

## Emerging Technology Landscape

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## Web 2.0



The "participatory" web:

- Wikis / Online Collaboration
- Open APIs / Web services / RIAs
- Web syndication:
  - RSS, blogs, podcasts
- Social software



## Web History



Web 1.0: Static web pages



Web 2.0: The Web is the platform  
Data is the driver  
Participation is the key ingredient.



## Web 2.0



- docs.google.com
- www.emergeblog.com
- www.expopodcast.com
- www.crimeindc.org
- www.myspace.com
- www.meetingsintelligenceexchange.com
- www.secondlife.com
- www.visiontree.com
- www.nokia.com/mara



## Web 2.0 Meeting Apps



- Wikis
- Event marketing using RSS, podcast, blogs
- Social media input for content building
- Event data management
- Hotel and supplier ratings
- Virtual meeting options
- Locating based sales and networking
- Advanced lead retrieval applications
- APEX standards in XML – Web services



Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is Meeting Professionals International's 2002 International Supplier of the Year and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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