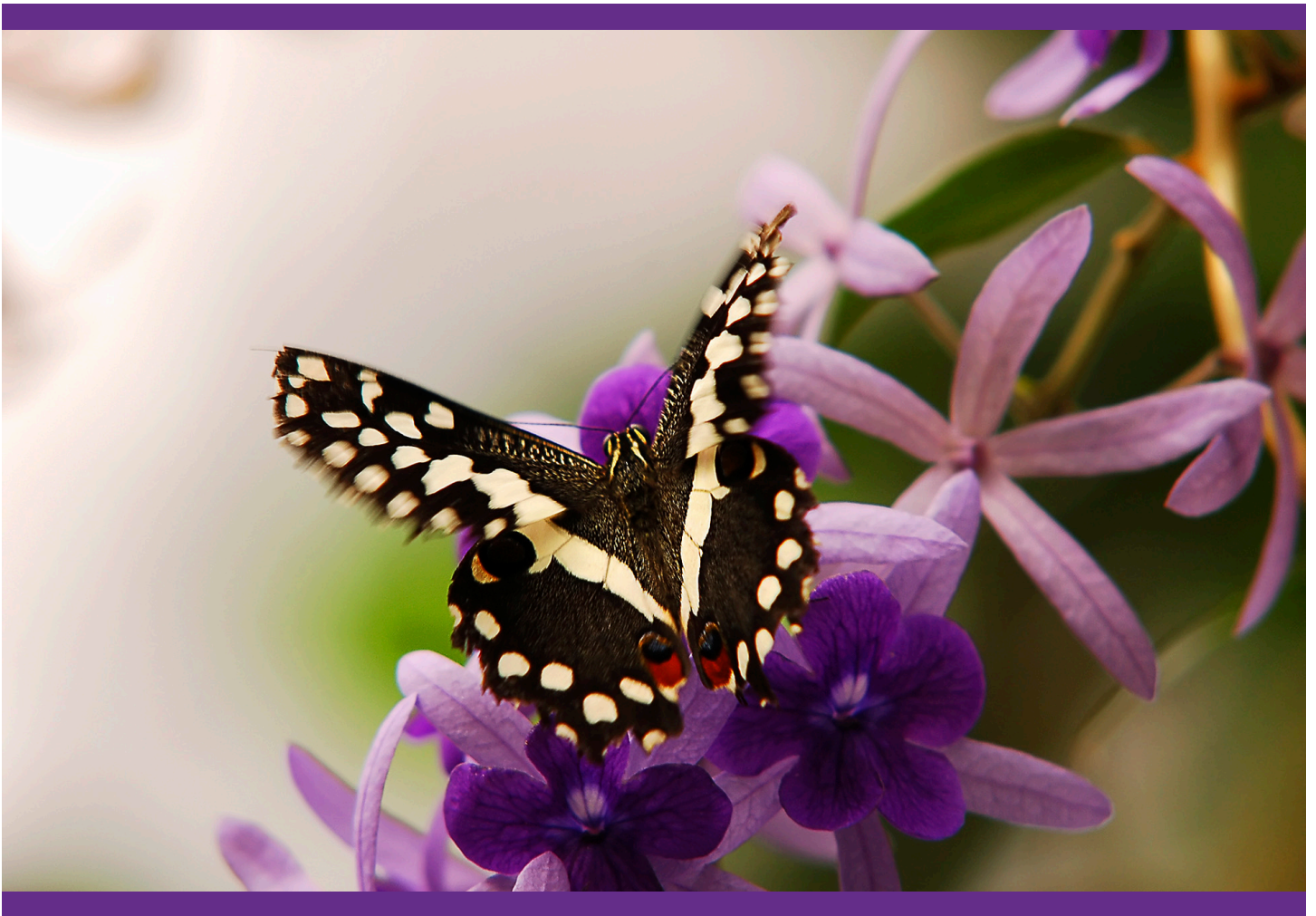


Customer Advantage with Web 2.0

“How Social Media changes routes to profitability”



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Opportunity

Our solution brings senior marketing professionals together to develop effective Web 2.0 customer engagement strategies to take advantage of new forms of social media business models.

What is happening?

We have reached the point where “more volume” has “no impact.”

- Everywhere we turn, we are bombarded by messages. This is especially true on the internet – now the preferred business and consumer information source.
- Increasingly, advertisers are finding their attempts to reach buyers are being tuned out by ad blocking technology and user “message fatigue”/indifference.

We have learned that companies need an authentic voice in their online presence.

- Discussions are happening all over the internet – between your customers, about your products, your competitors – and you. We have passed the point at which we can ask, “How we can control it?”
- Now the real question is “How can we participate in it?” or better yet “How do we play a leadership role in the conversation?”

What is your challenge?

Web 2.0 is not about broadcast; it is about community and reach.

- Does your company participate effectively in today’s internet conversations?
- This is not the end of traditional media – but it is the end of the era in which traditional advertising can “stand alone” in communications.
- Some companies will build competitive advantage through effective “early adopter” use of social media technology... will yours?
- Your customers are changing – how are you responding to them?
- After two years of global research on Web 2.0, we know it is time for you to build a strategy that links your current activity to your future Web activities – and secure new opportunities in your market.

