



Review

Social Business Collaboration 2013 | September 23 – 24, 2013 | Berlin

Platform Integration & Management | Global Online Communities, Project Networks & Interactive Applications | Operational Criteria & System Integration | Real-time Video Collaboration, Knowledge Management & Activity Streaming | Metrics & Methods | Usability, Content & Security

“Broad diversity of participants combined with unique engagement format make for a unique conference experience – I’ll definitely be back.”

Nathan Bricklin, Wells Fargo

From **September 23 to 24, 2013**, we.CONECT invited an international audience of social business collaboration professionals, team leaders and managers to discuss current challenges and the latest development of social business collaboration to the **Social Business Collaboration event 2013** in Berlin.

More than **120** attendees gathered to discuss current challenges, new approaches and future trends in the field of Social Business Collaboration. Participants, speakers and business partners took part in a highly interactive conference and used the opportunity to discuss experiences, network, benchmark projects and exchange ideas and best practices.

“The conference lives its title – collaboration!”

Frank Wehking, Siemens AG

Review of the Social Business Collaboration 2013:

- More than **120 participants** from over **80 companies from all over Europe, Asia and the USA** discussed future challenges and latest approaches in the area of Social Business Collaboration.
- **20+ high level case studies** were presented by companies such as Deutsche Bank/USA, BP/ UK, Ford Motor Company/USA, Ikea AB/Sweden, Wells Fargo/USA, SCA AB/ Sweden, Schneider Electric/ France, FedEx/ USA and [many, many more...](#)
- This conference was rated with an average of **1,3** by 82% of the participants. Where 1 stands for the highest and 5 for the lowest.
- The conference offered **6 World Café Sessions** and **6 Challenge your Peers Round Tables**, a charming evening reception and **3** eventful **Icebreaker Sessions** on the eve of the conference.
- **8 leading Business Partners** – brightONE GmbH, Zyncro Tech S.L., tibbr / Tibco Software GmbH, Jive Software, Microsoft Deutschland GmbH, Yammer, Actiance Inc, Citrix Online Germany GmbH – introduced cutting-edge product-solutions, Enterprise App Management strategies and pioneering technologies
- An exclusive, rich [Media Center](#) featuring conference material, presentation slides and downloads (**Complete Conference Documentation**)
- **The next Social Business Collaboration Conference 2014** will take place from September 25 to 26, 2014 in Berlin

Please find more detailed information, articles and interviews in our [Media Center](#).

"It was 2 days of intense knowledge & experience acquisition!"
Deepak Bhosale, Chief Manager IT, Asian Paints Ltd./ India

Recap

- Mr. Ramamoorthy Kaviarasu (Learning & Development Professional at Asian Paints) was fascinated by the Social Business Collaboration 2013 in Berlin. Please visit his [blog](#) for further details about his point of view of the Social Business Collaboration conference in 2013.
- Mr. John Stepper (MD at Deutsche Bank) also delivers an insight into the Social Business conferences 2013 at his blog: <http://johnstepper.com/2013/09/28/working-out-loud-in-berlin>
- You may also have a look at Philipp Rosenthals (Digital Business Evangelist at Infocentric Research AG) blog: <http://desireit.wordpress.com/2013/09/25/my-digest-of-social-business-collaboration-2013-berlin-wcsocbiz-socbiz-enterprise20-e20>

"Really a great event. Better format than most I have attended in the last couple of years."
Bryan Barringer, FedEx Services

More than 20 presentations and keynotes

Inspiring discussions and presentations regarding the core topics of the conference, embracing the development of a value improving social collaboration strategy, mobile apps, video conferencing and micro-blogging as opportunities, community building, knowledge management & open innovations, optimized security control, delivering strategy and business results and integration of social intelligence and collaboration on smart platforms fulfilled the participants' expectations.

Throughout the two conference days, insightful case studies were presented and fruitful discussions took place. The exchange of innovative ideas between participants, speakers and business partners was animated and encouraged through different kinds of sessions (e.g. World Cafés and Challenge your Peers Roundtables). The conference aimed at engaging all participants in active collaboration and debate – A goal which was notably achieved.

CONFERENCE DOCUMENTATION 2013 | Media Center

You didn't have the time to attend Social Business Collaboration 2013?

Now you get the chance to order the [complete documentation](#) of the conference, including:

- Premium Media Center Login (Full access and content updates included)
- All speaker presentations of the two conference days
- Summary of the "World Café" Session
- Summary of "Challenge your Peers" Session
- Overview of the delegates in attendance
- Impressions (Photos of the we.CONECT event)
- All further details about the event (e.g. Award Ceremony, Graphic Recording, ...)



Graphic Recording of the Social Business Collaboration 2013

Overview of the delegates in attendance

For more details regarding our exclusive speaker panel, full project descriptions and networking opportunities, please visit our Social Business Collaboration 2013 – conference website: <http://collaboration2013.we-conect.com>

*"I was impressed by the diversity of participants as well as presentations.
An excellent platform to connect global social leaders in multiple industries.
Way to go."*

Paivi Raty, In Transition

In retrospect, the **Social Business Collaboration 2013** featured a very interesting, diversified and highly interactive networking platform for leading managers in the field of social business collaboration from all over the world.

we.CONECT would like to thank the team, participants, speakers, business partners and media partners for a very successful annual event 2013.

*"Very relevant topics, excellent speakers,
dynamic atmosphere, event worth attending."*

Martine Scheuren, Cargolux Airlines International S.A.

What is coming up in 2014?

The **Social Business Collaboration 2014**, taking place from **September 25 to 26, 2014 at the KOSMOS** in Berlin/Germany, has become one of the **leading conferences** for strategic approaches and challenges to the management of Social Intelligence & Business Collaboration.

We are looking forward to welcoming you at the Social Business Collaboration Conference 2014 from September 25 to 26 in Berlin!

Impressions of 2013



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