

Next Generation Social Media

Join your Social Media & Online Marketing & Comm. peers & register now!

Last seats available



Driving Real Return on your Social Media Strategies



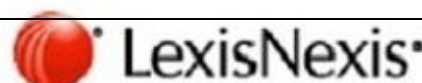
Learn, Benchmark & Hear from Experts & Best Practices
How to Successfully Evolve your Social Media Marketing Communication Strategy by:

- * Benefiting from New Trends in Social Media: Video Marketing, Content Management, Social Games, Mobile Social Networking, Social Search, Integrating into CRM System etc.
- * Using Social Media Effectively to Enhance your Company's Brand & Online Reputation
- * Social Media Metrics: Tracking and Measurement of your Social Media Activities

IBB's 2nd Annual Pan European Social Media Summit, Expo & Workshops 2011 is THE platform in Europe for ALL Social Media Managers and (Online) Marketing and/or Communications Professionals working with Social Media



Workshop & Keynote Hosts & Partners



With Top Social Media Expert from U.S.



David Meerman Scott
Marketing and Leadership Speaker

Register Now
And Receive **FREE BOOK**
(first 50 participants)

#1 bestselling author of
The New Rules of Marketing & PR
published in more than 25 languages

**Author of Wall Street Journal
bestseller**
Real-Time Marketing & PR

Pre-Summit OPTIONAL (separate) Registration

Agenda: Thursday, 19th May 2011, Amsterdam, The Netherlands

11.00 Registration Pre-Summit (*optional, separate registration possible, see registration form page 12*)

11.30 Keynote:

Real-Time Marketing and PR : Learn how to make the real-time world of the Web work for you



David Meerman Scott, #1 Bestselling author of *The New Rules of Marketing & PR*, published in more than 25 languages, author of Wall Street Journal bestseller *Real-Time Marketing & PR*

The real-time mind-set recognizes the importance of speed. It is an attitude to business (and to life) that emphasizes moving quickly when the time is right. An immensely powerful competitive advantage flows to organizations with people who understand the power of real-time information.

How Would You React?

Throughout the real-time online world of the Web, we see the same patterns again and again as speed accelerates. This should prompt you and your organization to consider some key questions. Could you recognize a snowballing situation in its early stages?

How would you react if, right now . . . ?

- Your company is cited as "the best place to work" by your local newspaper.
- A competitor announces they are lowering prices by 25 percent.
- Your CEO is fired.
- In forums and chat rooms, people said that your product poses a health risk.
- A huge company announces its intent to acquire your competitor.
- A customer raves about your customer service on an influential trade magazine Web site.
- A well-known industry analyst says on his blog that your company is too difficult to do business with.

12.30: **INTERACTIVE Q & A Session** with **David Meerman Scott**, 13.00-14.00 Informal Networking Lunch

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14.00 Opening Chairman & Short Introduction



Erik Jan Harmens, Director, Citigate

14.10 Keynote:

From a Traditional Organisation to A Social Innovative, With Networks In-& Outside the Company

Roll-out internal Social Network Platform ("Arena") at ABN AMRO Bank N.V. :

- "The NextGenerationBank" conversation with customers, Dialogues House,
- Operations NL split-up HBU to Deutsche Bank ("Remedy") at ABN AMRO bank



Dr. Tony de Bree MBA, Entrepreneur , Change & Innovation Consultant

14.40 Keynote:

Evolution of Content Management: Social Media & Mobile devices require us to rethink our Content Strategy

- Should mobile Apps, websites & social media be driven from one Content Management System?
- Where does your audience consume your content?
- How does the context change your content?



