

2012 Biz Events Plan

JANUARY

BIZ London 24-28 January

Extraordinary edition of Biz magazine. The entire first issue of the magazine in 2012 will be done out of Romania's borders. After Bruxelles in 2011, BIZ is going to London, Europe's and world's financial headquarter in 2012 due to the Summer Olympic Games.

FEBRUARY

InnovationLab, 2nd edition

A one day training event on innovative practices and business trends. The first edition (2010) was developed together with TrendOne, the most important innovation portal in Europe, a training held by Nick Sonneman.

Social Media Summit Bucuresti, 1st edition

The first regional summit on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. This is a series of local events, in Timisoara, Cluj, Iasi, Sibiu and now in Bucharest.

MARCH

Social Media Summit Iasi, 2nd edition

The first regional summit on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. This is a series of local events, the first one took place in Timisoara and the second one in Cluj.

Management 360, 2nd edition

One day event dedicated to the vision and creativity of the most successful businesspeople in Romania. The conference sessions analyze management strategies of corporate effectiveness and efficiency. The first edition was organized in June 10, 2009 and it was made in partnership with CIIGroup and it gathered 150 representatives of top and middle corporate management.

Best Marketing, 1st edition

A major shift in communication is reshaping the media & marketing industry and gives the power more and more to the consumer, not the brand. This social future, however, provides a host of opportunities for smart and resourceful marcomm people. Find out what you can do to better and how you can ride the social wave. The event brings together professionals in public relations, advertising and marketing, but also major advertisers and social media professionals to talk about the challenges and trends of the market.

APRIL

PR&TheWeb, 2nd edition

A one day forum on how to use Social Media and Web 2.0 in Communications and Public Relations. The event will provide the toolkit for the modern PR specialist, from online research, monitoring, digital storytelling to bloggers/PR relationship guide and web PR analytics.

High Impact Friends (Amsterdam), 2nd edition 20-22 April

High Impact Friends is an intense one day workshop with international trainers, Romanian online influencers and top social brands, focusing on social media marketing and strategies. The event is designed as a unique trip to the future and a premiere, being the first one of its kind organized outside Romania.

Top Social Brands, 4th edition

A unique event with companies case studies sharing with the audience their social media experience and how social media helps in your everyday activity.

The event reveals the results of Biz's "Top Social Brands" and talks about the brands that have deciphered the secrets of Web 2.0. It aims on offering the audience a real social media experience. Top Social Brands gathers the companies most present in the Romanian social media universe.

MAY

GreenBiz Forum, 7th edition

An original Biz event presenting the challenges, opportunities and implication of green business, sustainable management practices, presentations and case studies of the most successful CSR campaigns, norms and legislation, best practices, green marketing and PR strategies, solutions for eco-friendly brands. Audience: top and middle management, state officials, PR specialists, corporate communication officers, brand managers, PR and branding agencies, NGOs, new media representatives, bloggers.

Social Media Summit Sibiu/Brasov, 2nd edition

The first regional summit on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. This is a series of local events, the first one took place in Timisoara and the second one in Cluj.

JUNE

TOP Fascinating Brands in Romania, 2nd edition

The event will present the most fascinating brands for the Romanian consumer, a study developed by Unlock Market research for BIZ.

CamPR

The first camp on communication; conferences, case-studies, one-to-one interaction, creating direct links between brands and communication specialists.

JULY

Social Media Summer Camp, 2nd edition

Social Media SnowCamp is a three-days event; through workshops, working groups, outdoor team games direct links will be created between well-known bloggers and the new ones, between brands and bloggers, between social media experts and those who want to learn about it.

The role of this Bootcamp is, besides the knowledge and experimenting the different ways of communication through social networks, to facilitate a closer relationship between the players in the Romanian social media.

SEPTEMBER

BrandRo, 3rd edition

Conference with more than 250 top practitioners on brands and history of branding in Romania. Event dedicated to Romanian brands, their owners and architects. The 2009 edition of BrandRo got together branding specialists, managers and entrepreneurs, marketing and advertising professionals. After event, the top "Romania's most powerful 50 local brands" presented at BrandRo has generated more than 70 press articles in national press, radio and TV. Every year, we launch "Top 50 Most Powerful Romanian Brands" book.

OCTOBER

GreenBiz Forum, 8th edition

An original Biz event presenting the challenges, opportunities and implication of green business, sustainable management practices, presentations and case studies of the most successful CSR campaigns, norms and legislation, best practices, green marketing and PR strategies, solutions for eco-friendly brands. Audience: top and middle management, state officials, PR specialists, corporate communication officers, brand managers, PR and branding agencies, NGOs, new media representatives, bloggers.

Social Media Summit Timisoara, 2nd edition

The first regional summit on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. This is a series of local events, the first one took place in Timisoara and the second one in Cluj.

Top 50 Performers in Romania, 2nd edition

Profitability and growth in crises? Find out the companies that did this in 2010. A research developed by Coface Romania.

NOVEMBER

Zilele Biz, 11th edition

Romania's leading business event. 5 days on 5 hot topics. Each day is split into morning conferences and afternoon workshops. More than 150 speakers, local specialists and international guests, will present original view points and exclusive case studies.

Entrepreneurship/ Management/ Innovation/ CSR / Media & Marketing

DECEMBER

Social Media Summit Cluj, 2nd edition

The first regional summit on building influence, powerful networking and using social media to increase brand awareness. Social Media Summit is Romania's first event to focus on influence and online influencers. This is a series of local events, the first one took place in Timisoara and the second one in Cluj.

Social Media SnowCamp, 2nd edition

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PENDING

Design Romania

DesignRomania is an event that aims to spread ideas about design and provide a platform for Romania's most talented and inspired designers and visionaries.

The objective of the conference is to become a source of knowledge and inspiration for all those seeking to find a new way of seeing the future and the world around them.

Stock Exchange Forum

An event aimed at helping potential investors to maximize their profits and streamline their stock-exchange portfolio. Brokers, investors and fund managers will offer their professional advice on how to make your portfolio profitable.