

Brand 2.0^β

Build Powerful Brands Through Social Media

understand the emerging social media landscape and explore initiatives in thinking which create new sources of brand value

learn lessons from companies that have embraced social media and review the models that are winning success for them

create new pathways to customers and help build communities they trust

Stuart Henshall

Leading global commentator and brand evangelist on the consumer revolution, social media and author of the COMsumer Manifesto. www.henshall.com

Dina Mehta

Researcher, globally listed blogger, regular speaker at global conferences on accelerating collaboration with social media and tools. www.dinamehta.com

"If you choose to join the conversation, your company will be the better for it, and your customers will be happier. You will develop better products and services by enjoying their collective wisdom, and you will save a ton of money by dumping expensive marketing tactics that not only don't work, but annoy the people they target."

— Robert Scoble and Shel Israel in *Naked Conversations*

Brand 2.0 Bootcamp

Customized Two-Day Workshop
Programs Available 2006
USA, Europe, India, Australia



Web2.0 Companies <http://flickr.com/photos/stabilo-boss/93136022/>

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How does a world of rapidly evolving social media affect your organization's brand strategies and values?

Organizations large and small, public and private – continue to extrapolate this year's brand plan and fail to recognize and adapt quickly enough to market changes impacting future strategy.

Brand strategy tools must be rethought. From blogs to podcasting – social networking sites to Google AdSense – participation, economics and structure of media and communication is being reinvented.

Brand 2.0^β examines the brand building relationships emerging in the tactics and strategies exhibited by leading companies.

as a participant you will answer, how do you:

- Ⓡ engage your customers to be your marketers and evangelists?
- Ⓡ identify the tools and methodologies that effectively enable these brand conversations?
- Ⓡ manage brand risks in a virally explosive blogger – social media centric world?
- Ⓡ relate social media to PR, advertising and research agency engagements?

as a result, you will:

- Ⓡ develop an understanding of Web 2.0 principles and opportunities that extend to your brands and markets.
- Ⓡ understand why these emerging communities and media vehicles are changing the way we look at and manage brands.
- Ⓡ navigate through social tools and media exploring the risks and opportunities in the context of your brand.
- Ⓡ develop a strategy for your own participation in the world of social media.

The **Brand** no longer lives with consumers and marketers alone. We acknowledge that in the experience economy, the **Brand** is the nexus of a new connectivity between employee and customer, organization and stakeholders, evangelists and community.

There is a third space that is evolving – the social web. It is changing how we 'consume' brands and promises.

"Think of a person who goes to the doctor and gets a prescription for an ailment. The doctor explains how the medication will work. The patient then proceeds to the drugstore and receives the medicine, along with (perhaps) an explanation from the pharmacist about how the medicine will work. But then the patient goes home and gets on the internet to research the thoughts of others who've used the medicine to discover what THEY think about how it works, and this impacts the doctor's authority. The doctor is still the doctor, but gone is the automatic acceptance of his or her words as gospel." – Jay Rosen

"It's almost like the next generation of the internet is taking off. New ways to communicate on a one-on-one basis have been increasing at lightning speed. A couple of years ago, when people started blogging, I saw it as a possible corporate communications vehicle. I saw this as an opportunity to get involved with the conversations going on." – Michael Wiley, Director, GM.

bootcamp outline

DAY ONE: INNOVATIVE SOCIAL MEDIA

new challenges Web 2.0 brands are proliferating socially, virally and, exponentially. Today new brand platforming strategies are emerging. Mimicking 2.0 companies, we introduce the ecology of social media in a series of case studies, personal learning and live examples. These approaches overturn traditional brand cost and value creation assumptions.

defining social media Blogs, podcasts, digital stories, RSS feeds, wikis and social networks represent a new generation of tools that bring companies and users into a dynamic, ongoing conversation. We will guide your understanding of inherent risks and explorations of opportunities.

exploring the power of social tools A hands-on experiential session, where you will be able to 'play' with social tools.

DAY TWO: INTEGRATING TOOLS INTO YOUR BRANDS

the brand as conversation Additional Case Studies demonstrate how companies are using these technologies to engage in conversations with customers. Issues we will tackle together – what does this new transparency mean, who has authority, who takes responsibility, and the role of evangelists, stakeholders and community.

new communication economics Are redefining email, one to many and many to one messaging. Trust and Attention Rules are changing, access is being redefined on the desktop, on your mobile, and where your customers are. New touch-points are emerging.

your brand strategies Early adopter strategies for roll-out, defining strategic initiatives in social media, understanding what's required to start prototyping, and co-designing a beta community program for your brand.

who should attend

The workshop is for business leaders, senior executives and middle managers. It is relevant to business, the public sector and their intermediaries (Advertising, PR, Research) with specific interest in:

