

Summer Conference
Boston Sheraton
2007

Successful Programs
A roundtable discussion

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Session notes

- Moving from all events net income to membership engagement model
- Scaling back event #
 - Harder to get people to events even with more marketing
 - Forums > networking (great bar) with guest speakers
 - Mastermind > structured format
 - How to connect to web 2.0 structure

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Social Media & Productivity Tools

Evolution of WWW continues

- Internet
- Brochure-wear > presence
- E-mail > low cost direct marketing
- Chat rooms > real time comments
- Aggregation > e-bay
- Really Simple Syndication
- Blogs – links to server

Use of the Web

- Paper to Screen
- Lower marginal costs of communicating
- Push to pull
- Search and links
- New platforms
- Beyond text to sound and video

Connections and bandwidth

- Connectivity
- Moore's law
- Pervasive computing
- Memory
- Wireless/Wi-Fi/Edge
- Access to broadband
- Wi-Max
- Mesh Networks

Who is in control

- Virtual commons
 - intranets
 - Facebook
 - Linked In
 - Myspace
 - Supply chain sites

Power of the group

- Peer to peer
- Google (link algorithms)
- Digg.com (real time polling)
- Flickr (tagging)
- Del.ici.ous
- Amazon style pattern recognition
- Unit sale of server infrastructure
- Software as service (salesforce)
- Wikis

Convergence

- Self publishing – Blogs
- Self policing – e-bay
- Self authoring – wikipedia
- Self community building – facebook
- Self reality building – second life
- Information annotation – holographic projection

Control changes

- TIVO
- Permission based
- Global supply chain
- Transparency
- GPS

Next steps

- RSS
- Comments on activities
- Allow bookmark
- Comment on Blog
- Podcasts
- Create blogs
- Have a members blog
- Contribute to wikipedia
- YouTube events

Power of mobility and miniaturization

- Smart phones
- Merging of TV and computers