which criteria are key for that decision.

- Moderation: Frank Wolf, T-Systems MMS, Germany

14:00 Rich Media in the Social Workplace

The workshop will discuss the importance of rich media enhancements for collaborative systems and the OpenText approach to it.

- Moderation: Matthias Tausendpfund, Open Text

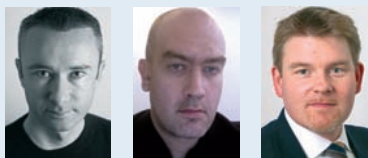
16:00 Enterprise 2.0 Guidelines

The workshop will discuss how to set up Enterprise 2.0 guidelines that help staff to participate in Enterprise 2.0 initiatives.

- Moderation: Wolf Ingomar Faecks, Sapient, Germany



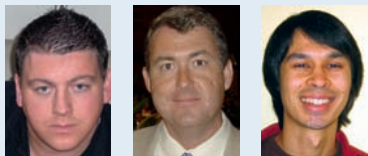
Speakers



Markus Bentele, Corporate Chief Information Officer/Corporate Chief Knowledge Officer, Rheinmetall AG (*)

Lee Bryant, Founder and Director, Headshift Ltd., Großbritannien

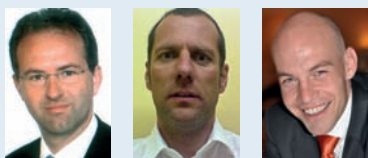
Dennis Marc Busch, Knowledge Manager Armed Forces, Deutsche Bundeswehr



Bertrand Duperrin, Senior Consultant, blueKiwi Software S.A.

Wolf Ingomar Faecks, Managing Director Germany, Sapien GmbH

Kai Gutzeit, Head of Google Enterprise DACH, Google Germany (*)

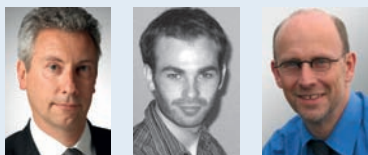


Craig Hepburn, Director of Social Media Strategy EMEA, Open Text

Dion Hinchcliffe, President & CTO, Hinchcliffe & Company

Charlie Hope, Technical Product Manager, CSC Computer Sciences Corporation

Prof. Dr. Michael Koch, Professor at Bundeswehr University Munich, Computer Supported Cooperative Work

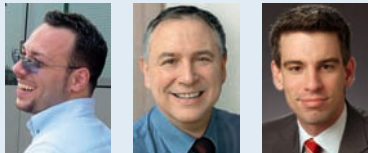


Jürgen Kübler, Head of IT-Development & Databases, Nationale Suisse

Michael Kuhn, Senior Manager Business Innovation, Daimler AG (*)

Kjetil Kristensen, Principal Consultant, Kristensen Consulting

Oliver Marks, Principal, Oliver Marks & Associates

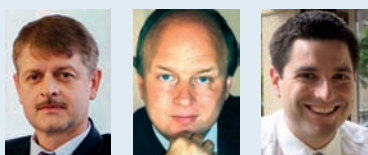


Mark Masterson, Enterprise architect, troublemaker, CSC Computer Sciences Corporation

Julien Le Nestour, IT Innovation Manager, Schlumberger

Prof. Dr. Joachim Niemeier, Honorary professor, Universität Stuttgart

Stefan Pfeiffer, Market Manager ECM & Lotus, IBM Deutschland



Jérôme Poujardieu, Business Development Manager, Dassault Systèmes

Emanuele Quintarelli, Partner and Enterprise 2.0 Strategist, Open Knowledge

Peter Reiser, Chief Architect SunSpace, Sun Microsystems

Dr. Alexander Schellong, Management Consulting Public Sector, CSC Computer Sciences Corporation



Dr. Frank Schoenefeld, Chief Operations Officer, T-Systems Multimedia Solutions GmbH

Dr. Peter Schütt, Leader Knowledge Management & Social Networking Solutions, IBM

Simon Scullion, Team Leader, CSC Computer Sciences Corporation

Matthias Tausendpfund, Solutions Consultant, Open Text Software GmbH

Jan-Henrik Tiedemann, IT Business Analyst (*)

Simon Wardley, Independent Management Consulting Professional

Jan Hendrik Werthmann, Project Manager, Otto Group

Jan Westerbarkey, CEO, Westaflex

Frank Wolf, Managing Consultant, T-Systems Multimedia Solutions GmbH

Gil Yehuda, Independent Analyst

Nicola Zago, Marketing Manager, Lago S.p.A.



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Schedule

November 10th, 10:00 – 18:00 Enterprise 2.0 Masterclass with Dion Hinchcliffe
November 11th, 09:30 – 17:40 Keynote, Expert Talks, Best Practices and Workshops
November 12th, 08:30 – 17:00 Expert Talks, Best Practices, OpenSpace Workshops, Keynote

Location

Le Méridien Parkhotel Frankfurt
Wiesenhüttenplatz 28-38
60329 Frankfurt
Phone +49-69-2697-0
www.e20summit.com/location

For conference participants there is a special rate available in the conference Hotel Le Méridien. For a single room including breakfast the special rate is 159,- Euro including tax. Participants can call that rate by using “Kongress Media” as the keyword for booking under +49-69-2697-0 directly at the hotel.

Benefits for Participants

- Participation for the booked conference day and seminar
- Access to presentations via web after the conference
- Lunch, Coffee Breaks

Costs of Participation

Conference Pass - November 11th and 12th	€ 990
Conference Day 1 Pass - November 11th or 12th	€ 590
Ticket Upgrade for Enterprise 2.0 Masterclass, November 10th	€ 290
Enterprise 2.0 Masterclass, November 10th	€ 690

Upgrade only available in combination with a conference pass (one or two days)

prices excl. German VAT (MwSt.)

Contact

For any questions about Enterprise 2.0 SUMMIT Alfred Dietl and Robert Widl are happy to assist. Phone +49 89 523 503 58 or service@kongressmedia.de

Online resources on the conference
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www.e20summit.com