



HBS Philadelphia Club - 7th Annual Social Enterprise Conference

The Harvard Business School Club of Philadelphia Hosts Area Nonprofit Executives for its Seventh Annual Social Enterprise Conference



HBS Club of Philadelphia | Social Enterprise

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Philadelphia, Pa, (November 12, 2010) -- The Social Enterprise Initiative of the Harvard Business School Club of Philadelphia hosted its seventh annual conference for nonprofit executives on Tuesday, November 9th at the new WHYY Dorrance Hamilton Public Media Commons, Philadelphia, PA. More than 50 CEOs, Executive Directors, and other senior leaders from major nonprofit organizations attended the conference entitled *Next Generation Marketing*. The goal of the conference was to provide nonprofit leaders with new insights and strategies for using and benefiting from the quickly evolving platforms of social media. The one-day conference served as a forum for high-level networking and the sharing of best practices on adapting organizations to the new marketing paradigms offered by recent media technologies.

The conference discussions were led by Professor John Deighton, the Harold M. Brierley Professor of Business Administration at the Harvard Business School, and leading authority on consumer behavior and marketing, especially direct and digital marketing. Deighton led a stimulating, interactive case study entitled *Obama vs. Clinton: The YouTube Primary*. Through the discussion of this well known example from our recent political history, Deighton was able to illustrate the challenges and successes that the political campaigns had in using the new forms of media. Market research, new product development, customer interactions, and customer targeting are just some of the areas that are being transformed by internet technologies, with organizations needing to offer full transparency and to cope with continuous feedback, both positive and negative.

Steve Ennen, Managing Director of the Wharton Interactive Media Initiative and Wharton Lab for Innovation and Publishing delivered the keynote address. Ennen offered a clear framework for building a social media strategy, and highlighted many of the leading edge tools that are emerging that will allow organizations to cut costs, better collaborate, and appropriately measure outcomes. He described that all media and all users are linked in an ecosystem environment, and that each piece has a role to play in a successful marketing strategy.

Finally, Thoai Nguyen, Executive Director of the Southeast Asian Mutual Assistance Associations Coalition, Inc. (SEAMAAC), was invited to lead the group in a "Call to Action". Mr. Nguyen described how his relatively small organization initiated a new program that vastly improved the process of Asian community members to access the very complex U.S. healthcare system.

In addition to HBSCP and alumni funding, partnership support of the conference came from leading corporations and foundations based in the region, including the United Way of Southeastern Pennsylvania, Comcast, The Philadelphia Foundation, The William Penn Foundation, SEI Investments, Levenger, WHYY and an investment management firm that wishes to remain anonymous.

The Harvard Business School Club of Philadelphia Social Enterprise Initiative began in 1993. The Social Enterprise Initiative focuses on executive education – finance, operations, marketing and strategy – of the Philadelphia Region's nonprofit leaders. In 2001, the HBSCP began sponsoring and sending nonprofit CEOs to the Harvard Business School's one-week nonprofit management course. Eighteen local leaders have now attended the course. The success of this program led to the annual locally based conference focused on nonprofit leadership development.



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