

# Are you part of the Corporate Blogging explosion?

First in  
Asia

"..you cannot afford to close your eyes to blogs, because they're simply the most explosive outbreak in the information world since the internet itself."

**BusinessWeek** online

Google Search

18,800,000

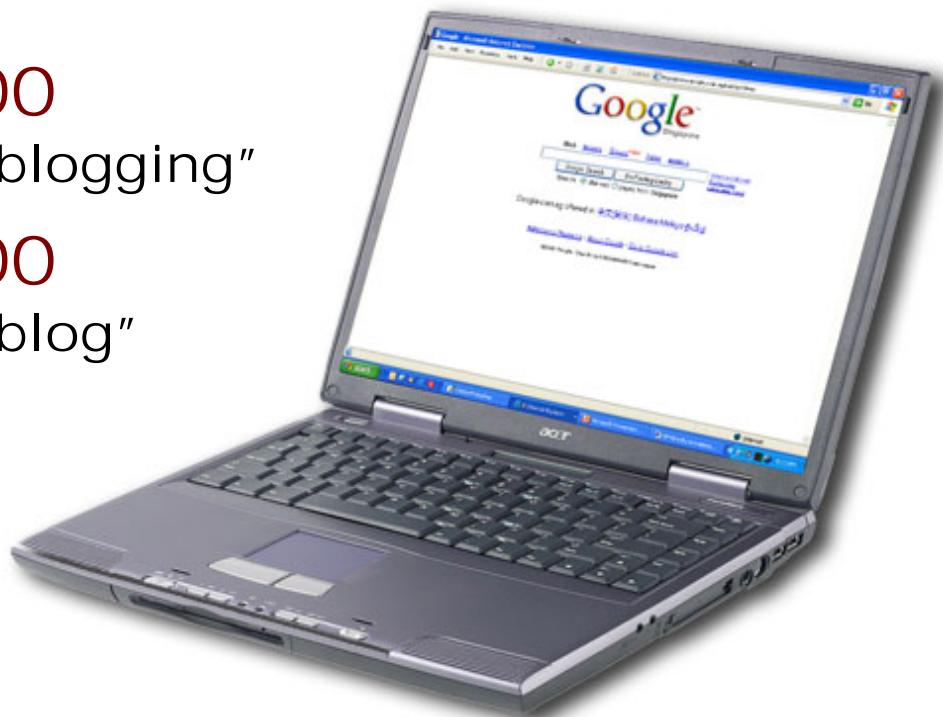
Results for "blogging"

92,700,000

Results for "blog"

#### Event's Details

- **Event:** Corporate Blogging Conference
- **Dates:** Sept 21 & 22, 2005  
0900 – 1730hrs
- **Venue:** Furama Hotel, Singapore
- **Who Should Attend:**  
CEOs, HODs, Managers, Executives, Marketing, PR & IT Professionals



## Asia's First Corporate Blogging Conference

# Corporate Blogging Conference

## The First Corporate Blogging Conference in Asia

*Unleashing the Power of Blogs to Work for your Organization*

Posted by [Maitre Allianz](#) on 02/07/05

- **Everyday, over 23,000** new blogs are created, said a Fortune report in January. A search on google for the word "blog" turned up **92,700,000** entries!
- **Bloggng is a new phenomenon** you cannot afford to close your eyes on, because they're simply the **most explosive outbreak** in the information world since the Internet itself. And they're going to shake up just about every business -- including yours. No matter what business you are in, blogs are a phenomenon that you cannot ignore, postpone, or delegate. Given the changes barreling down upon us, blogs are not a business elective. They're a prerequisite.
- **You care about blogs** if your organization wants to **develop real relationships** with customers and wants to do so better than its competitors. Blogs aren't just a media or PR tool. Business blogs are being used by a variety of industries and companies to circumvent the media and the competition to connect directly with customers.

