



Building Communities Workshop

Overview

Workshop:

2-3 day customized Architectural Design Session focusing on building social communities for both external customers, partners and internal employees.

Industries:

- High Technology Manufacturing and Distribution
- Automotive
- Industrial
- Aerospace
- Consumer Packaged Goods

Session Times:

- Scheduled on an as-needed basis with a two week lead-time.

Who Should Attend:

- Marketing Business Decision Makers
- Marketing VPs
- IT Decision Makers
- CIOs
- Web Application VPs
- Business Analysts/Solution Architects

What:

Many companies are trying to interpret the Social Computing phenomena and are exploring means to harness its value to achieve increased brand awareness and value, faster time to market, innovation and lower operating costs.

To meet this need, speakTECH and Telligent have partnered with Microsoft to create a unique offering that merges the benefits of an Envisioning Session with the relevant aspects of an Architectural Design Session (ADS). The resulting Building Communities Workshop gives our clients a broader understanding of what it means to build a Social Enterprise and defines a strategy for applying the concept of communities to specific business problems.

The Social Enterprise:

- Understands how employees, customers, prospects, and partners can all communicate in a borderless network
- Empowers your employees to create and manage content, capture and share content and collaborate
- Streamlines project management
- Provides a platform for individuals to share opinions and experiences
- Exposes new audiences to a particular brand in a fresh and innovative way
- Supplements traditional online advertising
- Serves as a powerful tool that supports integrated marketing campaigns



How:

The 2-3 day, modularized workshop is customizable and tailored to the customer. Successful workshops include a pre-planning session to assess stakeholders and create a balanced agenda based on business needs and attendees. Available modules include:

- Discussion of community types: internal, customer facing and business partners
- Adoption tracking
- Governance: risk management
- Brand management
- What it takes to operate an community
- Technology design sessions
- Technology accelerators
- A behind-the-scenes look at the technology and operations behind successful communities

Who:

We are ready to work with Marketing Business Decision Makers (Director or above), VP Marketing; Director of Interactive Marketing; IT Business Decision Makers, CIO; VP Web Applications; Business Analyst Solution Architects.

Register today @ adsteam@speakTECH.com

Info @ www.speakTECH.com/ADS



Contact speakTECH

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