

About the Enterprise Engagement Alliance

The Enterprise Engagement Alliance (EEA)

is a recently formed coalition of companies and associations dedicated to the concept that engagement is an enterprise-wide endeavor that "begins with people and ends with profitability." The EEA's primary mission is to support research, education and outreach that creates a better understanding of how organizations can make the connection between engaging people in business and long-term financial performance. The EEA is founded on the premise that the engagement of all of an organization's key audiences – customers, distribution partners and employees – is a critical but often overlooked success factor for businesses.

The Enterprise Engagement Alliance

was founded in 2008 by the Human Capital Institute, a 140,000-member organization dedicated to talent management; global business consultancy Peppers & Rogers Group and their independent publishing division, 1to1[®] Media; and Selling Communications, Inc., a provider of engagement marketing services, media and technology. The EEA's first research project, "The Economics of Engagement" was released in June 2009 and is available at: EnterpriseEngagement.org

Topics Covered

Enterprise Engagement comprises a variety of inter-related disciplines that foster alignment with people across the organization. Enterprise Engagement includes such disciplines as:

- Leadership
- Communications (web, face-to-face, print, presentations, etc.)
- Training
- Rewards & Recognition
- Incentives
- Loyalty Programs
- Compensation
- Motivation
- Technology

Resources and Activities

The Enterprise Engagement Alliance provides the following services, most of which can be sponsored by organizations that supply information, products and services on all areas of Engagement.

- Creation of the Enterprise Engagement Index[™] (EEA) and Personal Engagement Index[™] (PEI) for organizations and individuals. The EEI enables organizations to take a quick snapshot of and correlate the level of engagement in various parts of their organization, including customers, channel partners, salespeople, and customer service, operations, and administrative personnel. The PEI enables individuals to track their own engagement. Coming January 2010.

- Support research on various areas of Enterprise Engagement.

- The EnterpriseEngagement.org portal to all available information on Enterprise Engagement from all credible sources.

- An expert help-desk for people seeking information, research, or resources related to any area of Enterprise Engagement.

- Webinars on research, case studies and how-to information related to Enterprise Engagement.

- The ability for businesspeople, academics and students to opt in to receiving notifications of new content, research and services (if desired).

- The ability for businesspeople and academics to post white papers, research and other content on the portal or to be published in Enterprise Engagement, subject to approval by the editorial board.

- An annual conference and expo on Enterprise Engagement held annually in the spring.

- A quarterly print publication, *Engagement Strategies Magazine*; an online magazine at EngagementStrategiesOnline.com.

- A directory of suppliers dedicated to providing Engagement services.

About Enterprise Engagement

Learn more about various aspects of Enterprise Engagement on [Wikipedia](http://en.wikipedia.org/wiki/Enterprise_Engagement) at: http://en.wikipedia.org/wiki/Enterprise_Engagement



Linked-in – Join the EEA

professionals group and keep up to date with the latest links, news and research. Contribute, discuss and participate at www.linkedin.com/groups?gid=1926267



Twitter – Get immediate

updates on interesting and valuable news and research by following us on Twitter on at @EEA_Org



Founders

- Human Capital Institute
- 1to1[®] Media
- Peppers & Rogers Group
- Selling Communications

Founding Sponsors

- Carlson Marketing
- Catalyst Performance Group
- EGR International
- Incentive Research Foundation
- Dittman Incentives
- Maritz

Premier Sponsors

- Center for Human Capital Innovation
- Fire Light Group
- Gallup
- Globoforce
- Pollstream

Platinum Sponsors

- Lapine

Gold Sponsors

- All Star Incentive Marketing
- Quantum Loyalty Systems
- Rymax Marketing Services

Educational Supporters

- Russ Berrie Institute for Professional Sales/William Paterson University

Association and Media Sponsors

- Business Marketing Association
- *Engagement Strategies Magazine*
- Incentive Marketing Association
- *Incentive*
- Incentive Federation
- *MeetingNews*
- *Selling Power*
- *Successful Meetings*

How You and Your Organization Can Benefit From the EEA

Because of their dedication to fostering good relationships with people, organizations dedicated to Enterprise Engagement are viewed more favorably by both customers and potential employees. As a result, executives and managers who understand Enterprise Engagement are more valuable to employers. By supporting the EEA, you provide significant learning opportunities for your team and help advance the level of research and education on Enterprise Engagement available to organizations throughout the world. In addition, you make a statement about your personal and organizational commitment to this emerging field in a way that provides potential benefits to both your organization and your own career.

