

MEDIA ALERT**For Immediate Release:**

April 23, 2008

**SelectMinds CEO Addresses the ROI of Social Networking
at 2008 INTEROP: IT Industry's Largest Conference**

WHO: [Anne Berkowitch](#), CEO, SelectMinds, along with other Web 2.0 leaders, will address Interop conference attendees during a panel discussion titled, "The ROI for Social Networking." This interactive session is part of the conference's Enterprise 2.0 learning track.

Berkowitch will discuss the value of enterprise social networking and share real world examples of organizations that are generating value by better connecting employees and other constituencies through social networking technology.

WHAT: The Interop Conference is the IT industry's largest conference, attracting nearly 22,000 attendees. The Conference blends thought leadership across the range of IT areas. The Enterprise 2.0 track examines the latest tools and technologies changing the way companies work including RSS, Software Mash-Ups, Social Networking and more.

WHERE: Mandalay Bay Convention Center
Las Vegas, NV

WHEN: Tuesday, April 29, 2008
11:30 a.m. – 12:30 p.m.
For more information, click [here](#).

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About SelectMinds

SelectMinds is the leading global provider of secure, corporate social networking solutions. Using the power of Web 2.0, SelectMinds helps organizations build connections among and between groups of employees, women, alumni, retirees and other constituencies. These powerful connections drive increased knowledge sharing and collaboration, enable strategic talent sourcing, and foster employee development and retention. The result is a higher performing organization with the ability to innovate quickly, increase productivity, and hire and retain key talent. SelectMinds clients are leading organizations including JPMorgan Chase, The Dow Chemical Company, Lockheed Martin, Latham & Watkins, Schlumberger, and Deloitte. For more information, visit www.selectminds.com.

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