

Conference about social media, speed dating and networking.

EBC*L offered an opportunity of interconnecting during the afternoon session through speeddating.

The conference was a special activity during the national test of the candidates for the EBC*L champions League 2010.

The present partners from businesses, chambers of commerce, unions and schools were informed about the activities from the organisations where EBC*L is working with. The speed dates were meant to meet each other and to explore in what way they could work together.

Social media no doubt have over the past few years conquered the world of communication. In the eyes of companies social media is quickly becoming a clear online marketing leader. What was once simply a way to connect with old college friends is reaching new heights for both online start-ups and established brick and mortar institutions across the globe.

That's why Twitter and LinkedIn-expert Vincent Smit, owner of Just Connecting, lead a workshop stressing that these social media might be more effective if used to the full. That's often not the case, he said.

"Four in five people using social media", he stated, "are only targeting their own networks, people they know. But both Twitter, LinkedIn and Facebook can enhance the number of contacts if you widen your horizon." An extensive CV, including a personal picture might just do the trick. "This is the way forward, it draws the attention to you as a person." Furthermore, it is essential to ask your contact in what you might be of service to him/her.

Smit: "How can I help you?" should be the initial sentence, instead of "In what line of business are you?". In addition, it's helpful to filter certain messages. "All day long you're inundated by an endless stream of messages. You just can't read them all. Make sure you just receive the communication that really matters to you."