

# The Social Journey: Changing the way business gets done

We cordially invite you to join our event on how world-class organizations are using social collaboration tools to create new business models, where we will discuss:

*Social technologies are not only transforming the way companies engage with customers but also the way they do business and cooperate within their organisations.*

*In PwC's recently-released 5th Annual Digital IQ Survey, results show that companies with collaborative C-Suites are four times more likely to be top-performers than others. Join us to find out why... and how.*

- How social technologies will **change** the way you interact with your employees and the way they connect with each other in the future
- How social technologies can **improve** knowledge sharing and **drive** effective collaboration across your teams, departments and networks
- How your organization's "digital IQ" does **impact** your performance and results

## Agenda:

- **Spark: PwC's social journey begins**

*How and why the world's largest professional services organization has implemented a global social collaboration tool...and the challenges, opportunities, and lessons learned along the way.*

**Steven McAllister - PwC CEE Spark Adoption Leader**

- **30+ ways social technologies impact business**

*From accelerating employee onboarding to improving expertise location; from product innovation with employees to decreasing customer service escalations... the many ways that social technologies can significantly improve performance across enterprises.*

**Nick Duce – Enablement & Operations Manager, Jive Software**



**Date:** Tuesday 11 June 2013, 3– 5 pm

**Venue :** PwC, Hvězdova 2, Prague 4

**Registration:** [www.pwc.cz/cloud](http://www.pwc.cz/cloud)

*The presentations will be in English. Participation is free of charge.*

*For more information, please contact Tereza Šubrtová :*

*[tereza.subrtova@cz.pwc.com](mailto:tereza.subrtova@cz.pwc.com),  
+420 251 152 020)*

