



Leveraging Knowledge –
Dark Blogs

December 18, 2006

Who can tell me what this number represents?

62,000,000+

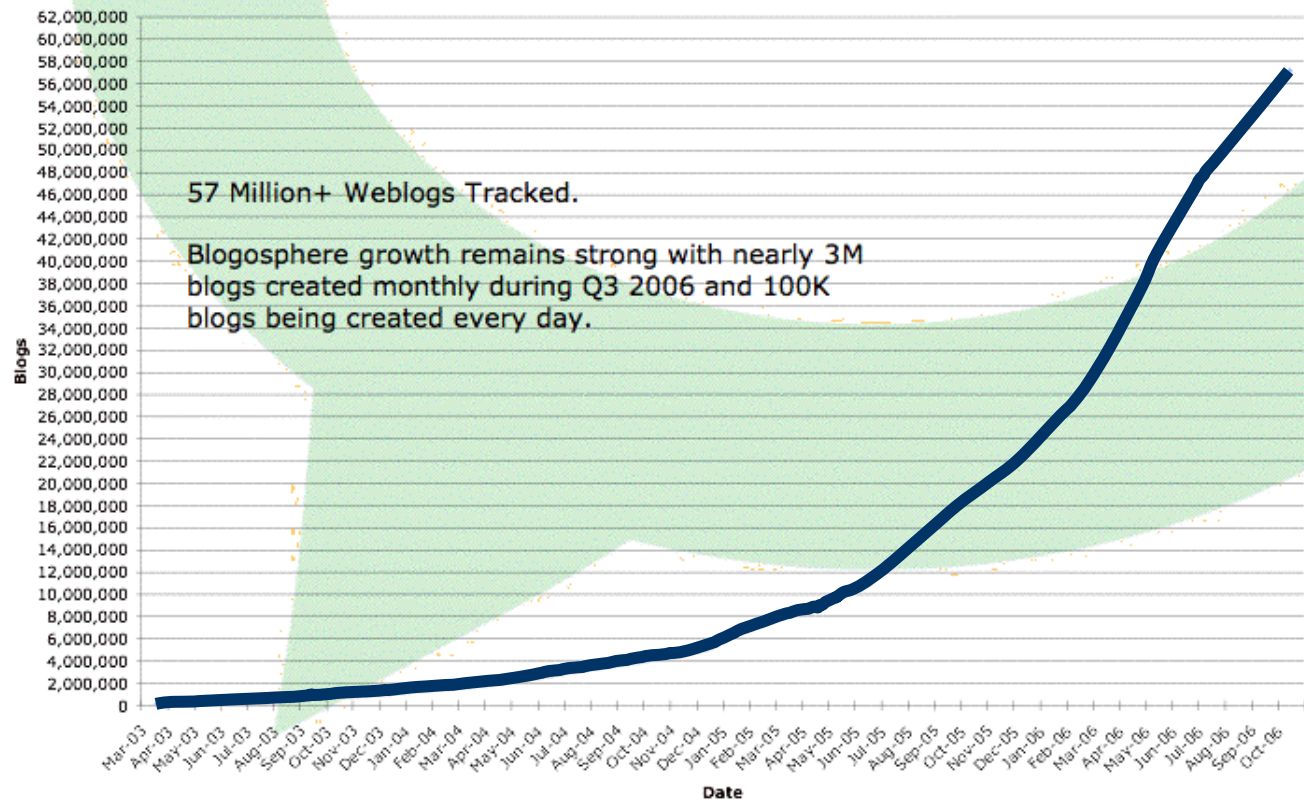
Blogs being tracked
by Technorati



As of now, Technorati tracks over 62 million web logs – and the number is growing!