Ian Zein, CEO & Co-Owner, Indivirtual

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15.10 **INTERACTIVE Q&A Session**

15.25 Tea Break

15.50 Keynote:

Taking Community Management and Customer Engagement to a whole new level

Grow and nurture a community of advocates: Using Orange as a case study global scale community management, this presentation gives you input about community managers and the new customer service teams. Also included are:

- Self regulation: customer engagement nirvana
- How one online response is read by 9 web users on average



Fabio De Bernardi, Senior Account Manager & Consultant, **Synthesio**

Trends in Social Media Metrics and Monitoring

Track your impact: Understand the metrics and measurement tactics available to you

16.20 Best Practice:

Social Media Return On Investment - it is possible! Set Appropriate KPIs and Benchmarks tailored to Your Objectives and Gain Top Management Buy-in

Whether you can or can't gain return on investment (ROI) and it's often the "can't" camp who win the argument with only few examples of it really generating sufficient financial benefits. There will be a number of concrete business and communication steps discussed that can lead to a clear, measurable and realistic plan - one that can see you recoup and surpass your initial outlay. Philippe will go through the latest tools and methods

- How you best define ROI in the context of social media
- How to measure ROI
- The metrics of measuring success



Philippe Borremans, Chief Social Media Officer (first European Social Media Officer), **Van Marcke Group of Companies**

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16.50 Panel Discussion with afternoon speakers and invited guests

How to define the soft 'Social Media Success': Social PR, Corporate Responsibility & Online Reputation

- How to offer customers an integrated experience: off-and online
- Increasing the efficiency of Marketing & Communications by using social media

Invited guests



Jeroen Coenen, Social Media Manager Worldwide Digital Strategy,
Corporate Marketing, **Hewlett-Packard Company**



Simone Versteeg, PR & Corporate Communications Manager Dell Services EMEA,
Dell Services tbc



Caleb Hall, Global Social Media Manager, **TheBodyShop**

Karin Bakker, Webmarketeer, **Oxfam Novib, tbc**

17.45 End of Day 1, Pan-European Social Media Strategy Summit

Workshops Day 2:

9.30 **Effective 3 Steps Process to Take your Social Media Strategy, Implementation and Activation of Online Reputation & Community Management to the Next Level**

This workshop will go through the 3 Most Important Steps: Social Media Strategy, Implementation & Activation.

Through a practical business example you will get the answers on questions like: How to get the Social Media Strategy Cover the Management, Monitoring, Listening, Insights and Engagement aspects on Online Reputation effectively?

Steven Jongeneel, Owner and Founder **Media Embassy, Social Embassy**, CMO and Investor **Symbaloo**

9.30 **Social Media Beyond the Hype Implementing Social Media to its fullest extent**

This session will go in-depth about answering questions like: When you decide to jump on the ongoing Social Media train, how to implement your strategy effectively? And how to focus on getting the most out of the existing and coming investments while harnessing the latest social media systems, tools and/or platforms that are most effective and relevant for reaching your audiences?

And you will go through 3 different practical examples of how you can make use of Facebook, Twitter & YouTube effectively.

Jan van Boeschoten, Managing Director, **Lightmaker**, Award Winning Company on **Web Building & -Design, Search Marketing & E-commerce platform**

10.15 **B2B social media In Depth-session**

Social Media B2B, there are a lot of things in common. However there is a different approach & different media to take into account....

According to a recent study, 93% of all B2B marketers are engaged in some form of social media marketing, with most putting their focus on the most popular channels (LinkedIn, Facebook and Twitter).

In this session you will go through the top three obstacles to adopting social media marketing in your B2B business and how you could overcome these challenges.

Giff Morley-Fletcher, Head of Strategy & Inbound Marketing, **Base One**, specialists in **B2B**

10.15 **Social Search & Social HR: HR & Marketing Going Social Together**

In this session you will hear the possibilities to get a better position within your used Social Media Tools by using Search Optimization Techniques.

You will hear practical case studies and receive tips & process tools on how you can create awareness & positive branding through Social Media which will lead to higher engagement for different parties (suppliers, employees, clients etc).

Bas Kroontje, CEO, **PANGAEA** Internet Marketing

11.00 **Coffeebreak**

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Choose between:

11.30 **Market Research & Analysis: How to benefit from all the Data of Social Media**

The savvy social media executive can use this data to fine-tune marketing campaigns, monitor changes, spot opportunities and adapt it to your future strategy. But how to do this effectively?

