

Online Social Networking Series

The Innovation Cafe Presents The Online Social Networking Series

Social Networking has taken the web by storm and businesses of all types and sizes are establishing their presence on the scene.

On Wednesday, January 23, 2008, Innovation MediaWorx will launch the first in a series of Innovation Cafe events hosting local business leaders, web professionals and active social networkers in an engaging dialogue designed to cultivate innovation in the Online Social Networking Space.

January 2008 Cafe Conversation The Business of Social Networking, or is that the Social Networking of Business?

Big Question: If critical organizational knowledge really does get created through networks of conversation and personal relationships (social networking), what does that mean in practical terms for strategy evolution, training & development, technology and infrastructure, physical design of workplaces and spaces, and for your own action choices as an organizational member or leader?

February 2008 Cafe Conversation The Nature of Social Networking and The Art of Social Engagement

Big Question: How do we develop a culture of social engagement that allows us to naturally and authentically connect with and serve our various constituents in line with our shared vision, values and purpose?

March 2008 Cafe Conversation Advertising and Social Networking, where do marketing messages fit in the mix?

In the online social networking space, advertisers walk a fine line between promoter and predator. Big Question: How do advertisers become an integral and valuable part of the fiber in the web of social connections?

