





Enterprise 2.0 is the leading conference and expo for organizations using collaborative technologies to accelerate information flow and drive revenue. Attend the three day conference to gain comprehensive thought leadership from strategy, to execution and performance monitoring.

MONDAY, JUNE 14, 2010		
8:30–11:45 AM	Selling the Case for Accelerating Business Performance with Enterprise Collaboration Technologies	Implementing Enterprise 2.0: Exploring the Tools and Techniques of Emergent Change
	An Introduction to Cloud Computing	
1:00–4:15 PM	Insider's Guide to Evaluating and Selecting Social Software	SharePoint 2010 & Enterprise 2.0: What You Need To Know
	Enterprise Communitytics	
8:30 AM–4:15 PM	E2.0 Black Belt Practitioner's In-Depth Workshop	
TUESDAY, JUNE 15, 2010		
8:00–8:45 AM	Extending MITRE's Reach: Business Networking for and Beyond the Enterprise	Approaches to Breaking Down Information Silos
	Can Enterprise 2.0 Crack Through the KM Culture Barrier?	
9:00 AM–12:00 PM	Keynotes	
1:00–2:00 PM	Enterprise 2.0: It's No Field of Dreams—A CSC Case Study	Socializing With Video: How Emerging Video Applications Will Impact Enterprise Collaboration
	From Idea to Delivery: Apps Don't Deploy Themselves	Enterprise 2.0 Value Propositions
2:15–3:15 PM	Enterprise 2.0 Lock Down in a Highly Regulated Environment	The Inside-Out Organization: Connecting to Customers and Markets
	You Say Social Media, I Say Community—Does It Matter?	Search is Necessary but Not Sufficient
3:30–4:30 PM	Social Vendor Idol	Telepresence vs. HD: What Makes Sense Where?
	Mobile Platforms and Enterprise Agility	

WEDNESDAY, JUNE 16, 2010		
8:00–8:45 AM	The Dark Side of Enterprise 2.0—Redux	Human Resources and Workplace Collaboration Strategic Objectives
	Strategically Flexible—Avoiding the Silo Trap of E2.0	
9:00 AM–12:00 PM	Keynotes	
1:00–2:00 PM	Evolution of E2.0 at IBM: The Frustrations and the Glory	Using Chaos Theory Principals to Overcome Information Overload within the Enterprise and on the Web
	The Politics of Delivery: Compliance and Governance	Social Media Policies: Practical Advice From The Trenches
2:15–3:15 PM	Expert Panel on Standards for Social Computing in the Enterprise	Platform Options in the New IT Landscape
	Video Collaboration Beyond The Firewall	Strategic Analytics
3:30–4:30 PM	Customer Panel: Avoiding Defeat from the Jaws of Victory	Social Behavior, Usage Patterns, and Adoption
	Taking Innovation To The Next (Social) Level	Establishing ROI for Enterprise 2.0—Imperative or Irrelevant?
THURSDAY, JUNE 17, 2010		
8:30–9:15 AM	Joining E 2.0 Apps Together for Better Integration, Productivity and Measurement	Innovation Through Enterprise 2.0: Three Case Studies that Make the Business Case
	Can IT Lead the Social Business Strategy Formulation Process?	
9:30–10:30 AM	SharePoint 2010: Is It An All-Or-Nothing E2.0 Decision?	Implementing Enterprise 2.0 in a Controlled Environment: Lessons Learned
	Customer Networks Strategy	
10:45–11:45 AM	Roundtable on 2.0 Adoption in the Enterprise	Delivery Strategies: The Road Ahead
	Learning 2.0	
12:00–12:30 PM	Enterprise 2.0 Town Hall	

  
**Register for a Full Conference pass to access both the conference and Monday workshops.**  


**CONFERENCE TRACK KEY**

ALL	Search
Adoption	Social Media & Community
Apps & Platforms	Strategy
Mobility	Video

