

## Phorum 2014 Educates Attendees on Importance of Customer Engagement

*SocialLadder Takes Home Phorum 'Best in Show' Award in the Popular Demo Pit Competition*

**Philadelphia, April 16, 2014** – [Phorum](#), a leading technology strategy conference hosted annually in Philadelphia, celebrated another successful event at World Cafe Live, bringing together great minds from a variety of industries and backgrounds. The conference examined emerging digital customer engagement strategies and solutions, and also highlighted Philadelphia as a vibrant tech community with talent that can compete on a national scale.

In addition to the great content that was shared throughout the day, there was an intense competition taking place in the Demo Pit. Phorum concluded with four start-ups on stage as finalists, with [SocialLadder](#) recognized as “Best in Show” by Phorum attendees and judges, edging [Canvas](#), [RJMetrics](#) and [BuyerMLS](#).

SocialLadder, a technology platform, co-founded by Raavi Iqbal and Alana Bly, includes a mobile app, a series of administrative web portals and algorithmic engines. The technology enables brands to create discovery campaigns by aligning rewards with the most influential consumers. Using a white labeled mobile game, users discover, fall in love and spread the word to their following - while generating meaningful, relevant social content that is shared with their friends.

"Every attendee, participant, speaker, sponsor and committee member shared a collective pride for what happened at this year's Phorum Conference," said Allen Born, Director at Fairmount Partners and the Advisory Board Chairman of Phorum 2014. "Many attendees felt they learned more in this one-day conference than they do at weeklong events and that is a testament to the quality of the speakers and panelists that we were able to secure this year. I must also congratulate the team at SocialLadder for winning our Demo Pit competition. Now it's time to start planning for Phorum 2015!"

Highlights from Phorum 2014 include:

Peter Coffee, VP and Head of Platform Research at [salesforce.com](#), began the day by examining the term connectivity for both customers and products. He showed the audience how to use tools like mobile, social and analytics to improve how they interact with customers and clients but also reminded everyone to remember the human factor and not get too caught up in analytics.

Yahoo! Tech columnist David Pogue offered six lessons for customer engagement emphasizing point number one, everything must be real-time. He ended his session with a live performance of his popular iPhone [song](#), which was met with a rousing ovation.

Independence Blue Cross President and CEO Dan Hilferty discussed how his organization is helping the healthcare industry by leading a charge to change. His vision is to transform healthcare regionally, then nationally, with the end result of Philadelphia becoming the Silicon Valley of healthcare reform.

There were two panel discussions at Phorum 2014, “Mobility as an Engagement Enabler” and “Big Data – Turning Data into Action.” One of the main themes repeated during both panels reminded everyone of the importance of thinking in context. From a mobility standpoint, it's important to ask contextual

questions to see where mobility matters most. From a big data standpoint, in order to use data effectively, the data and tools need to be in context.

Aneesh Chopra, the nation's first CTO, was the day's final keynote speaker. He shed light on the "Challenges of Transformation for Government and Industry." He reviewed a handful of successful government to private sector initiatives including revising mortgage disclosure forms, a DARPA crowd-sourced project to evacuate wounded soldiers, job banks for military veterans and immigration reform practices.

Information for Phorum 2015 will be available later this year.

### **About Phorum**

Phorum is an annual tech strategy conference that gathers the Nation's leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation's most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on the trend. Visit [www.phorumphilly.com](http://www.phorumphilly.com) for the latest information.

### **About The Greater Philadelphia Alliance for Capital and Technologies (PACT)**

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company's life cycle — from early stage through growth — by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit [www.philadelphiapact.com](http://www.philadelphiapact.com).

###

### **Media contact:**

Amanda Nardi  
PACT  
(215) 790-3608  
[anardi@philadelphiapact.com](mailto:anardi@philadelphiapact.com)

Or

Kevin Jurrens  
Broadpath  
(215) 644-6504  
[kjurrens@broadpathpr.com](mailto:kjurrens@broadpathpr.com)