### About the Conference (1st Day Seminar, 2nd Day Workshop)

The **Corporate Blogging** Conference is all about getting you informed and effective in the blogosphere. This Conference is a must-attend for CEOs, managers, marketing and PR professionals who are interested in learning more about how blogs have been transformed to effective, cutting-edge marketing tools.

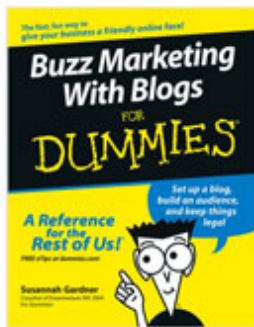
### Benefits of the Conference

- ▶ **Understand** which tools you need to optimally use this **amazing new outreach medium** to connect with your current and potential customers
- ▶ **Hear** how other marketing innovators are using blogs to demonstrate expertise in their industries, build bridges to their customers, and **create new relationships** with the public
- ▶ **Learn** from the **marketing mistakes** some companies have made with blogs -- what not to do is just as important as what to do!
- ▶ **Create** a checklist of technical details and tasks to speed your blog setup and design
- ▶ **Identify** who in your organization will be the **best choice to blog effectively**, entertainingly, and without saying more than they really should
- ▶ **Use** your employees as **powerful word-of-mouth** marketing resources by equipping them to blog

### Bonus: Free "Dummies" Book for Every Delegate

*Buzz Marketing with Blogs for Dummies by Susannah Gardner*

Posted by [Maitre Allianz](#) on 03/07/05



Signed Copy  
by Author

### Press Release (Feb 2005)

#### Businesses find the power of buzz in blogs

"Blogs," or Web logs, are spreading quickly beyond their roots as a pastime for teen diary-scribblers and pajama-clad muckrakers.

In "Buzz Marketing With Blogs for Dummies" (Wiley, US\$24.99), Webpublishing expert Susannah Gardner reveals how businesses, too, are **breaking new marketing ground** with this powerful communication tool.

#### What kind of business would spend energy and money to blog?

A successful one. From **large corporations such as GM and Microsoft to vanguard entrepreneurs such as Mark Cuban**, businesspeople of all kinds are using blogs as a tool to connect with customers and internal audiences in new ways, says Gardner.

Along the way, they're generating unprecedented "buzz," exponentially amplifying "word of mouth" marketing: A single successful blog can attract tens or even hundreds of thousands of visitors.

#### From the book:

*The power of blogs is buzz, or conversations and Web links that bounce from blog to blog and gather mass and impact. Companies that use blogs as buzz building tools are finding they can command substantial readerships of people who avidly want to know about what the blogger has to say, and respond with comments to every new posting. The best part is they often spread that message to others within their sphere of influence through blogs, instant messenger, or e-mail.*

"**Blogs are really on the cusp of a transition today**," says Gardner. "Like many previous Internet technologies, they're now making this transition to the business world. The timing has just worked out so that, right now, businesses are picking up on the tools and getting immediate benefit from them. In 2005, you're going to **see a lot more business blogs very quickly**, and the first ones will have a clear advantage in the long run."

**Blogs can help lend a human face to large companies** that are perceived as monolithic, or can be used to help the smaller company or individual businessperson establish expertise, says Gardner. "For a smaller company, or for the progressive and savvy large company, this is a **great tool to reach people**."

"**Buzz Marketing With Blogs For Dummies**" is the **first book** to give a businessperson's introduction to blogging, **offering advice on every facet of creating a business blog** — from designing, writing and maintenance, to considerations such as how to protect proprietary information and how to write staff blogging guidelines.

**In addition to a step-by-step guide**, Buzz Marketing with Blogs for Dummies includes **nine detailed case studies**, including interviews with top bloggers such as Microsoft's Robert Scoble and Blog Maverick's Mark Cuban, as well as numerous other examples of business blogs.

