

Bloggging Goes Mainstream: Is Your Company Ready?

May 3, 2005 ● Microsoft Executive Customer Briefing Center

EVENT DESCRIPTION:

Bloggging is one of the most recent manifestations of the Internet, revolutionizing everything it touches in society and business. Soaring adoption rates for blog-based communication are sweeping the world, changing the face of business, and having a significant impact on how companies raise awareness for their brand, products and services. Fortune Magazine authors David Kirkpatrick and Daniel Roth may sum up the realities of bloggging best in the title of their January 2005 article reviewing the top technology trends of the year: "Why There's No Escaping the Blog: Freewheeling blogggers can boost your product—or destroy it. Either way, they've become a force business can't afford to ignore."

This special executive event will examine the business implications of bloggging and the impact this burgeoning communication medium is having on the business landscape. We will examine how leading organizations across a wide range of industries are tapping into the power of blogs to expand their reach into new or existing markets, drive real-time market intelligence, extend their brand and create transformational dialogues with customers, partners and employees.

We will gather senior executives from Fortune 500 companies, as well as forward-thinking sales, marketing and public relations professionals to explore the nuts and bolts of building a corporate bloggging strategy and how businesses of all types can leverage this new medium to drive new revenues, increase market share and gain critical brand exposure while

SPEAKERS

Robert Scoble, Technical Evangelist, Microsoft and creator of the Scobleizer Blog

Bradley Silver, Brandimensions

Sam Whitmore, founder and editor of Sam Whitmore's Media Survey and monthly media columnist for Forbes Magazine

AGENDA:

2:00—2:30 PM	Registration
2:30—2:35 PM	Opening Comments Steve Etzler, Business Development Institute
2:35—3:05 PM	Keynote Robert Scoble, Technical Evangelist, Microsoft and creator of the Scobleizer Blog Sam Whitmore, founder and editor of Sam Whitmore's Media Survey and monthly media columnist for Forbes Magazine
3:05—3:25AM	Case Study Presentation "Build the Brand, Connect with the Customer" Bradley Silver, Brandimensions

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