

WEB 2.0 UNIVERSITY™

GET READY TO OUTPERFORM

The World's
Leading
Learning
Solution for
the 2.0 Era.

The Future of
Online Business



Creating Next Generation Businesses

Essential education to help thought leaders outperform in the 21st century

Created for those building and delivering next-generation online products and services, Web 2.0 University™ gives participants a thorough grounding in the revolutionary world of Web 2.0, a set of technologies, design patterns, and business models that are reshaping the face of the Web today.

What is Web 2.0?

Web 2.0 defines a new set of practices for building and optimizing online businesses by leveraging the intrinsic strength of the Internet to create potent business outcomes. Rapidly emerging in the industry, these ideas have been gleaned by using the Web itself as the ultimate proving ground to determine what ideas and approaches work best for creating market leading online businesses.

Web 2.0 University™ participants start with the basics:

- Achieve a fundamental understanding of what Web 2.0 is including the eight core principles and underlying trends.
- Gain a clear view of the new business and technical opportunities now available.
- Get an understanding of how to apply new Web 2.0 concepts, platforms, and technology to traditional businesses.
- Learn how to create new, disruptive market leading online products with best practices.
- Be able to clearly tie better business results to the adoption of specific Web 2.0 methods.
- Study Web 2.0 examples, case studies, and success stories in detail.

Our courses are offered in 1 day courses and 3 day masterclasses.

As the world's leading education solution for Web 2.0 technologies, and business strategies, the curriculum delivered by Web 2.0 University™ offers immediate access to significant competitive advantage to its attendees. Each premier course is created by leading experts in the field and delivered in exclusive sessions around the world and at major conferences such as the Web 2.0 Expo, Interop, and The New New Internet.

Web 2.0 University™ is also popular in private corporate deliveries and has been selected by Fortune 500 companies and startups to bring their workers the latest, skills.

Courses are currently being offered in public deliveries across North America, Europe, and Asia in 2008.

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Web 2.0 University™

Datasheet

Target Audience

Business Executives
 Senior Managers
 Chief Technology Officers
 Chief Information Officers
 Business Analysts
 Web Application Architects
 Product Managers
 Internet Evangelists
 Business Strategists
 Project Managers
 Web Developers

Prerequisites

A basic working understanding of Internet fundamentals. No technical knowledge is required for executive courses. Technical courses require basic programming skills.

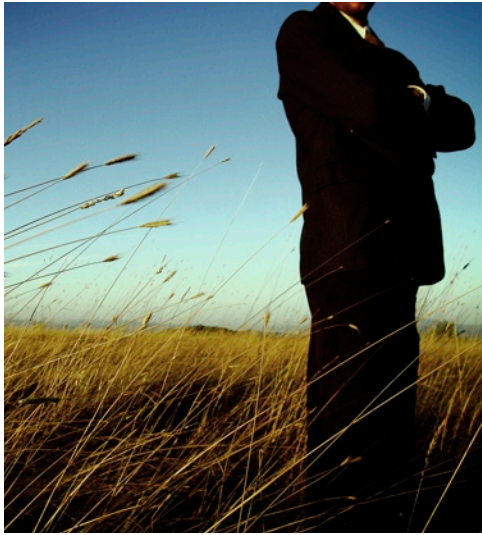
Course Offerings

Web 2.0 Executive Bootcamp - A premier one-day course that explores Web 2.0 and how to build highly competitive products and services.

Enterprise 2.0 Bootcamp - An in-depth single-day workshop that explores the



Discover business models and actionable strategies that leverage Web 2.0 to grow revenue and margins, build competitive advantage, improve customer interaction, and drive product innovation.



“Corporate winners and losers will be designated simply by who figures out how to use the network.”

Tim O'Reilly

use of social media platforms to increase collaboration and business outcomes by using Web 2.0. Our premier technical courses include:

RIA Bootcamp & Rails Bootcamp
SOA/WOA - New in 2008!

All courses are also available in an extended 3 day masterclass format.

Delivery Options

Public Deliveries - Web 2.0 University is offered by in public venues in North America and Europe both as stand-alone events and in associated with leading industry conferences. Most public deliveries are limited to 40 participants but certain select deliveries will often have up to 100 and up to 500 or more at major events.

Private Custom Deliveries - Many organizations want to maximize their workers time and ensure the material is tuned to their particular business. Web 2.0 University can be tailored and delivered to an organization's workers after a round of customization that incorporates the organizations goals and specific business situation. Most private deliveries are for 40-100 participants at a time.

Contact info@web20university.com for more details on public or private deliveries.

Course Schedules

The current course schedules and detailed outlines and curriculum, can be obtained at:

<http://web20university.com/schedule>

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Join over 4,600 graduates today in understanding how to build next generation businesses.