

Crowdsourcing Week Global Conference Looks to Empower Transformation Through Crowds

Crowdsourcing Week global conference will convene an expanding global community from around the world who are shaping the future of the growing crowdsourcing movement, this April 7-11 in Singapore.

Taking a multi-sector look at how crowdsourcing, crowdfunding, and the collaborative economy can contribute to business at many levels, CSW Global is shaping up to be a power-packed conference with an impressive agenda.

Leading innovators and crowdsourcing pioneers like Sean Moffitt (Managing Director, Wikibrands), Jeremiah Owyang (Founder, Crowd Companies), Neal Cross (VP, MasterCard), Maria Ressa (Founder, Rappler) and Jennifer Gustetic (Program Executive, NASA) are among the 40 speakers confirmed speakers.

“Crowdsourcing is accelerating a new kind of social productivity - one that is transforming our social DNA in a highly networked world. We are more open to sharing, crowdfunding and creating collaborative futures today than ever before. The opportunity to apply this phenomenon is huge for organizations trying to do more with less. This April is about creating empowered leaders to lead this transformation from within their organizations,” says Epi Ludvik Nekaj, Founder & CEO of Crowdsourcing Week.

The week-long platform of events takes place in Singapore April 7-11, with an opening gala on April 7, main conference from April 8-10, and hands-on Crowdfunding Workshop on April 11. Full Access Passes are \$995 and Day Passes are \$400 (meals included) however through March 1st you can get Early Bird tickets for less.

To be engaged, informed, and inspired on these new collaborative business practices and mingle with the newest generation of innovators, register today:

<http://crowdsourcingweek.com/global-14>

About the conference-

The *2nd Annual Crowdsourcing Week Global Conference*, Singapore will run from April 7-11, 2014.

For this year's conference, the overarching theme is, [“Crowd Impact: Empowering Transformation.”](#) and the conference content is designed to help organizational leaders explore the diverse ways crowdsourcing and crowdfunding are spurring transformations across finance, business, marketing, government, environment, healthcare and more.

CSW GLOBAL 2014 looks to empower leaders with crowd-focused approaches & tools that

organizations need to thrive in today's hyper-connected world. With the overarching theme "Crowd Impact: Empowering Transformation," the conference will explore the diverse ways crowdsourcing and crowdfunding are catalyzing a transformative shift across finance, business, marketing, government, and more. Remain at the forefront in the evolving digital landscape. Learn how to succeed in the era of crowd-driven business at **CSW GLOBAL**.

Tool-set for Innovators

This new business environment is all about efficiency, openness, and shared value. **CSW GLOBAL 2014** will supply leaders with the crowdsourcing knowledge and insight to navigate this new landscape. Speakers will share crowdsourcing best practices, strategies, and disruptive business models. The opportunity to apply this phenomenon is huge for organizations trying to do more with less, and the programme at **CSW GLOBAL 2014** will help you lead this transformation from within your organization.

The program will highlight multidisciplinary applications that participants can adapt for their organization.

April 7, 2014 - Monday: Opening Night, Networking, 6 pm onwards, Venue: TBD

Crowdsourcing Week 2014 will open on Monday night to music, conversations and the opportunity to forge connections with the best minds in the crowd economy space - while enjoying tasty beverages and light hors d'oeuvres. *This event is open to full-access pass holders, speakers and special invitees.*

April 8, 2014 - Tuesday: Transforming Online Communities, 8 am onwards. Venue - Genexis Theatre @ Fusionopolis

The first day's sessions will focus on ways to engage stakeholder communities through innovative programs, competitions and open interactions to increase their effectiveness. *Breakfast, lunch and coffee will be served at the venue.*

April 9, 2014 - Wednesday: Transforming Efficiency for Social, Environmental and Economic Benefit, 8 am onwards. Venue - Genexis Theatre @ Fusionopolis

Day 2 of programming will feature the in-and outs of using crowd powered solutions to reduce resource consumption, improve bottom lines, solve urban planning challenges and better citizen services. *Breakfast, lunch and coffee will be served at the venue*

April 10, 2014 - Thursday: Transforming Entrepreneurship through Crowd Business Models and Crowd Finance, 8 am onwards. Venue - Genexis Theatre @ Fusionopolis

