

Association Executives to Hear a Unique Take on Collaboration

"With the advent of Web 2.0 technologies such as blogs, wikis and social networks, staying in touch with other professionals should be a simple task. But the sheer number of options for collaboration has created more confusion than clarity!"

Falls Church, VA, (April 2008)--The Maryland Society of Association Executives will examine collaboration technology and how it can support business goals with the help of Q2Learning's lead solutions architect, Bill Bruck. Dr. Bruck, a pioneer in online collaboration, will share his thoughts on the latest social networking technology and what is required for its successful adoption.

Among the issues Dr. Bruck will address are:

- What exactly constitutes collaboration technology, and what can be gained from its implementation.
- How to effectively evaluate success factors beyond simple technology
- Why smart executives will look beyond the hype of social networking to determine their real requirements for collaboration

"When it comes to the type of professional networking and collaboration association executives are known for, the law of two feet starts to lose ground," says Dr. Bruck. "Popular social software may be great for creating networks of friends or 'buddies', but it frequently doesn't have the business savvy to support a group of working professionals."

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 provides speed-to-proficiency solutions for high value learning initiatives to corporations using our collaborative learning platform, the xPERT eCampus. Our team has years of experience building some of the world's most effective proficiency-based learning programs, communities of practice, and knowledge management systems using our award winning eCampus platform, innovative Speed to Proficiency approach, and proven end-to-end

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