



*June 5 (Thursday), 2008
Crown Plaza*****, Diegem*

Context

Most of us are familiar with the terms "social networking" and "Web 2.0". Very few companies however really understand how to integrate these trends profitably into their corporate strategy. ThinkTomorrow is THE European platform where you will meet Industry Leaders and peers from other companies who have successfully implemented Web 2.0 elements into their on line recruitment campaigns or sales & marketing departments.

USPs : Why you want to be there

- ThinkTomorrow is the first European conference on the business value of Web 2.0 and other Internet trends.
- Your customers -business people- will attend. Unlike other Internet events where you'll find mostly IT people.
- The speakers have been chosen on the basis of their unique expertise in their respective fields: employer branding on the Internet, recruitment through social networks, brand management through Web 2.0 and collaborative tools, targeting niche groups (youth) on the internet and combining on line with off line sales,... Rather than inviting the usual suspects, we have opted for talent that yet has to be discovered, start-ups that are still well-kept secrets and *content*. At this event we put theory into practise.

- Many brand names are widely known by the public, but few have efficiently mastered reputation management. Be the first to positively associate your company name with the new trends in Social Networking and Web 2.0. Not as a technological tool, but as a way of doing business.
- The event will be held in Diegem, Belgium (near Brussels and Zaventem airport). Easy accessible by plane, train and with plenty of parking space. The conference will be held in the professional surroundings of a 5 star hotel, with the possibility to stay the night at special rates. An ideal moment to meet or invite your international colleagues.

Who should attend

- HR/ Recruitment Managers
- Marketing Managers
- Business Development Managers & Account Managers
- Technology & Trendwatchers

Speakers & Program (under construction)

The conference will be a whole-day conference (from approximately 9AM till 7PM) with different speakers in the main room and speakers/workshops in the 4 breakout rooms. Lunch will be served and the day will end with a networking cocktail.

[Patricia Ceysens \(Belgium\)](#), the Flemish Minister of Economics, Trade, Sciences, Innovation and Foreign Trade will kindly open the conference.



Octavio Pitaluga (Brazil), Founder of [TEN Top Executives Net](#)

Chief Networking Officer of TEN - TOP EXECUTIVES NET and of NET-BRIDGES

Business networks manager, certified international business coach, public speaker and trainer. The most connected South American professional in the main on line social and business networks. He defined the CNO - Chief Networking Officer responsibilities on Wikipedia. In the corporate world, Octavio has worked for Tele2 Europe as Marketing and Sales Director of its electronic transactions

processing subsidiary, 3C Communications, responsible for operations in up to seventeen countries and four business units in Western Europe. He also worked for Seara Alimentos (Cargill Group now) and Kanematsu do Brasil Ltda. He has an MBA degree from RSM Erasmus University, The Netherlands and post-graduation studies in International Business for UFRJ/ECEX. His academic background and professional experience relates to sciences, international business and marketing of technology with relevant international business exposure in more than 25 countries is the first trusted worldwide, on line, business community whose focus is to bridge and to accelerate business between Ibero America and the international community.



Bas van de Haterd (the Netherlands), [van de Haterd Consultancy](#)

Bas van de Haterd is a professional meddler. That is something like a consultant, he just doesn't always keep to the job he's hired for. His goal is always to help a company forward the best he can even if that means pointing out problems that some people within the company would rather ignore. He was 'raised' in business in the new media sector. His main area of expertise is new media and recruitment, helping companies not to be afraid of the new media but

embrace it.

Next to that he is a business developer, helping companies (mainly but not exclusively in the recruitment industry) making money out of new media opportunities. As a fanatic blogger and networker he is a personal brand in his own niche market in the Netherlands.



Geert Conard (Belgium), Country Manager Belgium of [Ecademy](#)

Geert Conard became known as the guy who absolutely hated networking. In early 2004 he started out with social business networking through websites as LinkedIn and Ecademy. Exactly one year later he was one of the TOP Networkers in Belgium. This amazing transformation not only changed the way he conducts his business, but actually changed his life 100%.

In his book "A Girlfriend in Every City", he shares his story, but also his methods and insights for networking with people whether on line or face to face at networking meetings. Social business networking has changed his life in just over a year and he now works with people he hadn't met until he began sharing his ideas and thoughts with complete strangers.

Geert now networks internationally, is Country Manager of Ecademy Belgium and runs his own ICT Support company called IT Consult Services.

Today Geert claims to receive 95% of his new business projects and sales through his newly developed network. The other 5% is gained through word-of-mouth publicity from his existing customers. Geert never spends any more money on publicity or marketing. Only this saving can already justify the time he spends on networking. Geert's speeches are always loaded with networking tips. Most tips are simple and easy to take into action to improve your own networking experience.



