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MAGAZINE

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The CEE Internet Festival

Worldwide and regional leaders
of the digital industry are coming to Bucharest



Good bye, RoNewMedia! Welcome I CEE! Festival!

Starting a much acclaimed event with some sort of a requiem seems a bit strange, to say the least. However, I believe it's only natural, for at least three reasons. One for each part of the RoNewMedia Brand: RO, NEW and MEDIA.

1 **"RO" is no more enough.** Seeing our industry and seeing what RoNewMedia stands for, we are without a doubt part of a global and regional business. Given the speakers we have invited, the brands, the companies involved and the events taking place this year, we can proudly compete with any other European event.

2 **"NEW" media is not "NEW" anymore.** In the big media picture (one content, multiple channels), digital has become what the newspaper used to be in the (not so) old days. You still remember, don't you? The newspaper was a paper-made tablet, not at all interactive, a support for written and visual content. ;)

3 **"MEDIA" is today only a little part of what the Internet has become.** The Internet is a channel used for networking, search, commerce, user generated content, entertainment, sex. In other words, the Internet is life. Even more so, given all the facets the digital world has embraced, even the Internet seems too small. The interactive industry goes beyond the web.

Look how, by taking three simple steps, we are left without RO, NEW and MEDIA. Did we make a mistake to ditch a brand that has been built over five years of hard work? At first glance, it would

seem so. In an industry that has been radically and constantly changing, one thing is for sure: the long term and correct vision is worth far more than "a temporary loss". Projects and sometimes brands behave like any living thing: they are born, grow up, reach maturity, gradually decrease and then die. We decided to avoid the last part and "kill" RoNewMedia in its prime. And we decided to make it during the biggest edition since 2008. This year it is the largest in terms of speakers involved, duration, audience, collateral events and other happenings.

However this is not the end. On the contrary, we are beginning a new journey: we take the event to a new level and we start to push the brand to where it belongs: beyond RO, beyond NEW and beyond MEDIA. Starting now, we are paving the way towards a broader concept, open not only to Romania but to the entire CEE region. From now on we will address not only "new media" and the Internet, but the entire interactive industry.

To make a long story short, rest in peace RoNewMedia! Long live I CEE! Festival!

It is a new brand that we will nourish in the future, which is aimed at gradually fulfilling our vision: **The Interactive Central and Eastern European Festival.** Shortly, I CEE! Do you? ;)

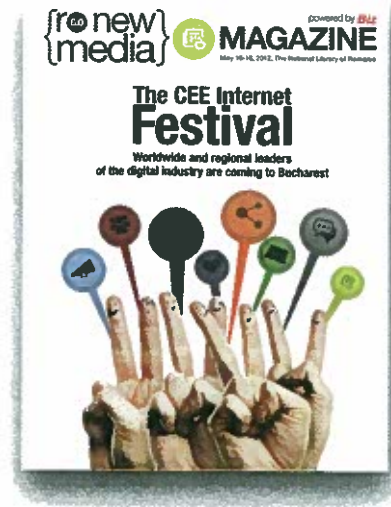
Much more than a boring conference: a digital festival! A show about innovation, networking, learning, know-how and interactive entertainment.

That's it! Now, enjoy (the last) RoNewMedia! I CEE you in 2013! ;) And beyond.



Dragos Stanca,
Managing Partner Q2M,
RoNewMedia Founder

Content



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Yann Gourvennec will reveal 10 major trends in corporate social media management on May 16 in Panel 2.1

Social media will be part of everything we do

Coordinating a 200 people team in charge of community management, Yann Gourvennec, Director for Web Digital Media & Social Media at Orange, believes social media should come naturally to any company today. Here is how Orange tackles that challenge all over the world.

How important is social media now for companies and brands?

Well, to start with, we've been at it for five years, so social media is not something new at Orange. We've been working around this subject for more than five years. So it's really important, and we're now in the third stage of the development of social media at Orange. The first stage was around convincing management that something had to be done, so we had to prove a point, and prove a concept really. Then the second stage was around the development of our communities. To an extent, a lot of companies are still there at this moment. We've moved on to another stage which is the structuring of our social media initiatives, whether it be at Group level or country level.

How do you see the role of social media in the near future?

I see it as really evolving. I see the future of social media a bit like the future of the Internet. When we were talking about the Internet 15 years ago, we were talking about something which was done for experts. So a certain number of people, usually geeks, were doing Internet stuff and nobody else understood it. Now, the Internet is in everything we do. You can't actually think about doing marketing without doing online marketing. Online has now become part of everything we do, and social media will be just like that. I suspect that within three to five years, we won't talk about social media anymore. You won't have a social media in one particular social media team, but it will be spread across the entire organization.

How does Orange manage its social media activity?

To start with, the social media activity at Orange group is something which is very dynamic and which involves a lot of people. I think there are about 200 people in charge of community management at Orange, at different levels, in different parts of the organization in all parts of the world. We have 35 countries, and Orange Business Service in 220 countries and territories. Most of my role is about the coordination of this. It's not something which you can actually scale at Group level, so it wouldn't make sense for us to manage social media for the entire world, it

wouldn't be possible for anyone to do this. What we do is we liaise and create some sort of network of people working in with social media in the whole world.

What does that mean at Group level?

At Group level it means we have a team here which is aimed at developing our social media presence and attraction, as engagement is very important, but just in isolation. We work on social media engagement in order to work within the entire system of what we do online. So I don't understand social media as something being separate from the rest of the digital online activities, so here we do absolutely everything. From the website down to Pinterest, everything is covered by the team. We don't have one special community manager on each and every thing; we actually manage several communities and link everything together, which makes it easier. Another part of our work, which is probably more than 50% of what we do, is to work on coordination and governance, and liaise with others through what we call the "Social Media Champions". This program is aimed at turning all our employees into ambassadors for the Group and the brand, as long as they want it.

How do you personally use social media for your job?

I've been using social media for quite a long time now. I've been writing online for 17 years, and if I consider the rise of social media in 2004, then I've been using social media ever since, beginning with LinkedIn, and then Twitter, in the year 2006 or 2007, and then Facebook and other systems. I use social media all the time, and it probably means that I work all the time! I use it a lot for my business and for a variety of things; in fact, it's a bit like my backbone. Social networks and social activity is the backbone of marketing. Marketing is about talking to people, interacting with people. Before I come to work in the morning, I usually write on my blog, www.visionarymarketing.com, and I've been doing this for a long time now and honestly, I wouldn't understand life without this, because everything you want to do you want to share with people. So sharing is my middle name.