

An Executive Perspective on Social Media

Transformational Communication
Changing the Way We Do Business

April 19-20, 2011



“This program is a rare opportunity to take best practices from researchers and practitioners and provide a holistic, global view of social media use and understanding.”

Presented by:

Social Media Research Lab
College of Communication Arts and Sciences
Michigan State University

INgage Networks

PROGRAM INTRODUCTION

More than 8 in 10 executives perceive the value of social media*, yet most are still uncertain as to how that value translates into bottom-line results. As social media continues to change the way we do business, this program is designed to provide senior executives with critical information and leadership insights to ensure their organizations remain both relevant and competitive. Learn how social media can have a bottom-line impact through revenue creation, cost savings, and business intelligence from this program's unique mix of key research findings and industry best practices. This program will connect you with an exclusive network of colleagues with similar experiences so that you gain access to the latest information and thought leadership within the social media industry.

*SOURCE: Russell Herder and Ethos Business Law, "Social Media: Embracing the Opportunities, Averting the Risks," as shared on www.eMarketer.com

PROGRAM FEE

US \$895.00 Includes all tuition, meals, program materials, and a certificate of completion. (Lodging not included.) State employees and higher-education employees: \$595.

PROGRAM GOALS

After this program you will be able to:

- Understand the metrics and value calculations of social media ROI
- Identify and eradicate barriers to adoption
- Resolve the functional ownership debate
- Quantify social media contributions to the bottom-line
- Arm your team with strategic insights required to develop a successful social media approach

WHO SHOULD ATTEND

This program is designed to provide senior leaders with a perspective on social media strategy. Although not everyone attending this event will be solely responsible for their organization's social media direction, Chief Executive Officers, Chief Information Officers, Chief Marketing Officers, Chief Communication Officers and other senior executives would benefit from attending this program.

LOCATION

Located on the fourth floor of Spartan Stadium, the Spartan Club features modern and airy designs with picturesque views of the Michigan State University campus.

Spartan Stadium
Spartan Club, 4th Floor
132 Spartan Way
East Lansing, MI 48824-8005

[View the interactive campus map](#)

REGISTRATION

To register online, visit <http://tism.msu.edu/registration-executiveperspective> or call Becky Roth, Michigan State University, at 517-432-3378.

For questions regarding the program and speakers, please contact Liz Morgan at 517-703-6940 or via email at lmorgan@ingagenetworks.com.

AN EXECUTIVE PERSPECTIVE ON SOCIAL MEDIA
TRANSFORMATIONAL COMMUNICATION
CHANGING THE WAY WE DO BUSINESS

Keynote Speaker:
Marcia Conner



Best-selling author of
*The New Social Learning: A Guide
to Transforming Organizations
Through Social Media*

SCHEDULE

TUESDAY, APRIL 19, 2011

5:00-6:00pm	Welcome, Networking Reception & Program Introduction
6:00-7:00pm	Dinner
7:00-8:00pm	Keynote presenter - Marcia Conner , author of <i>The New Social Learning: A Guide to Transforming Organizations Through Social Media</i>

WEDNESDAY, APRIL 20, 2011

7:00-8:00am	Continental Breakfast	Welcome & Overview	Cliff Lampe, Ph.D. - Assistant Professor, Director of Graduate Studies College of Communication Arts & Sciences, Michigan State University
8:00-10:00am	Emerging Trends in Social Media	<ul style="list-style-type: none">Discuss trends in social media that will impact your business today and tomorrowLearn how to resolve the functional ownership debateLearn how to leverage increased connectedness of employees and customers	Co-Presenters: Clay Voorhees, Ph.D. – Assistant Professor, Department of Marketing Broad College of Business, Michigan State University Mary T. Henige, APR - Director, Social Media & Digital Communications General Motors Company
10:00-12:00pm	ROI of Social Media	<ul style="list-style-type: none">Understand the metrics and value calculations of social ROILearn how to quantify social media contributions to the bottom-lineDetermine the impact that social media has on sales and other parts of the business, and their interrelatedness	Co-Presenters: Constantinos Coursaris, Ph.D. - Assistant Professor, Telecommunication College of Communication Arts & Sciences, Usability/Accessibility Research and Consulting, Michigan State University Marcel Santilli - Digital Marketing & Social Media Strategist, IBM
12:00-1:30pm	Lunch and Keynote Speaker	<ul style="list-style-type: none">Learn how to leverage interactions in a collaborative social systemGain insight on how to use creative programs to crowdsource contentLearn how Microsoft built a platform to tap the knowledge of a complete global community	Co-Presenters: Cliff Lampe, Ph.D. - Assistant Professor, Director of Graduate Studies College of Communication Arts & Sciences, Michigan State University Paolo Tosolini - Enterprise Social Video / Microsoft Consultant
1:30-3:00pm	Barriers to Adoption of Social Media	<ul style="list-style-type: none">Learn how to increase user adoption of social mediaDefine the barriers to adoption and the mechanisms that drive participationHear how Mayo Clinic organizes its global network to accelerate user acceptance	Co-Presenters: Wayne Baker, Ph.D. - Robert P. Thome Professor of Business Administration Professor of Management & Organizations, Stephen M. Ross School of Business, University of Michigan Lee Aase - Director, Mayo Clinic Center for Social Media
3:00-4:45pm	Pushing Beyond Social Media	<ul style="list-style-type: none">Learn how to maximize ‘total network value’ from an executive perspectiveUnderstand the inputs/outputs necessary for social successLearn how to logically frame a methodology for online interaction	Co-Presenters: Kim Kobza - Adjunct Professor College of Communication Arts & Sciences, Michigan State University CEO, Ingage Networks Michal Lorenc - Head of Dedicated Client Services, Google Canada
4:45-5:00pm	Conclusions and Wrap-Up		