### OUR SPEAKERS



**Susannah Gardner**

- Blogging Expert
- Blogging Consultant
- Author
- Speaker
- Web designer



**Paul Chaney**

- President of Radiant Marketing Group (RMG)
- President of Professional Bloggers Association
- Editor & Writer
- Industry Thought Leader in business Blogging



## About Day One Seminar

- **The Seminar will give you the lowdown** on **using blogs effectively** -- and without backlash -- as tools to promote your company, your products, or your services.
- **The speakers will share with you** practical, concrete recommendations, examples of successes and failures.
- **Go back to the office with a thorough overview** of how this medium works, and a comprehensive set of ideas on **how to harness blogs** to the benefit of your organization.

### Day One Seminar

#### 0900 – 1030 Introduction to Blogs (Blogging 101)

- What's a blog? / What's blogging? What makes a blog different from a Web site or discussion forum?
- Buzz marketing and word of mouth
- Benefits for companies with blogs
- Examples of blog success stories
- Why should a company have a blog?
- Setting goals for your company blog
- Who should blog?
- Types of blogs:
  - B2B, adverblogs, product sales, PR, customer service, intranet blogs, sponsored blogs vs. company-owned blogs
  - Blogs as branding & marketing tools, PR tools, corporate communications tools
  - Connecting with customers, publicity, search engine magnet

#### 1030 – 1045 Networking Tea Break

#### 1045 – 1230 Blog Policies and Best Practices

- Guidelines and policies
  - Legal liabilities/ issues and implications
  - Establishing a blog policy
  - Choosing a blogger
    - Sending an original message
    - Establishing trust and credibility
    - Compensation and expectations
- Blogs gone bad (point/counterpoint discussion)
  - Fake blogs, spam blogs, character blogs
  - What the blogosphere reaction can mean
  - Fixing a fiasco

#### 1230 – 1330 Lunch Break

#### 1330 – 1530 Blog Marketing Strategies I: Using blogs for marketing

- Blogging trends & history
- Buzz marketing and word of mouth in-depth
- 10 benefits blogs can provide an organization
- The importance of understanding and defining an audience
- Blogs as revolutionary marketing tools; addition to the marketing mix
- Business blogs as a powerful linking strategy
- Building buzz with bloggers: Examining Marqui's Blogosphere Program
- Measuring Effectiveness/ Response of Blogs
  - Search engine optimization
  - ROI, Metrics, etc
  - Marketing Perspective
  - Social Perspective
  - Character Blogs from a marketing perspective

#### 1530 – 1545 Networking Tea Break

#### 1545 – 1730 Blog Marketing Strategies II: Marketing your blog

- Strategic Improvements
  - Reaching your audience
  - Partnership/ Affiliation Program
  - Ad programs—RSS ads, Blogads, TextAds, Google AdSense, etc.
  - Building readership through link and comments
  - Getting your blog listed
  - Search engine optimization
  - Getting interviewed to publicize your site
- Editorial Improvements
  - Podcasting
  - Images
  - Memes
  - Quizzes and surveys
  - Moblogging, audblogging, vidblogging
  - Guest blogging
- Using your blog with other marketing efforts

## About Day Two Workshop

- **The Corporate Blogging Workshop** aims to provide you with the practical and theoretical information you need to navigate the **creation of a corporate blog the right way**.
- **The speakers will guide and provide you** with knowledge on blog design, implementation, effective writing skills, and blogging targeted at specific audiences, giving you the opportunity to ask questions.

### Day Two Workshop

#### 0900 – 1030 Blog Implementation and Design

- Blog Design
  - What does a blog look like?
  - What are the required features?
  - Brand integration
  - Integration with an existing Web presence
- Creating a test blog
- Start a blog afresh or integrate into current site?
- Resources required to start blogging
- Understanding blog technologies
  - Blog software
  - Assessing your needs
  - Planning for the future
  - Must-have blog features
    - RSS
    - Comments
    - Trackbacks
- File management

