

# WEB 2.0 UNIVERSITY™

GET READY TO OUTPERFORM

The Future of  
Online Business



## Creating Next Generation Businesses

**Essential education to help thought leaders outperform in the 21st century**

Created for those building and delivering next-generation online products and services, Web 2.0 University™ gives participants a thorough grounding in the revolutionary world of Web 2.0, a set of design patterns and business models that are reshaping the face of the Web today.

### What is Web 2.0?

Web 2.0 defines a new set of rules for building and optimizing online businesses by leveraging the intrinsic strengths of the Internet to rapidly deliver highly scalable outcomes. Only recently understood, these ideas have been gleaned by using the Web itself as the ultimate proving ground to determine what ideas and approaches work best in creating market leading online businesses.

Web 2.0 University™ participants will:

- Achieve a fundamental understanding of what Web 2.0 is including the eight core principles.
- Gain a clear view of the new business models made possible by Web 2.0 and Enterprise 2.0.
- Get an understanding of how to apply new Web 2.0 concepts, platforms, and technology to traditional businesses.
- Learn how to create new, disruptive market leading online products with Web 2.0.
- Be able to clearly tie better business results to the adoption of specific Web 2.0 methods.
- Study Web 2.0 examples, case studies, and success stories in detail.

Join the thousands of business and technical professionals that

have already attended Web 2.0 University events around the world.

As the world's leading business education solution for Web 2.0, the curriculum delivered by Web 2.0 University™ offers immediate access to significant competitive advantage to its attendees. Each premier course is delivered in exclusive public sessions around the world and at major conferences such as the Web 2.0 Expo and The New New Internet.

Web 2.0 University™ is also popular in private corporate deliveries and has been selected by Fortune 500 companies to bring their workers the latest business thinking.

Courses are currently being offered in public deliveries across North America in 2007 and 2008.

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## Web 2.0 University™

### Datasheet

#### Target Audience

Business Executives  
Senior Managers  
Chief Technology Officers  
Chief Information Officers  
Business Analysts  
Web Application Architects  
Product Managers  
Internet Evangelists  
Business Strategists  
Project Managers  
Web Consultants

#### Prerequisites

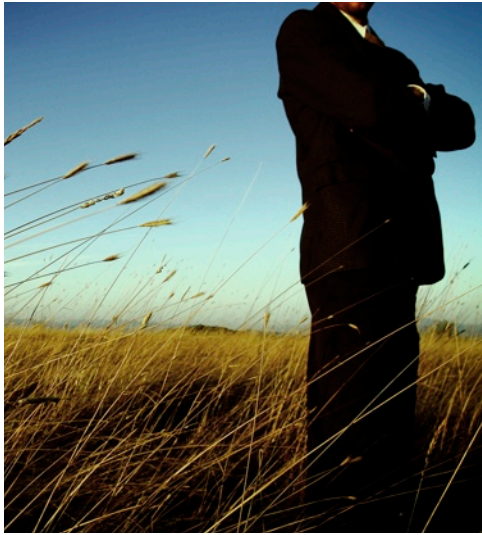
A basic working understanding of Internet fundamentals. No technical knowledge is required.

#### Course Offerings

*Web 2.0 Executive Bootcamp* - A one-day course that explores Web 2.0 and how to build highly competitive products and services successfully using the principles. Participants come away ready to apply Web 2.0 to their business with skills reinforced by structured learning activities throughout the course.



Discover business models and actionable strategies that leverage Web 2.0 to grow revenue and margins, build competitive advantage, improve customer interaction, and drive product innovation.



“Corporate winners and losers will be designated simply by who figures out how to use the network.”

Tim O'Reilly

*Enterprise 2.0 Bootcamp* - An in-depth single-day workshop that explores the use of social media platforms to increase collaboration productivity and business outcomes by using Web 2.0 tools. Includes a detailed examination of early case studies and best practices.

#### Delivery Options

*Public Deliveries* - Web 2.0 University is offered by in public venues in North America and Europe both as stand-alone events and in associated with leading industry conferences. Most public deliveries are limited to 40 participants but certain select deliveries will often have up to 100 and occasionally up to 500 or more at major conferences.

*Private Custom Deliveries* - Many organizations want to maximize their workers time and ensure the material is tuned to their particular business. Web 2.0 University can be tailored and delivered to an organization's workers after a round of customization that incorporates the organizations goals and specific business situation. Most private deliveries are for 40-100 participants at a time.

Contact [info@web20university.com](mailto:info@web20university.com) for more details on public or private deliveries.

#### Course Schedules

The current course schedules can be viewed at:

<http://web20university.com/schedule>

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*Join over 3,700 graduates today in understanding the future of business.*