



# SOCIAL NETWORKING CONFERENCE

THE BUSINESS EVENT FOR THE SOCIAL NETWORKING INDUSTRY



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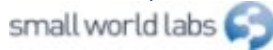
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**Social Networking Conference (San Francisco)** brings you highly qualified experts in the industry to speak about all forms of technology, software, marketing and venture capital for both the mobile and enterprise social networking industry. Presentations will be focused on topics concerning better management of a social networking site as well as discussing workable business models. Each presenter will be both objective and neutral.

**Only 10 Weeks to go before the next Social Networking Conference!**  
**Register before August 22 and save \$125!**

COMPANY	PRESENTER (Position)	TOPIC
	<b>Steve Wozniak</b> Co-Founder of Apple Computer, Inc.	Insights to Social Networking and Mobile, an Informal Discussion
	<b>Javed Chaudry</b> Director, Product Marketing	Internet Capable Mobile Phones for Social Networking
	<b>Adam Denison</b> Coordinator, Social Media Communications	How Fortune 100 Companies are Embracing Social Networking Applications
	<b>Britt Selvitelle</b> Senior Engineer	KEYNOTE ADDRESS: What's Love Got to Do with It? Why coming up with an idea that users love isn't enough.
	<b>Jörg Heuer</b> Senior Manager, Technology Exploration & AAA	Advertising is not Enough - Is there a way telcos and Social Networking systems can create more value together?
	<b>Rawn Shah</b> Best Practices Lead	Enabling Many Different Social Perspectives and Uses Within and Beyond an Enterprise
	<b>Sukh Grewal</b> Manager, Support Central Project	How Fortune 100 Companies are Embracing Social Networking Applications
	<b>Randy Adkins</b> Chief Knowledge Officer	Social Media and the Military
	<b>Brandon Duncan</b> Director of Engineering	Business Social Networking, The Changing Nature of Data
	<b>Eric Perelshtein</b> Account Director	Bringing Mobile Messaging into Social Media



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**Keith Crowell**  
Director, Product Evangelist

Case Study: Protecting Members, Protecting Brands: Best Practices for Alleviating the Risks of UGC in Social Media



**Mark Brooks**  
Editor

Mobile Social Networking and Business Social Networking Primer



**Peter Pezaris**  
CEO

Wireless: The Future of Social Networking



**Antony Brydon**  
Founder and Former CEO

Business Social Networking, The Changing Nature of Data



**Dietmar Krueger**  
Senior Manager

Advertising is not Enough - Is there a way telcos and Social Networking systems can create more value together?



**Josh Gray**  
International Media Executive

Begin With the End in Mind: Smart Widget Marketing in Social and Mobile



**Giles Richter**  
CEO

How important is wireless [mobile] for social networking? Case Studies from the Global Market



**Christine Perey**  
CEO

Mobile Social Networking Market Research: Predictions from the eye of the Speeding Storm



**Anne D'Angelo**  
Director of Marketing Communications

The Mobile Advertising Problem: Successfully Targeting Consumers



**Jim Fowler**  
CEO

Business Social Networking, The Changing Nature of Data



**Karen Leavitt**  
CMO

Building and Sustaining a Business Social Networking Culture



**Steve Ennen**  
Director of Business Development

The Real World of Social and Mobile Communities: Results Driven Enterprise Social Networks



**Toby Vann**  
Executive Director of Social Media

Social Media and the Military



CSRA Strategy

**Christopher S. Rollyson**  
Managing Director

Using Social Networking for Enterprise Process Innovation



**Clara Shih**  
Founder

How Social Networking Websites are Changing Sales and Marketing



**Jim Edgett**  
Client Solutions Manager

Panel Session: Software & Social Platforms Delivering Web 2.0 Next Generation Portals to the Enterprise



**Majid Abai**  
Chief Executive Officer

Software & Social Platforms Delivering Web 2.0 Next Generation Portals to the Enterprise



**Michael Wilson**  
CEO and Founder

Software & Social Platforms Delivering Web 2.0 Next Generation Portals to the Enterprise



**Paul Remer**

Case Study: Protecting Members,



CEO

Protecting Brands: Best Practices for Alleviating the Risks of UGC in Social Media



**Michael Jones**  
CEO

Roundtable Discussion - Current Investor Market for Mobile and Business Social Networking



**Vivian Lee**  
VP of Marketing

Mobile Social Networking - A Global Opportunity



**Daniel Brusilovsky**  
President/CEO & Founder

Social Networks - A Teen Perspective



**Sven Strohsand**  
Associate

Round table Discussion: Current Investor Market for Mobile and Business Social Networking

**FUTURE SOCIAL NETWORKING CONFERENCES**

- San Francisco USA** - July 10-11 , 2008  
*(Mobile Technology and Enterprise Social Networking)*
- London, UK** - September 22-23, 2008  
*(European Market Focus & Mobile/Wireless)*
- Miami USA** - January 22-23, 2009  
*(Global Market Focus)*
- Seoul, Korea** - May 2009  
*(Far East/Asian Market Focus)*

Questions?  
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