#### 1030 – 1045 Networking Tea Break

#### 1045 – 1230 Writing Effectively

- Reading other blogs
  - Using newsreaders and aggregators
  - Assessing your competitors
  - Top 10 things to look out for
- Finding a writing voice
  - Common grammar, spelling and punctuation rules
  - Providing value in what you write about
  - Informality and personal information
  - Jokes and off-topic posts
  - Soliciting feedback
- Blog etiquette
- Choosing what to write about

#### 1230 – 1330 Lunch Break

#### 1330 – 1530 Blogging for Specific Audiences

- Who should blog? – CEOs, PR, IT personnel, employees, industry thought leaders, etc
- Blogs and Public Relations - how PR firms are using blogs with concrete examples
- The CEO blogger – how CEO's are using blogs, again with concrete case studies.

#### 1530 – 1545 Networking Tea Break

#### 1545 – 1645 Blogging and Your Company

- Employee blogs. How a corporation can get its employees blogging, and guidelines for doing so
- Blogs to connect a company. How to use blogs for internal communications purposes (intranet, extranet, project/ knowledge management)

#### 1645- 1730 Wrapping Up

- Open discussion by presenters and attendees; topics to be determined.

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# Be Coached by **the Experts**



## About Susannah Gardner

Susannah is the co-founder and creative director of [Hop Studios Internet Consultants](http://Hop Studios Internet Consultants), a Web design company specializing in custom Web solutions for content publishers.

Susannah is the author of "[Buzz Marketing With Blogs for Dummies](http://Buzz Marketing With Blogs for Dummies)," the first-ever book on business and marketing blogging. She is the co-author of "[Dreamweaver MX 2004 for Dummies](http://Dreamweaver MX 2004 for Dummies)," from Wiley Publishing, and "[Teach Yourself Visually: Dreamweaver MX 2004](http://Teach Yourself Visually: Dreamweaver MX 2004)," also from Wiley Publishing. She is currently working on writing "[BitTorrent for Dummies](http://BitTorrent for Dummies)," due out in October 2005.

Prior to running Hop Studios, Susannah worked in the Online Journalism and Communication Program at the University of Southern California, writing curriculum, teaching, and conducting research at the intersection of technology and journalism. She was a senior editor of the Online Journalism Review, still the media industry's only Internet-focused journalism publication.

Susannah also spent four years at The Los Angeles Times, one of six editors responsible for launching that newspaper's Web site. During her time at LATimes.com, she established the site's multimedia lab, which produced ground-breaking Web audio, video and animation. She also launched and edited MetaHollywood, an online-only publication that covered new Hollywood technology and was LATimes.com's single largest revenue source in 1998.

Susannah earned bachelor's degrees in Print Journalism and American literature at USC. Today she is pursuing a master's degree in Public Art Studies, examining issues that cross the traditional boundaries of Internet publishing, journalism and art.

Visit the companion blog for "Buzz Marketing with Blogs for Dummies" at [www.buzzmarketingwithblogs.com](http://www.buzzmarketingwithblogs.com). To learn more about her Web design company, visit [www.hopstudios.com](http://www.hopstudios.com). She keeps a personal blog at [www.unfavorablepink.com](http://www.unfavorablepink.com).

## Testimonials

"With Susannah's descriptive examples of fake blogs and the blogging community's response to them I was progressively led to a deeper understanding of the humor and effectiveness or disrespect and ineffectiveness that can result from a fake blog. Furthermore, I gained a true sense of how bloggers are a social community and have a voice and influence as such."  
- Jim Owens, California

"No legal marketing professional or lawyer looking to expand business, whether you are publishing a blog now or soon will be, should be without Susannah Gardner's new book 'Buzz Marketing with Blogs for Dummies.'" - Kevin O'Keefe, *lexBlog*

"I wouldn't be here typing this brief review if it weren't for her book. Easy to read and apply. Is 'unintimidating' a word?"  
- Stan Dubin, *Small Business Success*, 4/26/05

