

TECHNO EXPRESSION SERIES I, Communications & Marketing Tools

PODCASTS, WIKIS & BLOGS...OH MY!

This course is designed for non-technical professionals, offering a broad range of topic information specific to today's smart marketing tools: Podcasts, Wikis & Blogs. Experts on each topic will present the individual communications technique enhancing audience understanding of why and how these applications can be applied to today's business practices.

LEARNING OUTCOMES & ACQUIRED SKILL SET

- Create and distribute podcasts.
- Recognize useful podcasts.
- Understand the practical uses of blogging.
- Realize the social and technical aspects of blogging.
- Identify how to use wikis.
- Understand the cost saving measures behind wiki technology.

PRESENTERS

- **Steve Lubetkin**, Lubetkin & Co. Communications, LLC, Cherry Hill New Jersey, "New Technologies in Communications: Podcasting"
- **Dr. Drew Ross**, Visiting Fellow, Oxford University "Corporate and Organizational Weblogging: From First Steps to Communities of Practice"
- **Tim Kellers**, Web Specialist, New Jersey Institute of Technology, "Wikis at Work"
- **Ken Ronkowitz**, Instructional Resource Manager, New Jersey Institute of Technology, "Wikis at Work"

Podcasts are digital audio programs delivered through internet-related technologies, which enable companies to reach narrowly targeted audiences more effectively than mass marketing techniques. This course includes: defining podcasting - what they are and the many types. How podcasts are being used in business today. Subscribing to devices for podcast viewing plus downloading and listening. The types of software and hardware needed for optimum usage. The technical steps behind creating a podcast. Friendly music sources that won't cause licensing issues. Guidelines for professional-sounding podcasts.

Webblog or Blog is a website in which items are posted on a regular basis and displayed in reverse chronological order. Organizational and corporate blogs are transforming the way in which groups communicate - both within companies/ organizations and to the rest of the world. Participants will be brought up to full speed on the world of work-related weblogging and learn how to transfer knowledge and engage in informed thinking about how blogs might operate within their own organizations. With a focus on using weblogs to encourage

communities of practice (CoPs), participants will do some real-life problem-based thinking about the technical, ethical, and social aspects of work weblogging, with examples and vignettes from actual weblogging situations.

Wikis are often described as "collaborative web sites" and are being used for project management, knowledge sharing and proposal writing. The benefits of this collaborative approach include reducing daily phone calls, e-mails and meeting time. Internet research firm, the Gartner Group, predicts that Wikis will become mainstream collaboration tools in at least 50% of companies by 2009. Peter Thoeny, creator of TWiki, a leading Wiki program, says at least 20,000 downloads of his software are being used by businesses. Walt Disney, SAP, Adobe, Nokia, Novell and Motorola are among the corporations using Wikis for collaboration. Participants will see how Wikis are being used and see demonstrations of how they enable collaboration. A special emphasis will be given to open source and commercial Wiki products from server installation to support and security considerations for intellectual property.

TECHNO EXPRESSION SERIES I, Communications & Marketing Tools
PODCASTS, WIKIS & BLOGS...OH MY!

WHEN

Wednesday, April 5, 2006 (8.30am – 3.30pm)

WHERE

Gutenberg Information Technology Center
New Jersey Institute of Technology, Newark, NJ
GITC room #3720

TUITION

\$300 - participation awards .6 Continuing Education
Units (CEUs); includes: registration, continental breakfast,
lunch & hand-out materials

LOGISTICS

Free Secure Parking & Campus Directions
<http://www.njit.edu/about/visiting/driving.php>

Campus Map

<http://www.njit.edu/about/visiting/map.php>

REGISTRATION

Online: cpe.njit.edu/expressions

Call: 1.800.624.9850

Email: techexpress@dl1.njit.edu

Payment is expected at the time of registration. Credit
cards are accepted. Refund policy: 100% refund up to 5
days prior to day of the event. No refund is given within
5 days of the event.

AGENDA

8.30-9.00 Registration & continental
breakfast

9.00-9.05 Welcoming Remarks and
Introductions

9.05-10.45 Steve Lubetkin, "New
Technologies in Communications:
Podcasting"

10.45-11.00 Recess

11.00-12.30 Drew Ross, "Corporate and
Organizational Weblogging: From First Steps
to Communities of Practice"

12.30-1.15 Lunch

1.15 - 3.15 Tim Kellers and Ken Ronkowitz,
"Wikis at Work"

3.15-3.30 Q & A's; Course Evaluations