

Q2Learning Co-founder Bill Bruck to Decipher Social Software for DC ISPI Chapter

“Technology should not define business requirements. Yet, often times when organizations are investigating collaboration technology, they make a decision about a platform and then match their collaboration processes to match the capability of the software.”

Falls Church, VA, (November 2007) – Bill Bruck, Q2Learning’s lead solutions architect and a pioneer in online collaboration will address the proliferation of online social networking platforms and ways to find the best fit for your company’s business processes.

Among the issues Dr. Bruck will address are:

- The importance of defining your organization’s collaboration needs and ways to evaluate technologies based on your requirements.
- The differences between social networking software and professional collaboration technology.
- The “what’s in it for me’s (WIFMs)” that are inherent in each type of platform.

“Driven by the advent of MySpace and Facebook, social networking is one of the hot new buzzwords for organizations,” says Dr. Bruck. “However, social networking is not well-defined, and is certainly not ‘one-size fits all,’ so it’s really critical to take a hard look at what you are trying to do, and match the available tools to your goals, not the other way around.”

Program participants will get not only Dr. Bruck’s unique take on the state of collaboration technology, but will also come away with concrete steps to assess organizational needs and a guide for matching requirements to the right tools.

About Dr. Bruck

Since 2001 Bill Bruck has been the lead solutions architect for Q2Learning, of which he is a founding partner. He designed the eCampus technology and end-to-end methodology that has been used in deploying over a hundred blended learning solutions for Fortune 500 corporations. Bill comes from academia, where he was a tenured full professor of psychology and director of institutional research at Marymount University, where he designed a system for assessing institutional effectiveness that was cited as an exemplar during re-accreditation by the Southeastern Association of Schools and Colleges (SACS).

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. He serves as a luminary for media and industry relations, and provides keynotes internationally on collaboration technologies and their impact on organizations. His accomplishments have been recognized by his listing in Marquis Who’s Who in America.

About Q2Learning, LLC

Q2Learning is the leading provider of enterprise software for collaborative learning and knowledge sharing. The company’s xPERT eCampus, winner of the 2004 gold Brandon Hall award for innovative technology, drives mastery learning by creating blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study.

Contact

Dianne Miller
press@q2learning.com
(877) 751-2200 x401
<http://www.q2learning.com>
###