- Business Strategy, Brand Building
- Innovation & New Business Models
- Market Research, Advertising and Media
- Brand and Product Management
- Organizational & Community Development

our style of conversation

A learning environment in which we will encourage participation and 'play'. Expect some hands-on exposure to social tools – weblogs, wikis, tagging, podcasts, IM and VOIP, RSS, Social Networking Services, etc, with:

- Case studies and examples
- Sharing personal experiences
- Access to best practice examples
- Multiple media formats (videos etc.)
- Group work and discussion

our promise

Brand 2.0^β will provide the framework and tools to empower marketers to create a new space for your brand; one that builds and grows on the principles of community, collaboration, conversation and communication.

we believe too

"The long silence – the industrial interruption of the human conversation – is coming to an end. On the internet, markets are getting more connected and more powerfully vocal every day. These markets want to talk, just as they did for the thousands of years that passed before market became a verb with us as its object."

– The Cluetrain Manifesto

recognition

"It came as no surprise to learn that they each swiftly mobilized online networks – they are both people-networkers as well as pioneering internet publishers in their native countries."

– Howard Rheingold

"But it was Stuart Henshall who made the most substantial personal impression."

He gestured at a couple of core issues which seemed to me to be about culture changes brought in by technology changes."

– Tom Coates, Yahoo!

"How about a Channel 9 for Skype? I know the perfect people to do 'Skype 9': Dina Mehta and Stuart Henshall. Skype 9 would be a perfect extension of Skype Journal!"

– North American Bandwidth News

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about the presenters



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Founder and CEO of Mosoci. Stuart is a marketing strategist, futurist, and facilitator. He began blogging in 2002 with Unbound Spiral on strategy and innovation (www.henshall.com/blog). In 2005 he founded Skype Journal (www.skypejournal.com), and continues to be an insightful analyst in the VoIP, social networking, blog and wiki space.

His more recent projects include consulting to startups and companies, including Nokia, Cheskin, Pitney Bowes, Generali, Yahoo!, Jump Associates and Motorola. His focus has kept him at the intersection of social media, and emerging VoIP solutions.

In 2005, he was a presenter – speaker at Harvard Club, Supernova 2005, Silicon Valley Round Table, Reboot7, VON 2005 and Ecademy London, and frequent participant in other industry conferences.

Previously, at GBN – Global Business Network, he led scenario and futures projects in telecommunications, biotechnology and consumer products. As VP and General Manager, he spent 20 years around the world leading sales and marketing teams to “world-first” consumer products.

Stuart excels at facilitating group conversations about change that lead to innovative new solutions. He has taught public and private programs, including at the Haas School of Business (UCB) and University of Auckland Executive Programs. He’s been recognized by Entovation as a Global Knowledge Innovation Leader, while his papers include “Trust in Networks,” “The COMsumer Manifesto” and a short series on P2P (peer to peer) solutions.



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Head of Research at Mosoci. Dina is a qualitative researcher and ethnographer based in Mumbai, India for the last 17 years. After 10 years at IMRB International, she set off on her own and established Explore Research & Consultancy in 1998, which has a portfolio of global clients including MTV, JWT, Unilever, ESPN and Pitney Bowes Inc.

As part of her research consultancy, she’s involved in ethnographic studies, including participant observation, studying the impact of technology in rural markets, and following trendsetting youth in urban settings.

Her personal blog is Conversations with Dina (<http://dinamehta.com/>), and she has contributed to building communities such as Worldchanging, Tsunami Help, Katrina Help, Asia Quake Help, Skype Journal and Global Voices Online.

Dina is particularly curious about and loves playing with and using social technologies that bring about new ways of communication and collaboration. Her explorations into the social media and social tools space led her to actively contribute to online disaster relief efforts since the tsunamis devastated parts of Asia in December 2004. These efforts have been acknowledged worldwide.

Presenter and Speaker: on Social Tools in Research and Collaboration – Reboot 7 in Copenhagen in June 2005, and at EPIC 2005 in Seattle in November 2005. She was a part of the Global Voices Summit in London in December 2005.

about
Mosoci
LLC

Mosoci LLC is a research and strategy innovations group, with deep knowledge of mobility, social media, product definition, and their underlying technologies. Stuart set up Mosoci in 2005, with a team of futurists, industry analysts, technologists, researchers, and software developers, who are also bloggers, speakers, journalists and facilitators. Mosoci operates from four countries (United States, Canada, Scotland, and India) but travels the globe.

Stuart and Dina began collaborating through their worlds of blogging and explorations into social media and tools in 2003. They work together on a number of research projects, bringing their curiosity, experiences and knowledge about social media into client organizations. They have also, together adopted, experimented with, and built many communities around the social media they work with every day.

to register

please contact Stuart Henshall or Dina Mehta for more information.

