

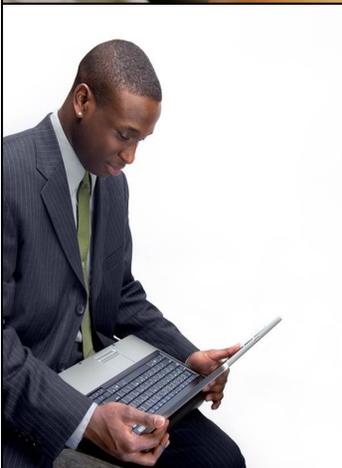
# Web 2.0 for Marketing & Communications Professionals

## 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 marketing and communications leaders.



**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 marketing and communications professionals with practical insights to make sound business decisions about how to use these tools effectively to attract prospects and create deep relationships with customers.

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

As a marketing or communications professional, the executive team looks to you for ways to creatively use social media tools like blogs, multi media, discussion forums and social networks to promote your brand and win customer loyalty. 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 a roadmap for moving forward.

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

- Connect Web 2.0 initiatives with measurable business goals
- Know more about executive blogs and how companies are leveraging sites like Facebook, YouTube and SecondLife.
- Use Web 2.0 to create deep and lasting relationships externally, with customers, and internally, to engage employees.
- Use Web 2.0 to promote your brand with prospects, prospective employees and other audiences.
- Be prepared to manage risks like hostile sites

**Who should attend:**

Executives, decision makers and professionals working in marketing, communications, public relations or other related disciplines

**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 communicators and marketers*
- *One Web— Many Faces*
- *Why Web 2.0 is a difficult "fit" for organizations*

### 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*
- *Creating public-facing and internal communities*
- *CEO and executive blogs*
- *Using sites like Facebook, YouTube, and SecondLife*

### Creating A Roadmap

- *A practical framework for moving your web strategy forward*
- *Ten Key Risk Areas*
- *Protecting your company's reputation*
- *Applying user experience engineering to create loyalty*

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





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