

Enterprise Engagement Portal a ‘One-Stop’ Resource

NEW YORK -- December 2, 2009 -- The Enterprise Engagement Alliance (EEA), a coalition of companies and associations dedicated to the concept of engagement as an enterprise-wide endeavor, has launched **The Enterprise Engagement Portal** (www.enterpriseengagement.org) to bring together the vast array of resources and research on the emerging field of Engagement.

Enterprise Engagement comprises a variety of inter-related disciplines that foster alignment with people across the organization – from customers and channel partners to salespeople and all other employees – including Leadership, Communication, Training, Rewards & Recognition, Incentives, Compensation, Motivation and Technology.

The Enterprise Engagement Portal synthesizes information on all of these disciplines, offering up-to-date news, resources, events, white papers, research, case studies, publications, links and a full library of articles that can help businesses better understand, incorporate and implement engagement strategies to maximize performance and profits.

The term “Enterprise Engagement” was coined in 2008 by an informal group of not-for-profit and for-profit organizations that came together to promote education and research supporting this important business philosophy. These organizations include the Human Capital Institute, Peppers & Rogers Group (and its 1to1 Media® division), and Selling Communications Inc. The EEA’s first research project, “The Economics of Engagement,” was released during June 2009. Founding EEA sponsors include the Business Marketing Association, Carlson Marketing, Catalyst Performance Group, Dittman Incentive Marketing, EGR International, Gallup, the Incentive Federation and the Incentive Research Foundation.

The Enterprise Engagement Alliance will hold its first annual EEA Networking Expo at the Doral Arrowwood Hotel Conference Center in Rye Brook, NY, June 3-5, 2010. A slate of interactive education sessions will enable attendees to share the latest and most effective policies, procedures, strategies and tactics in the field of engagement, offering unique, actionable ideas and information they can use to boost performance and profitability, and build relationships with all key audiences. Exhibitors representing the top products, programs and performance-improvement companies will be available during eight hours of dedicated exhibit time, as well as at other networking events and activities during the EEA Networking Expo, to share their extensive expertise with attendees.

An overview of “The Emerging Field of Enterprise Engagement” can be found on the **EEA Portal** homepage at www.EnterpriseEngagement.org for those who want more in-depth information on this emerging business discipline.

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