Weblogs Cumulative: March 2003 - October 2006



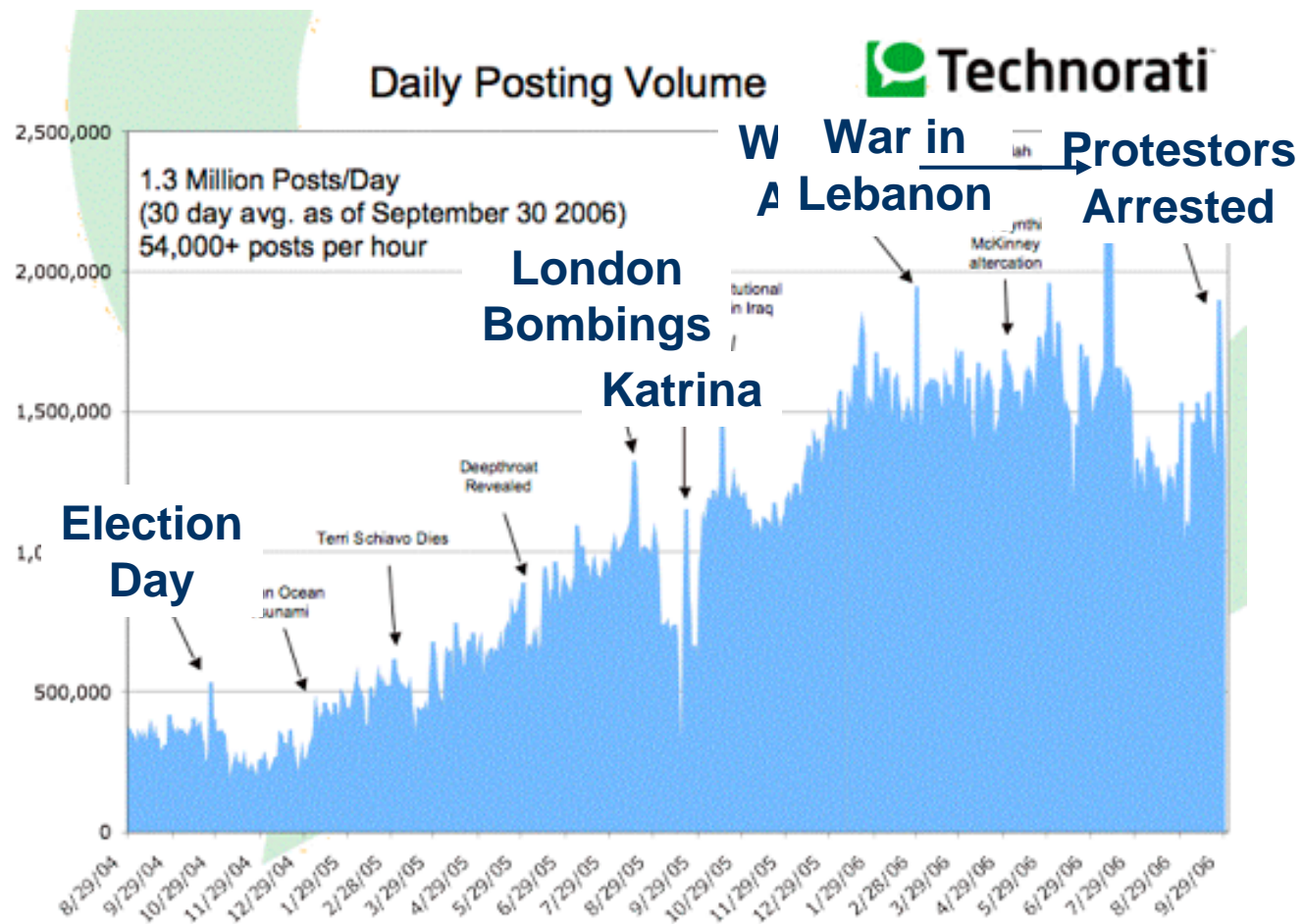
...and who can tell me what this number is?

324,000+

**Blog entries
that will be posted
while we are meeting**



The number of daily blog postings is mind-blowing!



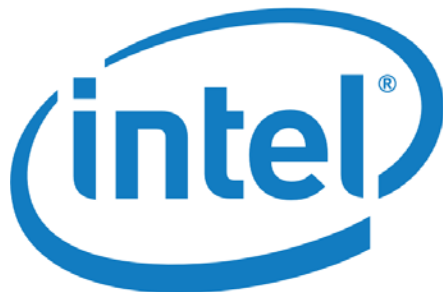
But what's happening inside companies?



Well, to drop a few names...



DAIMLERCHRYSLER



Today's agenda

- Jordan Frank, VP, Traction Software
Enterprise Blogs & Wikis: The KM 2.0 Path
- Susan Dobscha, Ph.D., Associate Prof. of Marketing, Bentley
The Invisible College: KM Insights from Academic Blogs
- Introduction of Exhibitor and Break
- Kelly Drahzal, Software Quality Engineering Manager, IBM
Blogging Internally @ IBM
- Kathleen Gilroy, CEO, The Otter Group
Expert Learning Networks: Learning Inside the Firewall
- Lunch
- Kathleen Gilroy, moderator, Jordan Frank (VP, Traction), Robin Hopper (CEO, iUpload), Vassil Mladjov (CEO, Blogtronix)
Panel Discussion: The Vendor Perspective
- Wrap up and Networking



“That’s all Folks!”



Cartoon Songs From

MERRIE MELODIES & LOONEY TUNES