Brand 2.0^β

recognition

Stuart
Henshall

"I also ran into Stuart Henshall, who is the editor of Skype Journal. Now here is an example of a blogging business model. The blog is maintained by a team of writers, has ads from Google, and also points users to all things Skype (equipment software). But Stuart told me that a growing part of his business is working with companies grappling with how to think about Skype – what the impact will be, if they should use it, and if so, how to deploy it. So using the blog to demonstrate thought leadership and then hiring oneself out. Very cool model." – **Charlene Li, Forrester**

An eight-minute video interview with Stuart Henshall, editor of the Skype Journal, about why businesses and ordinary individuals should look into the internet phone service Skype. The market for Internet telephony is expected to explode in the coming years.

– **interview by J.D.Lasica**, one of the world's leading authorities on citizens media and the personal media revolution and Co-founder and Executive Director of **Ourmedia**.

"Funny how I cannot think 'Jazz' now without thinking of Stuart Henshall, who (in his Unbound Spiral weblog) is fond of talking about jazz – "jazz communities," "jazz blogging," "jazz in the blogosphere," "actionable' jazz," "group jazz," "jazz quadrants" – you get the picture".
– **Judith Meskill**, Editorial Director, **Weblogs Inc.**

"To the contrary, we rapidly outgrew our previous blog infrastructure and needed to build a new one. To that end, we hired Stuart Henshall to architect our new blog and give us "room to move." We had no idea what a smart idea that was. It's taken two months, and we've been aching to blog, so I was very impatient and grouchy. He moved us from 'blogger' to 'moveable type', taught us the importance of category tags, blog rolls, news readers and a host of other useful concepts and tools. He's coached us how to use blogging as both, an internal as well as an external tool. And he's excited a whole new group of bloggers here at Cheskin." – **Christopher Ireland**, Principal, **Cheskin Research**

"The need to evangelize Skype to use it, also helped the products' success. Also, blogs like Unbound Spiral kept the meme alive and kept pumping new information about the product." – **Design Media**

"To conclude: Skype/eBay/PayPal find themselves developing a platforming strategy for conversational markets. At first, this will create new experiences and encourage new developer solutions at the intersection of the three businesses. How open the enlarged business is to the innovation in the developer community could well determine its success. There is a shared opportunity for the company and independent developers. eBay will undoubtedly find ways to achieve a return on the huge investment it has made in Skype, but the rewards could be all the richer if it opens the platform to outside influences."

– **Stuart Henshall** in an article for the **Financial Times**

Dina
Mehta

"Dina Mehta, a brilliant Indian anthropologist and blogger, just published an article on the emergence of the Indian blogosphere for online magazine, Nirantar. Referencing Malcolm Gladwell's new book, 'The Tipping Point', she points to the emergence of "Connectors, Mavens and Salesmen" as evidence that Indian bloggers are emerging as a force to be reckoned with. She points to her own experiences with the Tsunami Help blog which rapidly mobilized hundreds of volunteers in the wake of the December 26th tsunami." – **Global Voices Online**

"For example, a dozen Indian bloggers launched an excellent group blog called The South-East Asia Earthquake and Tsunami Blog, posting news tidbits and information about resources, aid, donations, and volunteer efforts. It has attracted readers from around the world – people in the region who need help, people elsewhere interested in helping out, and journalists." – **National Geographic Channel**

"But many companies shy away from blogging because they are afraid of letting go of hierarchies of power", says blogger Dina Mehta, a researcher with Mumbai's Explore Research Consultancy." – **DNA India**

"Mehta has expressed her credo in an article recently: "I firmly believe that blogging is not just about having your own online diary or journal. It is much more than that. Many bloggers will tell you of their addiction to blogging that goes well beyond just writing a piece. How many active bloggers can really say they do not start their day looking for reactions to something they wrote the previous day? Or checking if someone has linked to something they've written? Or running their newsreaders to look for interesting pieces by other bloggers in their community? Or checking back at others' posts they might have left comments at to see how the discussion is evolving? Or checking blog statistics to assess whether more or fewer people are reading what they write? Blogging is about conversations among people in real time and real voices. That's what makes it sticky. Communities get built around these conversations. Sometimes with spontaneous order, at other times more gradually."
– **Darryl D'Monte**

"Dina Mehta is an Indian blogger who's helping with the newly created South East Asia Earthquake and Tsunami Blog. She says the blog is not meant to be filled with first person accounts. "What we're doing is we're building a resource," she says. "Anyone who says, OK, I want to come and do some work in India, volunteer in India, or in Sri Lanka or Malaysia, this is the sort of one-stop-shop that they can come to for all sorts of resources, emergency help lines, relief agencies, aid agencies, contacts for them etc." Ms Mehta also says she wishes that governments in the region would realise the power of blogs. "Imagine if they had this resource available to them, if there was a disaster, how quickly you could funnel aid in, and get people to help," she says."