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What is your Involve-ment?

Your organization will be expected to provide:

- One senior representative to play a leadership role on a project committee, and act as a member of the steering committee.
- Three other staff members to provide participation across project committees.
- Nominations of 2-5 customers or other industry contacts for consideration in the case studies

How to Join Us

- Join us at www.2bevirtual.com for registration information.
- Registered members will automatically receive a *NEW* 80 page report on *How Social Media Revolutionizes Work*, a value of \$10,000, on best practices, plus a two hour discussion with a project team expert.
- For registration, contact Kathryn Hayes at (647)477-6254 or www.helixcommerce.com or email us at kathryn@helixcommerce.com

Benefits

- Community-driven research
- Team based learning/discovery
- Exposure to new business models
- Access to best practices in execution

Community Forums (illustrative)

- How can Social Media improve your brand and market presence?
- How do you use Social Media to create company-managed communities?
- How can you use new customer reach tools like Facebook, YouTube, blogs, community forums, collaboration tools, and wikis to improve customer experiences?
- What are the new marketing measurement tools and metrics required to execute social media effectively?
- What is an effective risk management strategy for supporting social media in the workplace?
- What is marketing and customer service's role in business governance of Web 2.0 and Social Media?
- How do you develop an effective business strategy to take advantage of Web 2.0 and Social Media?

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Deliverables	<i>Live Interaction</i>	<ul style="list-style-type: none"> • A one-day “Getting Grounded” training session on social media, involving 3-5 project teams. • One day individual workshops/roundtables for each sponsor • Two all-member events • Monthly Conference Calls • Ongoing interaction with senior members of the research team
	<i>Actionable Insight</i>	<ul style="list-style-type: none"> • 40-50 case studies, providing in-depth insight on social media issues and practices • Quantitative research on both B2B and B2C • Summary reports for each subject area, plus one master report
	<i>Community-Driven Communication</i>	<ul style="list-style-type: none"> • The project will incorporate a social media site to contain all project-related discussions and findings using action based learning with SMT toolkits like: instant messaging, blogs/discussion forums, podcasting, wikis, etc.
	<i>Learning Experience</i>	<ul style="list-style-type: none"> • Participation in a virtual world conference in Second Life, and guided tour to such leading sites as ABN Amro, Canada Post, CMP, Cisco, IBM, Nissan, Pontiac, The Weather Channel.
Who’s on our Research Team?	Dr. Cindy Gordon	<ul style="list-style-type: none"> • Project Research Chair, CEO Helix Commerce, Founder, 2BeVirtual, Business Innovation Strategist, National Board Director for CATA on Innovation as a Nation Project for Social Media Research, Author of <i>Why Buy the Cow</i>, <i>Collaboration Commerce</i>, and <i>Enterprise Portals</i>.
	Michael O’Neil	<ul style="list-style-type: none"> • Project Research Co-Chair; Canada’s most senior IT Analyst, the CEO of social media site IT in Canada, and past CEO of IDC Canada.
	Maureen Mottonen	<ul style="list-style-type: none"> • Project Research Director, Past Research VP from IDC, Helix Director
	Jeremy Nickerson	<ul style="list-style-type: none"> • Project Researcher, Kellogg international joint MBA, Helix Director

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Advisory Board

**Dr. Jose Claudio
Terra**

- CEO, and Founder of TerraForum, Author of over 8 books on Enterprise portals, eLearning, and Collaboration

**Dr. Nick
Bontis**

- Professor, Intellectual Capital and Knowledge Management, University of DeGroote Business School

**Ross
Dawson**

- Founder, Future Media Summit, Australia, Author of: Living Networks, and Developing Knowledge Based Client Relationships

**Lynda
Partner**

- CEO, inTouch, & Founder, 2beVirtual, Ottawa

**John
Reid**

- President, The Canadian Advanced Technology Association (CATA)



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Registration Form

Please enroll my organization as a sponsor of the *Web 2.0: How Social Media changes routes to profitability* project.

Company Name: _____
Company Address: _____
Phone Number: _____

Lead participant:
Name: _____
Title: _____
Email: _____
Contact telephone numbers
Office: _____
Cell: _____

Other participants (please nominate up to three)

Name: _____
Title: _____
Email: _____
Contact telephone numbers
Office: _____
Cell: _____

Name: _____
Title: _____
Email: _____
Contact telephone numbers
Office: _____
Cell: _____

Name: _____
Title: _____
Email: _____
Contact telephone numbers
Office: _____
Cell: _____

I understand that my company will be billed in the following amount:

Select one option:

- For *full participation in the project*, including all live interactions and seats on all project committees: \$45,000
- For *information access to project findings*, including access to all presentations and reports, and the online community – but not including live workshops/presentations/events, or participating as committee members: \$23,500

All fees payable in Canadian currency. GST at 5% will be added to billing addresses in Canada.

Purchase Order # _____

Note – if you are interested in participating in this project but need to discuss participation in advance of signing up, please email your contact information to us at kathryn@2bevvirtual.com or fax 647-477-6256. A project team member will be in touch with you within 2 business days.