

Intra.NET Reloaded 2013 is only a few months away, and we've been busy behind the scenes building a fantastic conference agenda for our attendees.

Intra.NET Reloaded 2013 provides a unique opportunity for your organization to connect face-to-face with the industry's most influential corporate process excellence and manufacturing decision makers and vendors.

Taking place from the **25th to the 26th of April 2013** in the heart of Berlin / Germany, **we.CONECT** is inviting Managing Directors and leading Managers to the 2nd annual **Intra.NET Reloaded** conference in Berlin.

The **Intra.NET Reloaded 2013** has now become one **of the leading conferences** for strategic approaches and challenges to the management of complex intranets & employee portals and would be the perfect opportunity for you to **share** experiences and discuss about the current **challenges**, brand new **approaches** and **future trends**.

- **Registration for [Intra.NET Reloaded 2013](#) is Now Open! Take Advantage of Our Early Bird Summer Discount & Save €250 on Current Pricing!!**
- **Team Discount: Register as part of a team of 2 or more and you save another €100 per person. That's a possible savings of €350 on the current pricing for a Conference Pass!**

MAIN UPCOMING TOPICS TO DISCUSS IN 2013

- Intranet Reloaded: How employee portals from global companies are becoming the front-door into the "workplace web" – How to transform intranets into digital workplaces, virtual business and collaboration worlds?
- Search & find: How to increase the effectiveness of portals through employee centered usability and content management
- Strategy: How to develop a sophisticated and sustainable corporate intranet and portal strategy?
- Team & People Net: How the intranet is becoming more team and people oriented, as project and collaborative spaces are being integrated
- Intra.NET Reloaded Failures: Lessons learned from social media & intranet 2.0 journeys of global companies
- Knowledge management & collaboration 2.0: How to develop information sharing, e-learning and IT-based collaboration with SharePoint 2010
- Real time intranets: How employee portals enable employees to communicate effectively through web-conferencing, micro-blogging and other tools
- Mobile Intranet: How to manage global mobility of employees with the intranet?
- Enterprise 2.0: How to connect internal communication, digital workplaces, internal branding and internal marketing on a single platform?
- Information Overload: How to manage information overload and information complexity in employee portals
- Usability & Measurement: How usable will the future intranet be? How to measure the use of content, services, social features and how to measure social media value?
- Compliance & Privacy: What is the right balance between corporate guidelines and local initiatives, between individual empowerment and accountability? How to manage privacy and compliance in an increasing application landscape?

Follow this link to download the complete agenda for the Intra.NET Reloaded 2013: <http://intra-net2013.we-conect.com/en/preview/agenda/agenda-pdf/>

REVIEW 2012

- More than **130 industry participants** from over **75 companies** attended the **Intra.NET Reloaded 2012** to discuss cutting-edge topics in the field of Intranet.
- An exclusive format offering **38 extraordinary sessions: 20 Case Studies, 8 World Cafés, 8 Challenge your Peers Round Tables**, a wonderful **Evening reception** and one surprising **Icebreaker Session** the evening before the start of the conference.
- Leading Business Partners like **Tieto Corporation, Yammer, e-Spirit AG, Infocentric Research AG, etc.** showcased **innovative** and **pioneering** solutions for decision makers in the field of Intranet.

- "A very interesting opportunity to share, network and learn!" Michael Weichert, Fujitsu Technologies
- "Thanks for letting me be part of a great conference. You guys did a wonderful job. Lots of good learning." Kevin Jones, NASA / USA
- "Great learning, great networking, mindexpanding!" Christina Rahtgens, Roland Berger Strategy Consultants Holding GmbH

QUANTIFY OF THE INTRA.NET RELOADED 2012

- **75 Companies** based in Germany, the USA, Switzerland, Denmark, France, the Netherlands, Norway, Austria, Spain, etc.
- A vast majority (64%) of companies larger than 10 000 employees, such as **Carl Zeiss AG, GDF Suez, Siemens AG, NASA, IKEA Services AB**, etc.
- The main industries/companies represented at the Intra.NET Reloaded were:

<ul style="list-style-type: none"> ▪ Finance 15% ▪ Consumer Products 11% ▪ Business Partner 11% ▪ Aerospace/Automotive/Shipbuilding 10% ▪ Food/Tobacco Industry 10% 	<ul style="list-style-type: none"> ▪ Pharmaceuticals/Biotechnology/Medical Technology 8% ▪ Electrical/Electronics Industry 8% ▪ Chemical/Petrochemical/Cosmetics 8% ▪ Machinery/Equipment 6% ▪ Other Industries 13%
--	--
- **130** participants consisting of:
 - **39%** Leader/Head of/Director
 - **61%** Manager/Senior Manager

TOP STORIES 2012

Short summaries of our best-rated speakers' presentations from the Intra.NET Reloaded 2012 conference:

Robert E. Libbey, Senior Director - Global Colleague Communications at Pfizer Inc., USA and Elizabeth Golden, VP of External Affairs & Worldwide Communications, Pfizer Inc., USA, presented on "Building a Digital Town Square to Improve Message Alignment, Increase Reach and Reduce Communication Costs". After introducing Pfizer's initial technology challenges, Mr. Libbey and Mrs. Golden stated that the proliferation and fragmentation of Pfizer websites was too expensive and made it too difficult to track users' satisfaction. A change was therefore needed and resulted in the definition of a long-term technological vision (including the use of SharePoint 2007), a Business Technology and Communication Unit and the creation of the PfizerWorld platform. Those guidelines helped develop the Intranet system without dictating its content, focusing on "one Pfizer" Ideal, continuous improvement and clear governance. The implementation of PfizerWorld was a great success internally and allowed 100 000 employees to connect easily with each other.

Richard Davies, Employee Communications Europe, eBay Europe / UK and Tobias Hübscher, Employee Communications Europe, eBay Europe / UK, focused on "How employee engagement supported business turnaround at eBay Europe? (EMerald Award Winner – Employee communications category)". How do you build an employee engagement framework, trust and confidence in senior leadership when a downturn in business results in radical restructuring? Over 500 employees in 11 countries now begin every week with "European Team Brief (ET B)" – A one hour, live television style program focused on delivering the business strategy. Since its launch, ETB has become an essential part of the eBay Europe culture and a major contributor to its success story, helping the business return to double-digit growth in just 2 years.

Stefan Heeke, Director Interactive Marketing, Global Brand Campaign Measurement at Siemens Corporation, USA, presented on "Leveraging Employee generated Content from Social Media and Intranets for External Communications and Internal Branding". To Mr. Heeke's opinion, employees should be perceived as a Marketing Resource for companies and the social network of an organization (LinkedIn, Xing or Facebook) should be seen as an asset. There are however rules to respect in Social Media interactions, such as no profanity, no personal attacks, no discrimination and factual correctness. Companies can be represented on social networks by private account holders, brand ambassadors or corporate channels. In the two first cases, the brand name or trademark can only be used if the company represented has given its explicit approval before display. Users should also take into account that some topics are off-limit (legal matters, financial

performance, etc.), but users can suggest topics to existing corporate channels and be part of the creative atmosphere of social media. Mr. Heeke finally enlightens that the marketing approach should be rethought in order to match the internal and external company culture in blogs, intranets and other digital media channels into order for Internal and External Communications to better work together.

We are looking forward to welcome you at the Intra.NET Reloaded 2013 from the 25th to the 26th of April 2013 in Berlin.

Visit the conference homepage at <http://intra-net2013.we-conect.com> to find more details about the conference.

The [Intra.NET Reloaded 2013](#) online registration is now opened for the price of 2.499 Euro + VAT. Follow this link to complete your registration: <http://intra-net2013.we-conect.com/en/preview/register/>

With new tracks and workshops the conversations at Intra.NET Reloaded 2013 are expanding into all facets of complex intranets & employee portals.

I'm excited about the event we have in store for you, and hope to see you in April in Berlin!

Peter Haack

Marketing Development Manager

we.CONECT Global Leaders GmbH

Gertraudenstr. 10-12 | 10178 Berlin, Germany

Phone: +49 (0)30 52 10 70 3 - 0 | Fax: +49 (0)30 52 10 70 3 - 30

Email: peter.haack@we-conect.com

www.we-conect.com