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Rahaf Harfoush

Member of Obama's Social Media Team; Associate Director, Digital Interaction, Media Team, World Economic Forum

Yes We Did: Strategic Insights on Social Media from the Campaign that Changed History

Rahaf Harfoush is a social media strategist on the rise. Her interest in technology's impact on governance, education and the workplace began as an analyst at Don Tapscott's thinktank, where she published whitepapers on topics including the Net Generation and women and the web. Harfoush helps organizations build effective online strategies that create meaningful conversation with their employees, consumers and the general public. Her clients include InnoSpa-Unilever, British Telecom Wholesale, and the Web Foundation. She speaks to corporate and non-profit groups on the increasing use -- and vital importance -- of online technologies and the powerful ideas of community that animate them.

Presently, Harfoush is Associate Director, Digital Interaction, Media Team at the World Economic Forum, in Geneva, helping to define how the Forum uses new media. Previously, she was a part of the Forum's WELCOM Interaction team, helping to create the strategy of building an online community for the Forum's social network. Prior to this, Harfoush spent three months with the Obama New Media team in Chicago. An active member of Toronto's technology community, she is involved with associations like The Movement, an organization of people committed to collaborating on projects for social good, and The Overlap, a community that combines cross-disciplinary expertise to tackle the challenges of sustainable innovation.

In love with the written word, Harfoush is the author of *Yes We Did*, a book about the grassroots groundswell inspired by the Obama campaign. She is the Research Coordinator to the critically acclaimed *Wikinomics: How Mass Collaboration Changes Everything* and a contributor on both *Grown Up Digital: How the Net Generation is Changing your World* and *Everything I needed to Know About Business I learned from a Canadian*.

Rahaf Harfoush Speech Topics

Yes We Did: Strategic Insights on Social Media from the Campaign that Changed History

Hope. Action. Change. In this multimedia talk, Rahaf Harfoush provides an insider's look at Barack Obama's all-encompassing -- and, yes, historic -- social media campaign. Obama's near-flawless use of online media will be studied by branding and communication specialists for years to come. In terms of strategy, how do you plan, roll out, and grow a campaign that gets noticed, that goes viral, that people make their own, but which always comes back, time and again, to your message?

Jam-packed with ideas, anecdotes and the hopeful spirit that animated Obama's campaign, Harfoush tells us what she and other members on the team did. "Everything that we did was to connect people, because it was a movement that was fundamentally about people." With brilliant use of everything from YouTube to Facebook to text messages to the iPhone to the billion emails they sent out, they covered every base. But,



she tells us, social media is a means to an end -- a tool to enable strategy. From this, Harfoush unveils six lessons that any organization can take away and apply to their own needs. Both emotional and pragmatic, and informed by a fresh sweep of history, this is an absolutely inspiring must-see talk.

Building Community Online, and Why it Matters

A crowd-funded movie. The best selling author of an SMS novel. An open-source network of architects building sustainable housing. These are all examples of how online communities have empowered groups of people to mobilize around issues they care about. From the evolution of our online relationships to the way we do business, technology is dramatically affecting how we interact with each other. In this fast-paced talk, Harfoush provides a look at online communities and their importance to organizations and brands. From finding a cure for tuberculosis to the world's first open source car, Harfoush uses vibrant case studies spanning medicine, science, literature and business to demonstrate how online communities are subverting traditional models and are creating unprecedented opportunities for smart organizations who dare to do business differently.