

FOR IMMEDIATE RELEASE

Inaugural B2B social commerce summit achieves successful 'lift' off

LIFT: The B2B Social Commerce Summit features social case studies, timely research

ATLANTA (Sept. 29, 2009) – Approximately 150 business-to-business (B2B) industry leaders seeking to expand their social commerce capabilities attended the first annual LIFT: The B2B Social Commerce Summit, held Sept. 15 and 16 in Atlanta. Presented by OfficeArrow, the largest and fastest-growing online community of office professionals and small business owners, and the Wharton Interactive Media Initiative (WIMI), a research arm of one of the world's top-ranked business schools, the two-day summit included successful B2B social commerce case studies, targeted panel discussions, cutting-edge research and the practical 'how to' of B2B social media and social commerce campaigns.

"WIMI and OfficeArrow are delighted with the positive feedback we've received from attendees of our inaugural event, and look forward to making the LIFT Summit an annual source of practical B2B social commerce insight," said Robert Ball, CEO of OfficeArrow and a Summit leader.

Attendees included executives from the telecommunications, financial and B2B wholesale and retail industries, as well as advertising and marketing agency leaders. Audience-directed questions ensured that attendees secured answers to specific queries on social commerce strategies and tactics. Attendees left the summit with the tools to drive sales lift, increase customer loyalty, and produce actionable metrics and measurable ROI.

Led by Eric Bradlow, Ph.D., "The 10 Paradoxes of Interactive Media" initiated audience discussion and corrected misconceptions about B2B interactive media. The presentation centered on research and provocative interactive media findings from Bradlow, a LIFT Summit leader, WIMI co-director and professor at WIMI's parent organization, the Wharton School of the University of Pennsylvania.

Additional presentation topics included newly released research on "shareworthy" marketing messages from Richard Evans, product marketing manager of Silverpop, a global provider of e-mail marketing and marketing automation solutions. Evans explored what motivates people to share e-mail messages with their trusted social networks in a first look at Silverpop's 2009 social sharing benchmarking study, "Emails Gone Viral: Measuring 'Share-to-Social' Performance." Among many pertinent findings, Silverpop's study determined that B2B messages enjoy a 57 percent higher rate of online sharing compared to business-to-consumer messages, making investment in B2B social commerce efforts all the more valuable. The full study can be downloaded from Silverpop's Web site, <http://www.silverpop.com>.

In addition to informative presentations from experienced B2B social commerce speakers, the LIFT Summit featured three panels with dynamic discussions of social commerce best practices and current solutions and B2B social community user advice. The OfficeArrow Panel, conducted on the second day of the LIFT Summit, explored ready-to-implement feedback on how to effectively connect with B2B social community users.



“The LIFT Summit armed me with concrete examples, tips and real-world case studies that I can directly apply to campaign decisions for my clients,” said Kristin Bitter, LIFT attendee and management supervisor of OgilvyAction, the brand activation arm of Ogilvy Mather.

The LIFT Summit presenters have already initiated planning for next year’s event, and welcome feedback on future presentation topics. Feedback can be e-mailed to Robin Holtson at robin.holtson@officearrow.com. Information on the 2009 event is available at www.LiftSummit.com. Details of the 2010 LIFT Summit will be announced via the OfficeArrow Web site (www.OfficeArrow.com) as well as Twitter (www.twitter.com/OfficeArrow and www.twitter.com/WhartonInteract), LinkedIn and Facebook.

###

About OfficeArrow

OfficeArrow is the largest and fastest-growing online collaborative business community for Administrative Professionals (office managers, executive assistants, administrative and virtual assistants), small business owners and entrepreneurs. With its mission of revolutionizing the way companies manage their general and administrative costs, OfficeArrow provides a social commerce platform that integrates tips and advice from industry experts with articles and discussions from the OfficeArrow staff and discounts on products and services from trusted providers. For more information, visit www.OfficeArrow.com.

About The Wharton Interactive Media Initiative

The Wharton Interactive Media Initiative (WIMI) is the world’s first and foremost data-driven research center focused on interactive media, its effects on global businesses, and implications for traditional business models. Capitalizing on the [Wharton School’s](#) longstanding leadership in data-driven research, WIMI seeks to foster collaboration between world-class researchers and leading-edge businesses to understand how to monetize interactive data that they and others collect. For more information, visit www.whartoninteractive.com.

Media contacts

Sara Antonio Murphy
Burdette Ketchum
santonio@burdetteketchum.com
Office: 904.645.6200
Cell: 239.989.2467