

RELATIONSHIP ECONOMICS® ENGAGEMENT SESSION OVERVIEW

PROGRAM TITLE: Enterprise Social Networking Best Practices

Customization Options: For Profitable Revenue Growth (sales / biz dev audience)
For Talent Acquisition & Development (HR audience)
For Strategy Execution (senior leaders)
For Personal & Professional Success (associations / academic)

PROGRAM DESCRIPTION:

In a global economy increasingly more disconnected, social networking platforms are transforming key dynamics of many industries. Blogs and forums are being used to create awareness while social networking applications can be leveraged to create real-time dialogue with customers, suppliers, investors, and the media. Within the organization, Enterprise Social Networks fuel internal collaboration, communication and strategy execution – with fraction of the resources with real-time impact.

These enabling technologies can create enduring and highly differentiated strategic success.

Social Networking is enhancing the basic tenets of business-to-business interactions. Many of the processes and technologies you need to embrace as a leader are not only the future of delivering exceptional experiences tomorrow, but also best practices in how to engage a very diverse group of constituents today; diversity in mindset, toolset and roadmap!

B2B Social Networking - from LinkedIn to Twitter, Facebook for Business, Jigsaw, Slideshare, ZoomInfo, Spoke, and Second Life, whether you're trying to attract and retain top notch talent, to prospect for new customers in new markets, or create alliance relationships and extend your market reach, social networking applications are here to stay! In this highly interactive session, the audience will be exposed to a series of global best practices to incorporate social networking applications into their key strategic initiatives.

(Optional) In a hands-on, highly interactive, mini-workshop format, we'll critique your personal and corporate online presence, review cross-industry best practices, and discuss how to leverage a consistent on-line presence. We'll also discuss and review platforms for intelligent, private enterprise social networks deployed within organizations such as Xerox, Clinton Global Initiative, and Relationship Economics' own RENetworks™.

PRESENTER BIO:

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. He is the author of *Relationship Economics* (Wiley, 2008), *The Entrepreneur's Guide to Raising Capital* (Praeger, 2009) and *Social Networking Technology Best Practices Series*, a senior management advisor, and a featured speaker for corporate, association and academic forums.

David and his team have researched over 400 social networking applications in 22 distinct categories, publishing articles such "What's your social networking strategy?" and "How Mission Critical is your social networking?" in numerous publications including the May 2009 cover of *Associations Now* magazine.

David has delivered over 80 international speaking and training sessions on social networking best practices in the past year. His clients include KPMG, Siemens, Cisco, as well as numerous associations and academic forums. He is a contributor to *The Social Media Bible* (Wiley, 2009) and is currently researching and writing his next forthcoming books on *Enterprise Social Networking* and *The CEO Inner Circle*.