

Web 2.0 For Business

November 5, 2008

BRASSmedia
web 2.0 media production
Alberta Canada

bringing web 2.0 to the enterprise

home of the

BRASSCast



Who is?

Dean Owen

BRASSmedia

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Quick Definition

Web 2.0

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Web 2.0 In Business

Enterprise 2.0 is the application of Web 2.0 technologies by workers within an organization or business!

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External

Marketing

SELF-SERVICE

Staff Recruitment

Customer Feedback

Customer Relationship Building

Branding

Investor Relations

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Internal...

HR

Project Management

Employee Training

Collaboration

Collective Intelligence

W.O.A.

*Wikis
Blogs
Mashups
Social Networks*

Access to DATA

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Who?

Gen Y

Boomers

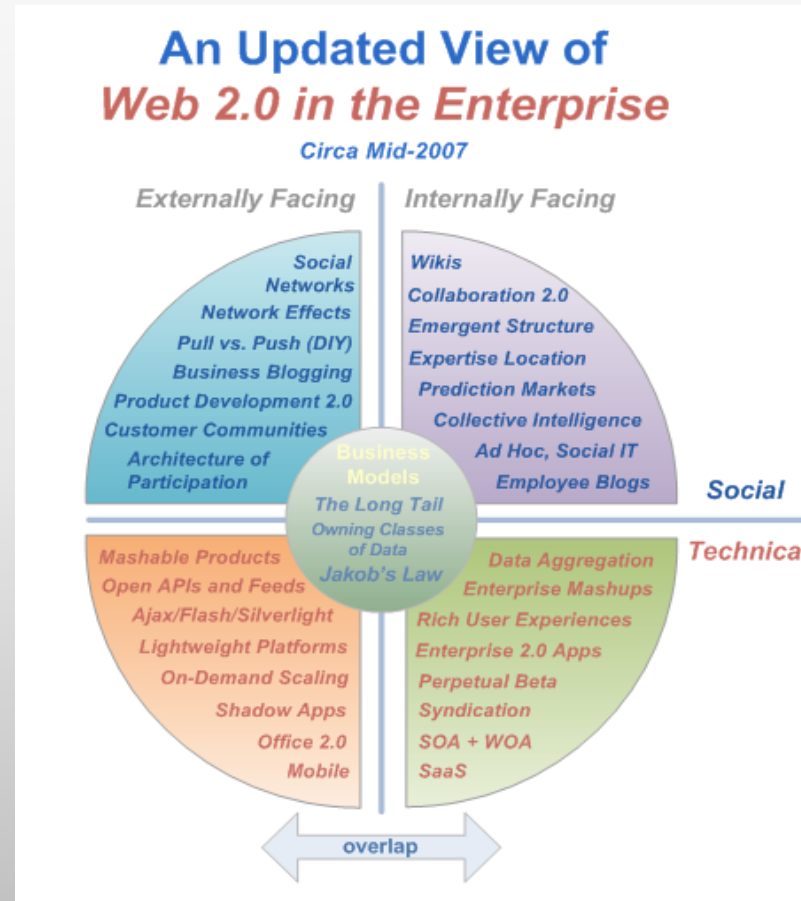
Gender

Gen X

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Technologies....



Source: Dion Hinchcliffe - ZDnet

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Technologies

W.O.A.

Social Networks

RSS

IM

Blogs

PODcasts

ONLINE COMMUNITIES

Cloud Computing

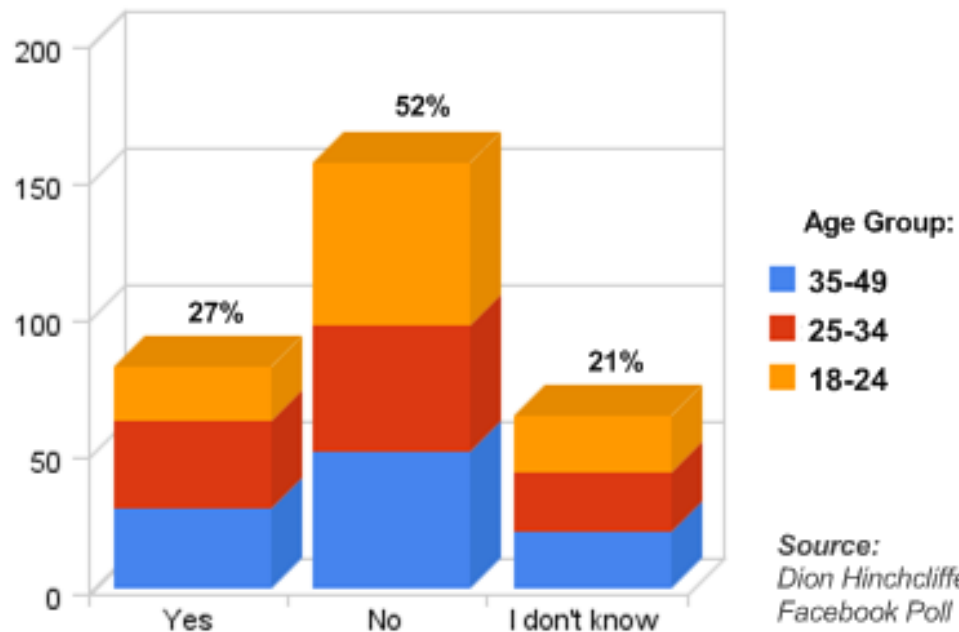
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Access ...

Workplace Social Media Access Poll October, 2007



Poll Question: *Are you provided with an easy way at work to either post on a blog or put information on a wiki?*

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The Future

W.O.A.

Adoption

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Conversation Time....

Questions & Answers & More Questions

Let's continue the conversation . .

- *My blog-* www.brassmedia.ca
- *eMail* — dean.owen@brassmedia.ca

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Thanks....

Talk ~~to~~ *with* you later!