

TECHNOLOGY TRANSFER PRESENTS

ZACH WAHL

Finding

Business Value

in SOCIAL COMPUTING

OCTOBER 11, 2010
VISCONTI PALACE HOTEL - VIA FEDERICO CESI, 37
ROME (ITALY)



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ABOUT THIS SEMINAR

Social Computing has grown exponentially, with sites like Twitter, Facebook, and Wikipedia now representing some of the greatest web activity. Organizations are now working to apply Social Computing concepts for their own Business. Successful applications of Social Computing corporately can result in greater knowledge capture and collaboration. Used externally, they can also be important customer satisfaction and outreach tools. However, leveraging Social Computing concepts at an organizational level also presents several challenges, including information governance and security, change management, and critical use mass.

This one-day seminar will focus on Best Practices and practical approaches to apply Social Computing concepts within your organization to derive Business value. Multiple Case Studies and real world examples will be used from both the public and private sectors, detailing both the successes and failures of social computing in Business. The seminar will discuss specific Social Computing technologies available and will focus on the Best Practices and lessons learned through their implementation and application.

The seminar will begin by reviewing core social computing concepts and types of systems. It will then identify the primary challenges and recommended mitigation strategies for successful implementations. The seminar will then detail Best Practices and lessons learned for these systems, focusing on the need for appropriate information governance and change management. All seminar modules will include real world examples and detailed Case Studies.

WHO SHOULD ATTEND

- Project Managers
- Business Stakeholders
- Information Management Professionals either in the public or private sector who are considering implementing social computing tools within their own organizations and are seeking best practices, approaches, and real world examples to guide their efforts

WHAT YOU WILL LEARN

- Define core social computing concepts and types of applications, including a review of existing technologies
- Identify the risks to successfully applying Social Computing concepts in your Business and discuss recommended mitigation strategies to address these risks
- Understand the Best Practices and lessons learned to ensure the highest Business value from these systems
- Review a myriad of Case Studies and examples, detailing the successes and failures of organizations in gaining Business value through Social Computing

OUTLINE

1. Introduction to Social Computing

- Benefits to successful Social Computing within your organization
- Review of current concepts and technologies
 - Wikis and Blogs
 - Social Networking
 - Social Tagging and Folksonomies

2. Risks and Challenges of Social Computing

3. Implementation Best Practices

4. Social Computing and Information Governance

5. Change Management in Social Computing

6. Case Studies

- Improving Customer Relations Through Social Computing
- Capturing, Maintaining, and, Presenting Knowledge Through Social Computing
- Encouraging Behavior Change Through Social Computing
- Collective Decision-Making Through Social Computing

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 700</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Visconti Palace Hotel Via Federico Cesi, 37 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within September 27, 2010</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Visconti Palace Hotel
Via Federico Cesi, 37
Rome (Italy)

Registration fee:
€ 700

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Zach Wahl is a Senior Principal and Director of Knowledge Management and Social Computing at PPC. He is an expert and frequent speaker on the topics of Knowledge Management including Taxonomy Design, Knowledge Gathering, and System Governance. He focuses in the design and deployment of Information Management and Web 2.0 technologies and systems including collaboration tools, wikis, and social tagging devices. In addition, Mr. Wahl has designed his own series of workshops on the topics of Portal Best Practices, Taxonomy Design, and eGovernance. Mr. Wahl has managed the deployment of over 70 Portals in both the public and private sectors. He sits on the board of the Washington DC Knowledge Management Institute and is the Chairman of IIRUSA's Enterprise Web, Portals, and Collaborative Technologies Conference. Project Performance Corporation, part of the AEA Group, is a management consulting firm integrating world leading expertise in the areas of environment and energy with cutting edge IT and global management. Our customers include Top Government and Fortune 500 Decision Makers. PPC has helped over 150 public and private organizations successfully implement the full lifecycle of Information Management tools and systems.