– **BBC News**

"Stuart Henshall is a man who knows innovation in products when he sees it. He co-founded Skype Journal while blogging with his own blog, Unbound Spiral. Now he's admitting the N90 will be the tool that gets him back into his own Unbound Spiral. His review is a clever read and typical Stuart. Insightful. Whimsical and witty. It's not a traditional product review with dissection. I'm guessing that will come later. Instead, you get slice of life and unabashed enthusiasm for something new and different." – **Andy Abramson** at the official **Nokia N90 Blog**

"Subscribe to Stuart Henshall's "Unbound Spiral" blog for leading-edge thinking on the future of presence and collaboration."
– **W. David Stephenson**, Homeland Security Strategist

"Stuart Henshall at Skype Journal has a brilliant idea for helping Katrina victims put their lives back together through restored communications. You can read it here and a follow up here." – **Tom Evsliin**, who conceived, launched, and ran AT&T's first ISP, AT&T WorldNet Service

"From MicroPersuasion.com, Skype, Firefox Build Following Through Word of Blogs. The source of the Skype info is Skype Journal, Stuart Henshall's pub. I think it's safe to say that no one has blogged about Skype more than Stuart. Talk about customer evangelism."
– **George Nemeth**

"Skype's popularity in Japan and China, where eBay has a relatively small presence, was one of the reasons eBay bought the company, says Stuart Henshall, Founder of the San Francisco consulting firm, Mosoci, and the blog, Skype Journal." – **CIO Insight**

"I have only recently made the acquaintance with Stuart, thanks to a truly creative and well thought out idea he had built around the availability of Skype as an immediate and easy-to-use-mean to interact with other, like-minded people. Sprung by curiosity, I contacted him and found him to be a truly fascinating character. Stuart has strong point of views and truly rides ahead of the majority of normal users, at least when it comes to collaboration, interaction and publishing. As he says himself, he is an "early adopter"; someone that tries out early the emerging tools while immersing himself in heavy and continued use of those tools already on the cutting edge. Nonetheless, his idiosyncratic corners, to me Stuart has been a true master artist. Master, because he appears to have used extensively what he talks about, and artist, because he has opened for me new ways to look at how I do things with new technologies, and at how this can truly affect and improve the results that I want to achieve." – **Robin Good**, **MasteNewMedia**

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"And Dina Mehta, Mumbai, explained how a blog set up in the aftermath of the Indian Ocean tsunami prompted hundreds of offers of help from people around the globe and published SMS messages and calls for help from people in the affected areas."

"It was one of my experiences that changed my life," she said. "It wasn't the television telling you what was going on in some other part of the world; it was real voices." – **The Guardian, UK**

"Dina Mehta's presentation used as its case example, the South-East Asia Earthquake and Tsunami Blog Dina helped organize. Incredible. The team used free (or nearly so) collaborative tools (Skype, IM, IRC) to put together a blog that attracted 1 million visits in the first week. And as the contributions and comments to the blog began (quickly) to become unwieldy, they created sub-blogs, and then a wiki to categorize the information. The team was flat, without titles, with immense passion and, apparently little recourse to sleep. What's key here is that drive and brains and a willingness to collaborate, not expensive tools and committees, created this site." – **Allan Jenkins**

"I wasn't surprised when people used sms, blogs, cameraphones and wikis to organize relief efforts during the first hours after the tsunami of 2005. If you can smartmob political demonstrations, elections and performance art, you can smartmob disaster relief. I observed two of my friends on opposite sides of the world doing just that. Dina Mehta, a blogger who lives in Mumbai, India, was my guest for a day when she passed through California, and Alex Nieminen, who blogs from Helsinki, Finland, has also been a guest in my home, and my guide to Helsinki on more than one occasion. It came as no surprise to learn that they each swiftly mobilized online networks – they are both people-networkers as well as pioneering internet publishers in their native countries." – **Howard Rheingold**, **Author of Smart Mobs**

"Dina Mehta has an interesting entry called Social Networks and Brand Identity, where she describes Kapferer's Brand Identity Prism (a combination of 6 internal and external characteristics that comprise a consumer's reaction to a brand). It seems as though she's doing a lot of crunching on ideas in the knowledge management space. Most of what she focuses on are the more business-y approaches, but her entries are a reminder that I need to learn more about the academic theories underlying knowledge management ('cause that's the type of information management that I want to be playing with" – **Danah Boyd**, Social Media Researcher at **Yahoo! Research Berkeley**

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