



Welcome to the World of Web 2.0 (Ready or not, here it comes!)

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Strategic Contact | 9510 SW 151st Avenue Beaverton, OR 97007 | phone 503.579.8560 toll free 866.791.8560 | www.strategiccontact.com

Defining Web 2.0

- ▲ Something new or relabeling what was already there?
- ▲ Jargon? Concept? Technology capabilities?
- ▲ Most agree:
 - “Second generation” of Web capabilities
 - Includes communication, information sharing, collaboration
 - Facilitates interactive, dynamic, responsive content contributions
 - Involves the community of users

Web 2.0 and the CC



Our Panel Brings a Variety of Perspectives

- ▲ Lori Bocklund – Strategic Contact
 - A consultant's view to facilitate our discussion
- ▲ Peggy Gritt – NISH
 - A practitioner's view of strategy, capabilities and fit so you can understand how to pursue Web 2.0
- ▲ Karen Trebon – GSA
 - A "from the trenches" view of challenges faced and lessons learned in applying Web 2.0
- ▲ Natalie Petouhoff – Forrester Research
 - A researcher's view of case studies, best practices, and how to succeed in deriving business value from Web 2.0