

Social Media – Web 2.0

Web 2.0 is here. Do you know what it is? If you have heard of terms such as Wikis, Blogs, Twitter, Texting and FaceBook, then you are becoming familiar with the tools of Web 2.0.

But corporate professionals and their managers need to know what relevance these tools have to business today. Are they the essential components of the your company's future or just kid stuff?

The Social Networking, Web 2.0 and Your Business program from Bristall Morgan delivers a mature, understandable description of the new tools of business – tools that didn't exist in a corporate context until very recently – tools that will assist your company in enhancing productivity and marketability, while attracting and retaining a vibrant workforce.

NOTE: This is not a session that proposes your staff spend their afternoons browsing FaceBook, or sharing company secrets online. It is about adopting the models upon which these technologies are based, and implementing them inside your firewall for the private use of your company and no one else.

The session uses case studies – of companies in your industry – that have already adopted these techniques. The session demonstrates how these technologies can be applied and what benefit they will bring above and beyond your current working approach. Benefits such as:

- Keeping track of competitors and customers
- Conveying crucial market information to your sales force
- Increasing internal knowledge retention
- Attracting, acclimatizing and keeping the best employees
- Reducing e-mail volume
- Improving communication and collaboration
- Reducing distraction and time-wastage
- Better using the talents and motivations of your staff
- Improving communication between management, staff and departments
- Improved onboarding/acclimatization techniques for new hires
- Improving communication and relationships with clients

Web 2.0 represents a new approach to the use of technology in business, one in which interaction, and wireless access plays a central role.

Steve Prentice and Bristall Morgan Inc. have consistently delivered high-quality, relevant information sessions to companies and organizations in all areas of business. This session, Web 2.0 and You, is in high demand and promises to help your company set a road map of productivity and profitability for the next few years.