

ENTERPRISE

ENGAGEMENT ALLIANCE

Networking Expo

Enterprise Engagement Alliance Will Weave Social Networking into Conference and Content Development

The Enterprise Engagement Alliance (EEA), a coalition of leading organizations dedicated to promoting and expanding the philosophy of engagement in business, will make social networking a key component of its promotion strategy for the first annual EEA Networking Expo, as well as using it to help create program content and a subsequent book on Enterprise Engagement.

Leveraging the Enterprise Engagement Alliance portal at <http://www.enterpriseengagement.org>, it's blog at www.EnterpriseEngagement.org/blog, as well as polling services provided by Pollstream.com, the EEA will create an interactive learning experience even before the Networking Expo, where attendees will use that information and their own contributions to help develop the content for a written manual that organizations can use to effectively implement Enterprise Engagement strategies and tactics.

One of the key objectives of the EEA Networking Expo – scheduled for June 3-4, 2010 at the Doral Arrowwood in Rye Brook, NY – is to help organizations create a formal blueprint for the implementation of Enterprise Engagement strategies and tactics. Unlike traditional conferences and publishing ventures, the Enterprise Engagement Alliance will involve business practitioners and potential attendees in the development and sharing of content in order to tap the expertise of as many people as possible to create the Networking Expo education program and the Enterprise Engagement Implementation Manual. This concept is based on the premise that attendees will learn more, and organizations will derive greater benefits, if they hear from the broadest possible number of viewpoints.

"The field of Enterprise Engagement is so new and involves such a broad spectrum of constituents – from customers and channel-partner marketing to human capital and even vendor management – that we felt that a traditional top-down approach just didn't make sense," says Allan Schweyer, Chairman of the Enterprise Engagement Alliance.

"We're trying to tap the minds of people in the front lines of marketing and channel management, sales management, human capital management and even vendor management because it's the proactive involvement of all of these people that drive long-term financial results," adds Don Peppers, Founding Partner of Peppers & Rogers Group. Enterprise Engagement is a new management discipline, using the proactive involvement of customers, employees, vendors and channel members to create value. In view of the many new interactive tools and technologies now available, it's the right time to try to capitalize on the 'wisdom of our crowd' of interested

participants, to specify how this discipline will operate most effectively in different situations. We're treating this upcoming conference as a problem-solving mission, not a crusade."

Prior to the event, the questions that attendees will be asked to help answer in facilitated roundtable sessions will be posted on the EnterpriseEngagement.org portal so that anyone in business can participate. Pollstream.com will conduct monthly polls of management in different areas of business to help develop the questions. These same questions will be used to guide the discussions so that learning comes from the collective expertise of hundreds or even thousands of people on the front lines of consumer, channel partner and human resources management.

At the event, groups of management professionals representing a cross section of consumer and business-to-business organizations will join with experts in leadership, training, communications, rewards & recognition and technology to share their views and experiences on how best to implement engagement strategies and tactics across the organization.

"This is a unique opportunity to bring the principles of social networking to the creation of education and printed information," says Rodger Stotz, Chief Research Officer for the Incentive Research Foundation and Program Co-chair along with Schweyer and Peppers. "Traditional education events and books are top-down – based solely on the flow of the expert to the audience, leaving it to people to have their discussions at coffee breaks or around the water cooler. In the spirit of true social networking, we hope to turn the entire process on its head and have the information flow *upward* so that the field of Enterprise Engagement involves the very people who will make it happen."

About the EEA:

The mission of the Enterprise Engagement Alliance is to provide research and education to help organizations profit from this growing interdisciplinary field that connects people, performance and profitability. Founders of the EEA include Peppers & Rogers Group and its 1to1 Media division; the Human Capital Institute; and Selling Communications Inc. Pollstream at PollStream.com provides polling tools and expertise to help large organizations shape their corporate culture so that it's more connected, collaborative and productive.

For more information, go to www.eeaexpo.org or call 914-591-7600, ext. 230.