

WebCast

„Enterprise Intelligence: Why consider social media?“

Thursday, 22 November 2012, 04.00 – 05.00 pm CET

Log in and join our webcast conveniently from your desk. The participation is free of charge.

Content:

The advent of social media has revolutionized social lives and communication. Corporations are using it as a marketing and communication instrument to interact with customers in real time. Even if a corporation decides not to actively use these channels, it is already part of these communication channels because the so-called millennials will bring their lifestyle into professional life and other will use social media to talk and judge your company, your brands, your products and you as an employer. Therefore it is critical to understand where and how social media communications about your brand, products and services take place, to get back some ability to act.

This webcast will feature a discussion between **Dr. Markus Heckner** (University of Regensburg, Germany) who's research interest in Social Media, Usability and Future Interactions and **Drazen Nikolic** (Ernst & Young) leading the Enterprise Intelligence Advisory Center of Excellence in EMEIA. The webcast is moderated by **Berry Diepeveen**, Partner in the Enterprise Intelligence Advisory Center of Excellence in EMEIA.

We look forward to welcome you to our webcast.

Moderator: **Berry Diepeveen**, Partner, Ernst & Young Netherlands

Speakers: **Drazen Nikolic**, Partner, Ernst & Young GmbH Germany
Dr. Markus Heckner, University of Regensburg, Germany

Registration

Please register by clicking on the below displayed button. After your registration you will receive your personal log in details by mail.

Please register until Wednesday, 21 November 2012 the latest.