Programs for Corporate and Individual Supporters

Unless you request anonymity, you or your organization will be listed on the Supporters page at EnterpriseEngagement.org, based on your level and type of support (corporate or individual). Included will be your organization's name (or your own name, in the case of individual supporters), your business address, contact information (if desired) and logo.

To become a supporter, please check the box adjacent to your desired level of support, fill out the form below, mail in your application with payment, or fax it back with your credit card information. You will receive e-mail notification upon confirmation of your application.

All individual or corporate supporters (or those designated by the company) can:

- Utilize the EEA help-desk
- Participate in Web forums at EnterpriseEngagement.org
- Qualify for any discounts offered by EEA sponsors
- Feature the EEA logo on their corporate websites or individual social-networking profiles.
- Use of the Enterprise Engagement Index (EEI) or Personal Engagement Index (PEI) for your company, yourself, or employees.

____ \$2,500 Platinum Supporter (corporate or individual)

- Participation on the Corporate Advisory Board to assist with research agenda design
- Five uses of the Enterprise Engagement Indicator
- Two complimentary passes to the annual conference program in June, including two hotel rooms for two nights
- Optional 200-word company or personal description to communicate your commitment to Enterprise Engagement
- Your company or individual name included as a co-sponsor on one research project
- 20 subscriptions to the quarterly *Engagement Strategies Magazine* print edition and monthly e-mail newsletter.

____ \$1,000 Diamond Supporter (corporate or individual)

- Optional 100-word company or personal description
- Three uses of the Enterprise Engagement Indicator
- One complimentary pass to the annual conference program in May, including two-night hotel room for one person
- 15 subscriptions to the quarterly *Engagement Strategies Magazine* print edition and monthly e-mail newsletter.

____ \$500 Gold Supporter (corporate or individual)

- Optional 75-word company or personal description
- Two uses of the Enterprise Engagement Indicator
- Two complimentary conference

passes for the conference program in May

- 10 subscriptions to the quarterly *Engagement Strategies Magazine* print edition and monthly e-mail newsletter.

____ \$250 Sapphire Supporter (corporate or individual)

- Optional 50-word company or personal description
- One-time usage of the Enterprise Engagement Indicator
- Five subscriptions to the quarterly *Engagement Strategies Magazine* print edition and monthly e-mail newsletter.

____ \$75 Individual Membership

- Optional 50-word company or personal description
- Five subscriptions to the quarterly *Engagement Strategies Magazine* print edition and monthly e-mail newsletter.

✓ Please check where appropriate below:

___ Yes ___ No I would like to include a subscription to the quarterly edition of *Engagement Strategies Magazine*.

___ Yes ___ No I would like to have my company or individual name listed on the site with the optional company or personal description. (Please attach your description on a separate sheet or e-mail to info@enterpriseengagement.org. Be sure to include your name and company so we can reference against your application.)

Allan Schweyer, Chairman, Executive Board
Paul Hebert, Social Media Editor
Bruce Bolger, General Manager
 914-591-7600, ext. 230;
 info@EnterpriseEngagement.org

The EEA was founded as a trust and is applying for not-for-profit status.

Your Name: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____
 State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 E-mail: _____

Payment Instructions

Mail With Check to: Enterprise Engagement Alliance Trust, 520 White Plains Rd., Suite 120, Tarrytown NY 10591. Or, to pay by credit card, fax to 914-591-7699, attn: Nancy Lonky. Call 914-591-7600, ext. 230 for more information.

Credit card type: _____
 Credit card number: _____
 Expiration date: _____
 Your signature: _____