(There will be a 15-minute break between each session. Program content and speakers may be subject to change.)

This program was developed in partnership with the Social Media Research Lab of Communication Arts and Sciences at Michigan State University and Ingage Networks. © 2011 Ingage Networks. All rights reserved.



Marcia Conner

Marcia Conner, author of *The New Social Learning: A Guide to Transforming Organizations Through Social Media*, helps companies and industries leverage disruption to their advantage. She

aligns social strategies with corporate culture to inform decision-making, speed innovation, and invigorate an organization's value chain. In addition to being a Fellow at Altimeter Group, Marcia is also a Fellow at the Darden Graduate School of Business at the University of Virginia. Prior to joining Altimeter, she was Vice President and Information Futurist at PeopleSoft and Worldwide Manager at Microsoft.



Constantinos Coursaris, Ph.D.

Constantinos Coursaris is an Assistant Professor with the Department of Telecommunication, Information Studies, and Media at Michigan State University and an expert in human-

computer interaction, Web usability, mobile and social media. He has a second appointment with MSU's Usability/Accessibility Research and Consulting, a unit that serves both internal and external communities with the goal of optimizing user experience.



Clay Voorhees, Ph.D.

Clay Voorhees is an assistant professor of Marketing in the Broad College of Business at Michigan State University. His research focuses on explaining and managing the

dynamics of social exchange and social influence (attitude change and behavior change). His primary research interests focus on customer experience management, customer relationship development, return on marketing investments, and segmentation models all in the context of social media use.



Marcel Santilli

Marcel Santilli is a leading social media and digital marketing expert for IBM. He helps executives gain strategic insight into social business while tailoring to the needs of their customer relationships. As

a social strategist and forward thinker, Marcel has led multiple interactive and social media campaigns for various organizations ranging from local start-ups to Fortune 500 companies.



Mary Henige

Mary Henige has held a variety of communications positions in her 24 years with General Motors and currently serves as the Director, Social Media & Digital Communications. In this position, she leads

GM's social media efforts including external blogs, senior leader Web and Twitter chats, Facebook fan pages, and other social web activities to broaden the reach of GM's "stories."



Cliff Lampe, Ph.D.

Cliff Lampe is an Assistant Professor and Director of Graduate Studies at Michigan State University who conducts research on interactions in a collaborative

social system. "Social Networking for Rural Youth" is funded by the Kellogg Foundation and is just one of his current projects. The purpose is to explore how to best use social network software to increase the feelings of connectedness rural youth feel to their communities.



Paolo Tosolini

Paolo Tosolini is an Enterprise Social Video consultant helping organizations embrace social media, online video and mobility. In his former job as New Media Business Manager at Microsoft, Paolo

launched the company's internal YouTube platform, "Academy Mobile," which now hosts more than 19,000 employee generated videos. Before that, Paolo managed the Office 2007 partner program that resulted in 500+ partner solutions.



Kim Patrick Kobza

Kim Patrick Kobza is a co-founder of INgage Networks, an enterprise social software company. Under his leadership, INgage was named among IDC's 2010 Innovative Software

Companies Under \$100 Million to Watch and won the 2008 and 2009 Software Information Industry Association Award for "Best Social Networking Solution." He is the recipient of TechAmerica's 2009 Abacus Entrepreneur of the Year Award and is an Adjunct Professor at Michigan State University.



Wayne Baker, Ph.D.

Wayne Baker, Ph.D., is the Robert P. Thome Professor of Business Administration and Professor of Management & Organizations at the Stephen M. Ross School of Business

at the University of Michigan. Dr. Baker conducts research on values, social capital, networks, and positive organizational scholarship. He is currently leading the Americans' Evolving Values project at the Institute for Social Research.



Mike Lorenc

A 14-year online advertising veteran, Mike Lorenc currently serves as Head of Dedicated Client Services for Google Canada. With Google since 2003, Mike has worked on a number of strategic initiatives

in marketing/advertising & sales within the US and Europe. Prior to Google, Mike worked 4+ years at AOL Time Warner. He co-teaches MSU's own "New Media Drivers License" course.



Lee Aase

Lee Aase serves as the director for the Mayo Clinic Center for Social Media. By night, Lee is Chancellor of Social Media University, Global (SMUG), a free online institution that provides hands-on training in

social media for lifelong learners. Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state and federal levels.

REGISTER TODAY!

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