"Last night's blog workshop was AWESOME! It was totally inspiring. I'm ready to start a blog."  
- Susan Robinson, *Life Coach*

### \*Blogging Expert & Consultant\*

Susannah speaks business and tech, and helps individuals and companies implement effectively blogs

### \*Author\*

Authoritative and approachable, Susannah has authored multiple books in the best-selling "For Dummies" series

### \*Speaker\*

Susannah speaks frequently on blogging and other Web design issues at conferences for busy professionals or Web geeks

### \*Web designer\*

Hop Studios is Susannah's successful Web design company that specializes in solving publishing problems for organizations like the Los Angeles Times and the University of Southern California

## About Paul Chaney

With more than seven years of online marketing experience, Paul Chaney, president of Radiant Marketing Group, a business blog consulting firm, has become a leading proponent of using blogs as business marketing and communications tools. <http://www.radiantmarketinggroup.com/>

In addition to his duties with RMG, Paul is president of the Professional Bloggers Association, an industry group focused on advancing the common interests of those who make their living with blogs. He also served as Technical Editor and contributing writer on the newly released book *Buzz Marketing with Blogs For Dummies*, published by Wiley.

Paul also blogs professionally for several major networks:

- AllBusiness.com, Creative Weblogging, Weblogs Inc

His opinions have been sought by leading mainstream media publications including The San Francisco Chronicle, Wall Street Journal, and Philadelphia Inquirer, as well as a number of industry trade magazines. Paul's dedication to and belief in this medium has made him a widely recognized thought-leader and respected industry expert in the field of business blogging.

## Testimonials

"Blogging Expert Paul Chaney... gave me so much insight that you might say I acquired Meta Knowledge."  
- Jane Genova, *Corporate Communications Expert*, [www.janegenova.com](http://www.janegenova.com)

"When we decided to create my blog, Mercer on Value, we conducted a national search to hire a consultant to help us with its design and implementation, as well as with my basic training as a blogger. Paul Chaney was our choice and we're delighted with the results! He was sensitive to our needs for a design that would be consistent with our corporate logo and website for Mercer Capital, and has been extremely helpful as I have progressed as a blogger. I have recommended Paul's services to several friends and recommend him to you now!  
- Z. Christopher Mercer, CEO, Mercer Capital, [www.mercercapital.com](http://www.mercercapital.com)"

As an owner of a marketing firm, I understand the need to always be on the cutting edge of technology maximizing its potential for the dissemination of our client's message. Blogging is quickly becoming one of the most cost effective ways of doing this. When we were looking for a consultant to work with us in developing blogs for our clients, we chose Paul Chaney because of his excellent reputation, keen understanding of the industry, and desire to provide us with tangible, quantifiable results. - Steve Cleary, CEO, Web Direct Advertising, [www.webdirectadvertising.com](http://www.webdirectadvertising.com)

"Paul Chaney is one of the best bloggers I know. I read Paul's blogs nearly every day as he is always on top of what's happening in the blogosphere and he can clearly articulate the ins and outs of blogging. I frequently learn new tips and tricks from Paul and link to his posts so my clients can learn from his expertise as well. I applaud and support Paul's enthusiasm and passion for blogging and his efforts to bring blogging into the mainstream as a necessary and integral part of business marketing strategies."  
- Denise Wakeman, Next Level Biz Tips, <http://www.BizTipsBlog.com>



### \*President of Radiant Marketing Group (RMG)\*

RMG is a business blog consulting firm which specializes in helping organizations learn how to make effective use of blogs.

### \*President of Professional Bloggers Association\*

Paul is the president of the PBA, a non profit organization of skilled bloggers supporting and promoting professional blogging and consulting on the web.

### \*Editor & Writer\*

Knowledgeable and professional, Paul is the technical editor and contributing writer in the newly published book, "Buzz Marketing with Blogs For Dummies".

### \* Industry Thought Leader in business Blogging\*

Paul's opinions are sought by leading main stream media publications and industry trade magazines.