

Speaker Biography & Background



Hanny has more than 7 years experience in both corporate communications and marketing communications industry. She joined Maverick in 2005 as an associate, and has been involved in initiating Anugerah Adiwarta Sampoerna (Indonesia's prestigious journalism award that has entered its 6th year in 2011) as well as challenging the "norm" by kicking a midnight press conference for the launch of Coca-Cola Zero. But the client bought the idea, and so did the journalists, making the press conference and the coverage on this unusual launch a success.

In 2007, Hanny—who has been an avid blogger since 2005, helped Maverick organized Indonesia's first national-scale bloggers' gathering called Pesta Blogger. Since then (until the latest event in 2011) Pesta Blogger has grown significantly; from attracting 500 bloggers in the 1st year to more than 1,500 bloggers in the past few years. As the event manager of this event, Hanny has established close contact with Indonesia's most influential bloggers and netters. After handling several high-profile social media clients since 2009, including the campaign for Obama's visit to Indonesia, Maverick finally launched Raconteur in 2011: a special division to help clients using communication technology to achieve their business objective. Hanny is heading it until now. The division has grown from 4 people to 15 people in less than a year.

Hanny herself is also a well-known figure in Indonesia's social media scene (known as @beradadisini) and as the founder of an award-winning online social movement, Coin a Chance!. The social movement that she runs with her best friend had resulted in loads of articles, media coverage and TV interviews. The movement has also been recognized with several awards

from big companies like Nokia Indonesia and Merck, and several respected media such as GATRA magazine, GADIS Youth Magazine, and SCTV, as well as being featured in a highly-reputable TV show, KickAndy! in Metro TV.

Hanny has been invited as speakers, trainers, and discussion facilitators in various social media and technology events, including Pakistan's First International Social Media Summit in Karachi and TechCamp Jakarta. (TechCamp is a program under Secretary Clinton's Civil Society (CS) 2.0 initiative – an effort to galvanize the technology community to assist CS organizations across the globe by providing capabilities, resources and assistance to enable CS organizations (CSOs) to harness the latest ICT advances to build their digital capacity). In Pakistan, Hanny spoke about social media for education, good governance, and disaster relief, sharing the panel with Mohamed el-Dhahsan (economist and writer for The Guardian) and Ali Abbas Zaidi (youth activist that has recently been featured in BBC's documentary), while in TechCamp Jakarta, she facilitates discussion on how to do fundraising online (and how companies and NGOs can benefit each other in doing so) and on how to ensure the sustainable funding for NGOs using the available technology. Recently she has also being asked to co-host a Digital Video Conference with Alec J. Ross, Senior Advisor for Innovation in the Office of Secretary of State Hillary Clinton in Jakarta, Indonesia.

Hanny is also a trainer for BRIO (a training division of Maverick), where she delivers trainings and workshops for the managerial level of various corporations/brands that would like to know more about social media as a tool to help them achieving their business objectives.