In this session, we will discuss why and how to use measurement tools by showing best practices and providing tips for analysing the data created by social media engagement – and then we will go through steps how to incorporate that data into strategy going forward.

Paul Kloet, Consultant Social Media Measurement Continental Europe, Alterian

11.30 **Optimizing your Advertising Tactics: Latest on Online Display Advertising**

Online Display Advertising is widely used for branding. This is why metrics like interaction time are becoming more relevant. However, this may change in the future as display advertising is becoming much more targeted to users, much like how search engine ads can be extremely relevant users based on what they are searching for.

You will get answers on questions like these: How can you maximize budget efficiency with real-time bidding? And how to reach the most receptive audience with impression-level targeting and optimization, and to boost clicks and conversions with dynamically personalized ads?

Sanne van Dooren & Lisa Menaldo, BannerConnect, first IASH (Internet Advertising Sales House) accredited company in the Netherlands

12.15 **Lunch**

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Choose between:

13.45 **Branded Utilities & User Generated Content: Beyond Campaigns**

In this session you will hear how you could use Social Media in your Media Strategy and Tactics to enhance the engagement and needs of your client and we will go through two very recent case studies: KLM Travlr (Branded Utilities) and Philips Parallel Lines

Antoinette Hoes, Head Strategy, **Tribal DBB**

13.45 **LinkedIn In-depth session: To a more Effective Embedding of your communication and branding strategy into social media tools like LinkedIn**

In this session you will go in-depth into the business and communication opportunities LinkedIn has to offer.

We are not talking about how to set up a profile. All specific questions about LinkedIn will be discussed.

As well as one of the main questions to start with: how to embed your social media tools like LinkedIn into your communication and corporate strategy?

Bram Alkema, Author, Elder @ **Neemdeel** and **Yellow Communications**

14.45 **Tea break**

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15.00 To deal with Crisis & Social Media: The Top Effective Ways to take your Online Reputation Management & Crisis Communication Management to the Next Level

- How to protect your reputation online: prevent crisis before it happens and What lessons can be learnt; Tips & tricks from best practices?
- How to use social media more effectively in the future?

This workshop answers the rising question on Online Reputation Management: How to monitor your Online Reputation and Manage the Insights and Engagement aspects of your Online Reputation effectively?

Michel DaCosta, Sales & Marketing Manager EMEA, **LexisNexis Europe**

15.00 Mobile Social Networking tactics, Integrating into Strategy and Making use of all the functionalities

- * Localization and cultural adaptation: how to act local in social media with your content and advertising
- * Special features for Mobile services
If strategy is set, then the rest....
- * Accessibility: how to have accessibility of the service directly through web, wap and mobility
- * Multi-functionality: what you can do and achieve in 1 click with all different social networks

Ronald de Groot, Managing Director, **One Shoe**

15.45 Video Marketing : How to reach and engage customers through Video

Most companies and organizations are still missing one of the most important aspects of social media marketing => engagement.

Today customers don't want you to send them boring product info, but rather to have a conversation and to provide interesting and relevant information..through video.

Remco Bron, Co-founder, **Yubby.com**, Co-founder, **Innovader**, Trainer Online Video & Social Media

15.45 Social Search , Facebook Places & Google Places : Using Social Media Tools to Get More Visitors

During this session you will hear tricks and techniques which show you how you will reach higher position on Google, Google Places & Facebook Places using social media.

Herwin Wevers, Managing Director & Co-founder, **PPW**

16.30 End Workshops

The banner features a dark blue background with a close-up of a person's face on the right side. The text is white and bold, with 'Next Generation Social Media' in a larger font size than the event title above it.

IBB's 2nd Annual Pan European Expo & Summit 2011: Next Generation Social Media

Zaterdag 21 Mei (in Dutch): Social Media Training voor Gevorderden

Meer Business, Leads & Branding met Minder Kosten

Speciaal bestemd voor alle Ondernemers, MKB eigenaren, Social Media Professionals, (Online) Marketeers & Communicatie Professionals, zowel zelfstandigen als werkzaam bij organisatie.