Day 3 will focus on new business models that use social productivity (when crowds use social media to be productive) to hack business as usual while also highlighting key happenings in crowdfunding regulations and practices worldwide. *Breakfast, lunch and coffee will be served at the venue*

April 11, 2014 - Friday: Crowdfunding Workshop, 8 am onwards, Venue- INSEAD

Crowd finance has turned the startup funding scene on its head. What is the future of

crowdfunding? What happens after that successful campaign? How can entrepreneurs keep the momentum going? How to develop and maintain investor relations? The interactive crowdfunding workshop is designed to answer the above questions and give first time or serial entrepreneurs direct access to some of the brightest and experienced minds in crowdfunding.

Each day will highlight case studies, panel discussions, solutions and lessons learned while bringing together perspectives from a wide range of sectors.

Some stellar talks will include-

- Jeremiah Owyang's *"How Can Brands Understand the Economic, Social, and Technological Drivers Behind the Collaborative Economy"* (Crowd Companies)

<https://twitter.com/jowyang>

<https://twitter.com/CrowdCompanies>

- Sarah Reiter's *"Customer Centricity: The New Focus of Business + Government"* (FutureBrand)

<https://twitter.com/FutureBrand>

- Sean Moffitt's *"The Global Status of Crowdsourcing"* (WikiBrands)

<https://twitter.com/SeanMoffitt>

<https://twitter.com/Wikibrands>

- Bryan Kramer's *"Create Shifts for Your Business"* (Purematter)

<https://twitter.com/bryankramer>

<https://twitter.com/purematter>

- Maria Ressa's *"Tomorrow Begins Today: How Can New Age Media Engage the Millennial Generation?"* (Rappler)

https://twitter.com/maria_ressa

<https://twitter.com/rapplerdotcom>

- Richard Koffler's *"The Future in Healthcare Collaboration"* (Greenwings Biomedical)

- Nanjira Sambuli's *"Viability, Verification, Validation: 3V's of Election Based Crowdsourcing"* (iHub)

<https://twitter.com/NiNanjira>

- Jenn Gustetic's *"When is a Prize Competition the Right Way to Tackle a Government Problem"* (NASA)

<https://twitter.com/NASAPrize>

<https://twitter.com/jenngustetic>

- David Moskowitz's *"Brief History of Digital Money"* (Coin Republic)

- Paul Neiderer's "*The Global Status of Crowdfunding*" (ASSOB)
- and [*many more!*](#)

[View agenda and speaker list here \(speakers are being added every week!\)](#)

About Crowdsourcing Week-

Launched in 2012, [Crowdsourcing Week](#) is the first global conference dedicated to providing a multilayer platform to help organizations transition into a more open, connected, and socially productive society. Crowdsourcing Week produces events that focus on how crowdsourcing can address the needs of today's leaders to bring about meaningful change.

In under 18 months, [Crowdsourcing Week](#) has produced summits in New York City, Berlin, Amsterdam, Warsaw and London in addition to the flagship annual conference in Singapore. The [2nd Annual, week-long conference in Singapore, April 7-11, "Crowd Impact: Empowering Transformation"](#) will provide organizations with crowd-centered approaches and solutions to help them thrive in a hyper-connected society. Attendees will discover approaches and tools they need to transform their business through crowd interactions, the sharing economy and collaborative consumption. Early bird ticket sale ends March 1, 2014!

About Epi Ludvik Nekaj

[Epi is the Founder & CEO of Crowdsourcing Week](#). In 2008, he created Ludvik + Partners - one of New York's hottest boutique virtual ad agencies built on a 100% crowdsourcing model. Epi Ludvik is one of the pioneers in the crowdsourcing ad space, an industry expert and thought leader in entertainment advertising - including public relations, event production, experiential marketing, consumer advertising and digital marketing.

Epi Ludvik earned a BS in Advertising & Marketing from the Fashion Institute of Technology in NYC and has been a serial entrepreneur since graduation. His varied and global experiences throughout his career have taken him across the US and Asia, where he honed his skills in advertising and media with high-profile clients and power brands.