

Learn it all... from blogging to Facebook!

Wondering how online communities like **Flickr, MySpace, Facebook and YouTube** can empower your members and customers to **carry your message out into the world?**

Want to harness the power of **deeper collaboration** among your team members, clients, partners or the public?

Hoping to **magnify your impact...** online and in the real world?

Web 2.0 **and your organization**

Two of Canada's leaders in putting the web to work for social change will show you how to use online community tools to make your organization smarter and more effective.

Jointly presented by:



Tues. July 24, 6 pm to 9 pm and Wed. July 25, 9 am to 5 pm Toronto, ON

**Centre for Social Innovation
215 Spadina Avenue**

Fee: \$225 CDN
Limited number of subsidized seats available for small groups. Contact Sarah Pullman (web2andyou@gmail.com) to apply.

Register: web2andyou.eventbrite.com

Information: web2andyou@gmail.com

Local sponsors:



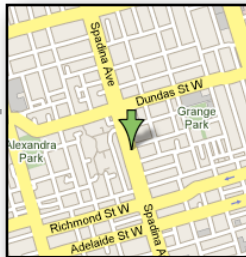


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The latest generation of "Web 2.0" (or "social web") strategies and tools offer powerful opportunities for organizations to improve the way they work, communicate their messages, empower others, and serve the public. In this workshop you will learn how the latest tools for online collaboration and community building can make your organization smarter and more effective.

This workshop is designed for communications strategists, marketing managers, and webmasters who are interested in how this evolution of the web can help evolve your organization's online strategy. We will give you the tools, knowledge, and most crucially, the vision for how your organization can use the web as a stronger agent of change. We'll also cover the nuts and bolts, introducing the latest tools so that you know which options are most promising for your needs.

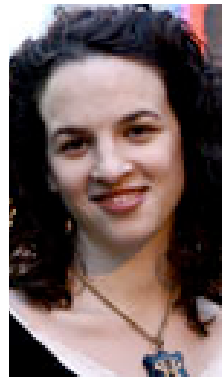
This workshop will take place from 6pm to 9pm on July 24th, and from 9am to 5pm (with lunch break) on July 25th. The workshop fee is \$225, although there are a limited number of subsidized spaces available for small groups. Contact Sarah Pullman (web2andyou@gmail.com) to apply.

Learn from the Web 2.0 leaders



Jason Mogus is the CEO of Communicopia, a 14-year-old, Webby Award-winning firm that helps organizations working for sustainability and social change build meaningful relationships with supporters through the web. Jason is also the founder of the Web of Change Conference.


communicopia
ONLINE. CREATIVE. CERTIFIED ORGANIC.
www.communicopia.com



Alexandra Samuel, PhD (Harvard), is the CEO of Social Signal, a web company that builds online communities like ChangeEverything.ca and NetSquared.org for non-profits and sustainable businesses. She draws on years of work in online community and community engagement.


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www.socialsignal.com