Criterion: Redelijk tot goed basisniveau van Sociale Media hebben en er meer uit willen halen.

Deze training gaat NIET over Hoe je een account moet aanmaken, die fase heeft u gehad. Maar is wél heel geschikt voor u als ook wilt weten:

- * Welke online communicatiemiddelen en manieren voor u het beste werken, voor het verkrijgen van nieuwe business én om uw naamsbekendheid en reputatie online te versterken?
- * Hoe u uw social media strategie in de dagelijkse praktijk effectief kunt inbedden?
- * Wat de mogelijkheden zijn m.b.t. Social Search, Mobile Marketing, Video Marketing, Social Commerce en meer?
- * Op welk wijze o.a. LinkedIn, Twitter, Blogging, YouTube, Facebook voor uw organisatie effectief gebruikt moet worden, alsmede de laatste tips & tools voor automatisering?
- * Hoe u op geautomatiseerde wijze met Social Search (zoekoptimalisatie technieken met Sociale Media) meer bezoekers naar uw site krijgt?
- * Welke (vaak gratis) tools aanwezig zijn om social media geautomatiseerder te gebruiken (en dus: eenvoudiger)
- * Hoe u nieuwe leads & sales kunt genereren met lagere marketing kosten en door slimmer te ondernemen?

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9.45 **Focus op Fans: On- & Offline- Strategie ontwikkeling & uitvoering voor 'Brandactivation'**

Eigenlijk is het heel eenvoudig. De meeste mensen maken graag iets bijzonders mee. En daar kun je als marketeer handig gebruik van maken: zorg als bedrijf/product/merk voor iets opmerkelijks en je maakt fans.

Voorbeelden? De Douwe Egberts Burendag. Ben & Jerry's Givolution etc..

Yara Michels 'This Chick's Got Style' Blogger, communicatieadviseur & co-auteur. Samen met Wil Michels, Communicatie en Docent, Fontys Hogescholen en SRM-C opleiding, Auteur 'Handboek Communicatie' & Nieuwe boek: 'Focus op Fans'

11.00 Koffie- en thee

11.30: **Slimmer Ondernemen met Social Media - Succesvolle praktijkvoorbeelden van het 'Nieuwe Werken voor Ondernemers'**

Je bedrijf bovenaan bij Google? Klanten die zichzelf melden, per e-mail? Welke ondernemer wil dat niet? In deze workshop hoor je de tips & trucs van succesvolle voorbeelden van MKB-ers met slimme inzet van sociale media zoals LinkedIn, Facebook, YouTube, Weblogs en Twitter. Speciaal voor freelancers: doe meer business met minder inspanning en lagere kosten.

Sam van Buuren, Eigenaar NederlandWerktOnline.nl, docent, spreker en auteur gericht op Het Nieuwe Werken voor ondernemers

12.45 Lunchpauze

9.45 **Social Search- Nieuwste ontwikkelingen van Social Media & Zoekmachine Optimalisatie**

die leiden tot hogere positie Google, Google Places & Facebook Places. Tijdens deze trainingssessie wordt uitgelegd hoe je meer bezoekers op je website/blog of twitter account & daardoor meer business verkrijgt.

Ontvang praktische diepgaande tips en de laatste ontwikkelingen over het gebruik van Social Media & zoekoptimalisatietechnieken.
Herwin Wevers, Directeur PPW – SEO Company

11.00: Koffie- en thee

11.30 **Twitter in Business- Efficiënt werken op Lange & Korte Termijn aan Personal Branding & Imaging (Twitter voor gevorderden)**

Intro: Deze training gaat **niet over aanmaken twitter account & hoe te tweeten.** Wel over: Update van de laatste Twitter Automation/integration business tools voor efficiënter gebruik, zoals o.a. MarketMeSuite, een desktop applicatie die net als de *hootsuites* van deze wereld toegang geeft tot je Twitter account en meer, WordPress met de laatste twitter plugin tools, Twitter Search etc.

