

## **PRESS INFORMATION – For immediate Release**

### **Melcrum holds major Social Media event in Brussels, 14 & 15 September**

**London: 29th July 2010** -- Melcrum is holding a major conference and workshop event; Building the business case for social media in internal communications, at the Brussels Marriott Hotel, Belgium, on September 14 and 15.

Over two days, thought leaders and pioneers in social media, using case study examples, will provide new insight into how social media is already working successfully. Hands-on workshops will guide delegates through the process of constructing their own social media business case.

Key topics covered by the event include getting a social media project off the ground, gaining budget approval, securing management and employee buy-in, how to tailor social media tools to meet your company's specific needs and, most importantly, how to calculate the return on investment of using social media.

Experts speaking on the first day of the conference include Philippe Borremans, chief social media officer Van Marcke Group of Companies, Yves van Seters, IBM task leader for social media, IBM Belgium & Luxembourg, Vanessa Vyncke, employee & executive communications, IBM Belgium & Luxembourg, Louise Denver, director corporate affairs and communications, Deloitte Touche Tohmatsu, Louise McGregor, manager, web expert centre corporate communications, ING Group, Sonia Carter, senior manager - online, AXA UK, Neil Atkinson, director - global communication channels, Unilever and Russell Pearson, social media strategist.

On the second day of the event, two key workshops will be held. In the morning, Philippe Borremans will lead a workshop on 'Making the business case for social media inside the enterprise'. In the afternoon, social media strategist Russell Pearson, will lead a workshop on 'Embedding social media into the fabric of your intranet'.

Melcrum's research and content director, Rebecca Richmond, says 'Using Social Media as part of your internal communications strategy to improve the flow of information is fast becoming the topic of discussion with our members. Yet although progressive internal communicators can quickly see the benefits offered by Social Media, getting the buy-in from the rest of the senior management team can be difficult. This event is designed to provide the knowledge and methodology that internal communicators need to build their own business case for social media and hit the ground running.'

The event is sponsored by Snapcomms, interactive employee communications, and IML, advanced audience response systems.

Full details are available at <http://www.melcrum.com/socialmedia/index.html>

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### **About Melcrum**

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication.

Melcrum advises internal communication leaders at 69 per cent of the Global Fortune 100 largest organizations and 84 per cent of the FTSE 100. Through independent research and executive education, Melcrum helps internal communicators achieve the rewards and recognition they deserve.

With global networks and offices in the UK, US and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and web sites.

For further information visit [www.melcrum.com](http://www.melcrum.com) or contact:

Rebecca Richmon, Research and Content Director, Melcrum  
T: +44 (0) 20 8600 4670  
E: [rebecca.richmond@melcrum.com](mailto:rebecca.richmond@melcrum.com)

or

Jacqui Green, JGMpr  
M: 07885 270 349  
E: [jacqui@jgmpr.com](mailto:jacqui@jgmpr.com)