

THE SOCIAL BUSINESS CLUB®

Time, place and price

Time: Tuesday 4 September at 14.30-18.30

Place: Republikken, RUMMET,
Vesterbrogade 26, 1620 Copenhagen V

Participant price (excl. VAT):

Non-members:	889 kr.
Club members:	789 kr.
Start-ups & Students:	289 kr.

Sign-up at

www.taniaellis.com/event/miniconference

The miniconference is for you who wants:

- Insights into responsible & engaging communication
- Ideas for how to involve customers through social media
- Inspiration for your work with CSR and employee engagement
- To use social media for corporate or employer branding
- To network with other sustainability like-minded

The Social Business Club is an inspirational network forum for professionals with an interest in innovative and sustainable (business) practices that create economic and social value.

As a member of The Social Business Club you get access to an online network of like-minded.

Basis membership is free, and you can sign up at www.taniaellis.com/club

Miniconference

Corporate social engagement through social media

From customer and employee satisfaction to engagement



How can companies – big and small – turn their corporate communication into corporate social engagement?
How can you use social media to engage your employees in your work with social responsibility and sustainability?
And how can you get your customers on board as well?

Come and get inspiration from three business practitioners, who have succeeded in doing exactly that!

You will meet the CEO, who has transformed her company's business model through trust; the sustainability manager who works for one of the world's leading sustainability pioneer companies; and the social media expert who helps companies apply the rules of business unusual.

Throughout the programme we will be networking about how you can use social media to turn satisfied employees and customers into engaged ambassadors.

Programme



Corporate social engagement – the global trends

Engaging employees to benefit the planet and the bottom line is a key challenge for many socially responsible companies. Authentic communication and interaction with customers is another. How do companies overcome these challenges, and what are the current trends and best practices?

Tania Ellis, writer, speaker, social business advisor



The Call Me Way – how do you engage through trust?

Low-price mobile company Call Me has succeeded in boosting its customer base and in retaining its employees – but how? Learn all about Call Me's "Trust" strategy, the success factors behind its popular "Tal Ordentligt" campaign, and how they engage customers through social media and daily routines.

Hanne Lindblad, CEO, Call Me



Mission Zero – how do you engage stakeholders through co-innovation?

"One mind at a time" and "co-innovation" are some of the key principles behind the sustainable business success of Interface, one of the world's leading carpet tile manufacturers. Learn how Interface engages the entire organization in its Mission Zero strategy, and how external stakeholders are involved in co-creating sustainable product innovations.

Majken Bülow, Sustainability Manager, Interface



Social media tools – how do you use them effectively?

How do you use social media to communicate your sustainability and responsibility efforts? What online engagement tools are already out there? What are the concrete "do's" and "don't's"? Social web rock'n'roll chick Henriette Weber will give you a brief overview, concrete guidelines and practical examples to get you started.

Henriette Weber, social media expert, Toothless Tiger