



# Leveraging Web Tools for Professional Growth: Web 2.0 and How to Use It

*A Britefire learning experience for people who want to succeed online*

## LEARN HOW TO:

- ✓ Use emerging web tools efficiently and productively for personal professional development
- ✓ Keep continually informed of developments and thought leadership in your field
- ✓ Locate, engage with, and learn from relevant online communities of practice
- ✓ Select and configure a newsreader that will feed you filtered content from your chosen blogs, websites, and news services
- ✓ Set up a blog, podcast or vlog and use it to advance your own reputation
- ✓ Use source-recommendation services to find and filter the most relevant and useful knowledge sources for your interests
- ✓ Use new tools for collaborative project work with teams that are geographically dispersed

## TARGET AUDIENCE:

All professionals in business, medicine, law, engineering, education, journalism, or politics; or who are active in fields that evolve rapidly and demand continuous self-education and awareness updates; those who need to stay on top of developments in their areas of expertise.

## COURSE LEADERS:

The course is lead by Godfrey Parkin, veteran of the e-marketing and e-learning industries in the USA and Europe. He has run several successful e-businesses and has advised many organisations ranging from giants like American Express and Saskatchewan Telecommunications to small start-ups. Godfrey is an active member of the small global community of thought leaders working on the practical implementation of web 2.0.

## Leveraging Web Tools for Professional Growth™ will

change the way you think and operate, will save you hours every week, and will help to make you the most informed and up to date professional among your peers.

This one-day course will show you how to keep up with the latest insights, issues, best practices and changes in your field – in only fifteen minutes a day, three times a week.

You will learn how to use some of the innovations available, mostly for free, in “web 2.0” that streamline access to relevant information and help you manage your personal knowledge base.

Incorporating web 2.0 into your professional practice will position you to be more effective and competitive in your career, and more competent and effective as an organizational leader, peer resource, or Subject Matter Expert.

**FEE:**  
R3,950 including VAT.

**DURATION:**  
One day.  
(lunch and break refreshments included)

**PARTICIPANTS:**  
5 - 20 (max).

**VENUES:**  
In Cape Town we use city centre or waterfront hotels and in Johannesburg, Sandton or Midrand hotels.

## COURSE TOPICS:

Why professionals have turned to the web to stay current in their fields

Informal learning online

The “old web” vs. web 2.0 – what has changed

Collaborative learning and communities of practice

Online social networking

The blogging phenomenon

The publishing revolution

How to find relevant blogs

Sorting good from bad

How to create a blog

Wiki vs blog – horses for courses

How to podcast or vlog

RSS and newsreaders

Accessing RSS-published data

Selecting a newsreader

Configuring and using your reader

Filtering tools and information retrieval

Using Del.icio.us, Digg, and more

Personalized knowledge bases

Developing a knowledge maintenance routine

## TO REGISTER:

Web: [www.britefire.co.za](http://www.britefire.co.za)

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