Henk van der Duim, Social Media Inspirator, Specialist & Trainer, Auteur ebook "Twitter en Personal Branding", SocialCrowd

14.00 **Effectieve Online Media Monitoring: Do's & Don'ts**

Deze sessie geeft aan hoe monitoring eenvoudig geautomatiseerd kan worden, welke nieuwssites het bericht oppikken en misschien nog wel belangrijker - welke niet.

Hoe krijg je beter en effectiever zicht en controle over je PR & marketing activiteiten en kun je daarmee eenvoudig het resultaat van uw inspanningen meten.

Jochem van Boxtel, Online Media Monitoring Specialist, Clipit News

14.00 **Lokaal Online Folderen en meer: Update van meest recentste Mogelijkheden & Ontwikkelingen voor Hyves in uw Business**

Deze trainingssessie gaat dieper in op alle mogelijkheden die Hyves heeft voor het uitbreiden van je business & branding.

Via praktijkvoorbeelden wordt uitgelegd hoe je meer leads & verkopen effectief kunt verkrijgen via Hyves.

Bert Jan Ten Kate, Manager Monetization, Hyves, samen met Laura Kaaijk, Eigenaar webshop Fashionmania

14.30: **Effectief gebruik van Video Marketing & Advertising**

Deze sessie zal eerst praktisch laten zien dat video's maken & marketen niet moeilijk is en normaliter wel heel effectief is. Verder behandelt het vragen als: **hoe je omgaat met SEO (zoekmachine optimalisatie en video?)**

Chris Tuijl, Mede Oprichter, 123video.nl

14.30 **Ondernemersblik op LinkedIn en Facebook**

Velen hebben zich al laten (mis)leiden door Facebook en LinkedIn. 'Niet meedoen is immers een gemiste kans'. Veranderen en inpassen in de bedrijfsvoering van nieuwe methoden is echter niet zo gemakkelijk als het lijkt. Waar liggen de kansen en hoe pak je dat aan? Diepgaande sessie & praktische tools voor optimaal gebruik van LinkedIn & Facebook voor zakelijk gebruik.

John Verschragen, Consultant Interactive Marketing & Communication at 2e2 Consulting, Consultant Social Media, CDP e-Communication

15.30 **Afsluiting in de lobby met koffie/thee**

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Who Should Attend?

This conference has been researched with, and developed for

Vice Presidents, Directors, Senior Managers & Professionals in charge of:

- Social Media Marketing,
- Marketing & Communications,
- Digital Marketing, Internet Marketing, eMarketing, Internet,
- Online Media,
- Corporate Communications and/or Reputation, Brand Management,
- Content Management,
- Web Analytics,
- Sales, Lead Generation,
- Media Planning, Paid Search Advertising,
- Employee Engagement, Internal Communications,
- Organic Search Optimization, Market Research, Search Engine Users,
- Web Designers,
- Advertising & Promotions,
- Product Marketing, Channel Marketing, Trade Marketing

s well as SME Business Owners, marketing and-or communications advertising agencies and social media consultancies, Software providers for social media tools and systems

Quotes from former participants:

' Interactive / Nice cases'

Harold Langenberg, Head Corporate Communications, Alliander

'Good Speakers with authority'

Pawan Chandra, Marketing Manager TUI

'Interaction, small groups, mix of presentations & workshops'

Guillermo Idanez, Marketing Communications & Program Manager, Corning Cable Systems EMEA

' Relevant presentations, good discussions'

Soren Pedersen, Chief Media & PR, Europol

The Venue



Amsterdam, the Netherlands

The city is the financial and cultural capital of the Netherlands. It gained importance by becoming one of the important ports during the Dutch Golden Age. Amsterdam now hosts more than 750,000 residents from 175 different countries. The city is a melting pot of different cultures.

Amsterdam boasts more museums of any city in the world, measured per square meters. The city of Amsterdam features as one of the world's 15 best places to live in Mercers 2008 "Quality of living Survey".

The city has long been a cultural and commercial crossroads and gives access to all the arts, entertainment and social possibilities of a capital city.



We welcome you on board and wish you a successful & beneficial conference with us in Amsterdam! Thank you!

