

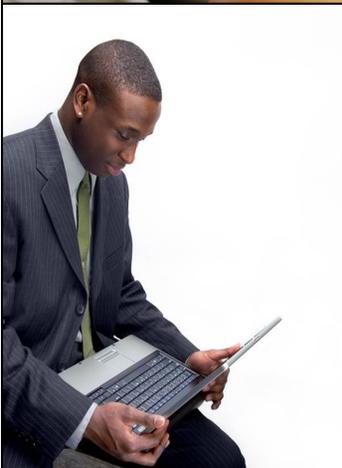
# Web 2.0 for Business Leaders

## Creating a Roadmap for Workplace 2.0

Gain the insight you need in this one-day intensive workshop, led by experts in user experience and organizational effectiveness.



Practical information you can use now.



Essential for today's business leader.



**Workshop Leaders**  
**Anne Pauker Kreitzberg**  
**Charles B. Kreitzberg, Ph.D.**



Anne Pauker Kreitzberg and Dr. Charles Kreitzberg are a husband and wife team that blends expertise in user experience engineering with organizational effectiveness.

Their comprehensive Framework for Web 2.0 Strategy provides leaders with practical insights both to make sound business decisions about how to use these tools as well as to create a Web-2.0-friendly culture .

Anne and Charlie are dynamic, smart and entertaining speakers who are passionate about bringing technology, people and business together.

As a business leader, you are uniquely positioned to leverage powerful social media tools like blogs, wikis, collaboration tools and social networks. This workshop will give you the information you need to understand how these tools can bring real business value to your organization, manage the risks, and give you the roadmap you need to move forward.

**After attending this workshop, you will:**

- Understand the real value of Web 2.0 to your business.
- Know more about executive blogs and how companies are leveraging sites like Facebook and SecondLife.
- Be able to use Web 2.0 to create deep and lasting relationships with customers.
- Understand how Web 2.0 is used to attract, develop and retain top talent and to engage employees.
- Be prepared to manage risks like hostile sites or inappropriate online behavior
- Use Web 2.0 to foster teamwork, collaboration and problem solving.

**Who should attend:**

Executives, decision makers and managers.

blogs collaboration  
communication innovation  
social media  
virtual reality virtual teams  
wikis

## What You Will Learn

### Mastering Web 2.0

- *A deep dive into Web 2.0; why it's changing the game for business*
- *One Web— Many Faces*
- *Why Web 2.0 is a difficult "fit" for organizations and managers*

### Exploring Tools

- *Hands-on exploration of key tools and how they're used*
- *A user experience guide to blogs, wikis, social media, forums, networks, virtual reality*
- *How to recognize and create great designs that support your business goals*

### Building Web Communities

- *Six Degrees of Social Computing: Creating engaging experiences with customers and employees*
- *Public-facing communities*
- *Internal communities that engage, connect and develop staff*
- *CEO and executive blogs*
- *Team collaboration*

### Creating A Roadmap

- *A practical framework for moving your web strategy forward*
- *Ten Key Risk Areas*
- *Managing employee online behavior*
- *Protecting your company's reputation*
- *Creating a Web 2.0-friendly culture for both Boomers and Millennials*

*This customized full day course is also available in multiple-day programs.*





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