Wim De Waele (Belgium), Director of [IBBT](#)

Wim De Waele graduated as a master in economics and in computer sciences at the University of Ghent in 1987 where he started his career as scientific researcher in artificial intelligence. He continued his work in intelligent software systems at the Siemens R&D

department in Brussels and Munich. Then he worked as a services director at Numetrix, a Canadian software company.

In 1994 Wim became European Services Director at i2 technologies. He promoted to vice-president for consumer goods and retail, and moved to the main quarter of i2 technologies in Dallas. When he returned to Europe in 2001, he became Chief Technology Officer of Real Software. Since 1 August 2004 Wim De Waele is the General Manager of IBBT (Interdisciplinary institute for BroadBand Technology).



Sagi Richberg (Israel), Founder of [Vshake](#) and co-founder and President of a revolutionary monetary based social network currently in stealth mode (to be released by the time of the conference)

Sagi started his career in computer game development and has an extensive background in enterprise management software, security and E-distance learning. He served as a pre-sales engineer and consultant to companies such as Computer Associates and Microsoft. Sagi was also a founder of two previous start-ups in the fields of CATV testing equipment and social networking.



Sabine Allaey (Belgium), Co-founder [Minifizz](#)

Sabine is the driving force behind [Minifizz](#), a social community for young girls in the web and mobile space with presence in the print media. The whole universe is based upon the foxy MiniFizz characters and the MF Popp's avatars. It combines old and new media and fun, selfrealisation, information and commerce in a playful way.

Sabine also has her own blog:
<http://millezime.blogspot.com>



Emeric Ernoult (France) , Co-founder of [Affinitiz.com](#), one of the first French social networks as it was launched in March 2001.

Affinitiz has evolved toward a provider of grey label and white label social networks for brands and media with the purpose of allowing anyone, or any business, to build its own social platform on the web. Emeric will talk about how social networks and web 2.0 services can bring significant (and cost efficient) value for brands and businesses who want to increase their visibility on the web. The presentation will be illustrated with actual successful business cases such as the social platform built by Affinitiz for the French Lawyers (<http://www.avocats.fr/>).



Marco Ripanti (Germany) , Founder & CEO of [eKaabo](#)

Marco is one of Germany's most creative speakers in the field of Web 2.0. In 2006, he founded the company [eKaabo](#) (of which he is the CEO) to create a metacommunity called [Communipedia](#) (*).

(*) Members will be able to take along their networks from one to another community. They use the same login data for every connected community. Privacy will be an issue decided by members exclusively. Any community is welcome to connect with communipedia.

Before this he worked at the Italian consulate, became a radio entertainer and taught on line marketing & new media before practising his own business ideas in 1998. Since 2002 he and his team design, develop and maintain on line communities for special interest groups.

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The Elevator Pitch

For whom?

Companies which offer added value to HR/recruitment or sales&marketing, using Web 2.0 technology. They can be startups although it is not a requirement.

Conditions to participate:

- Explain in a short e-mail how your product or service adds value to HR/recruitment or sales&marketing and what Web 2.0 or social networking elements it contains.
- After accepting your candidacy, registration codes will be sent to you and you can buy your ticket to ThinkTomorrow for €175 instead of €500.
- You are able to present your company in 3 minutes using maximum six slides (Who? What? How?), and you must send in this presentation at the end of April at the latest. All presentations will be held in English.

Which companies were withheld?

Allejobsinleuven, Xpertize, Paladares, Wwaow, Wygwam, iStockCV, IntroNiche, Winkwaves, Synergetics & Knowledge Plaza.

Who has joined?



[IBBT](#), the Interdisciplinary Institute for Broadband Technology, is a research institute founded by the Flemish Government, focussing on information and communication technology (ICT) in general, and applications of broadband technology in particular.



[NetManage, Inc.](#) (NASDAQ: NETM), is a software company that provides the fastest way to transform legacy applications into new Web-based business solutions.



[Ulysses Consulting](#) is a headhunting agency for the IT market. Our services include search & selection, talent acquisition and HR outsourcing.



[OtyS](#) is the e-recruiting system for small and medium sized staffing firms.



[Actonomy](#) provides [Intelligent Search and Fuzzy Matching technology](#), enabling companies operating in fast markets to enhance their performance by supporting their critical business decisions.



[FX245](#) is the world's first social network for forex autotraders.

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She is the CEO of [Ulysses Consulting](#) and founder of [TrendQ](#), a consultancy firm that advises companies in how to use the power of social networking for business purposes such as recruitment or sales & marketing.

She is the author of "[Social Networks Around The World: How is Web 2.0 Changing Your Daily Life?](#)" and organizer of [ThinkTomorrow](#).

For all **media** or **partnership opportunities**, please contact An.

For tickets to the event, please register at
<http://www.amiando.com/ThinkTomorrow.html>