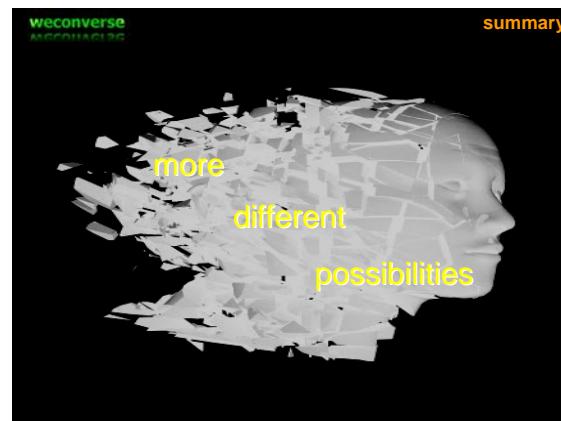
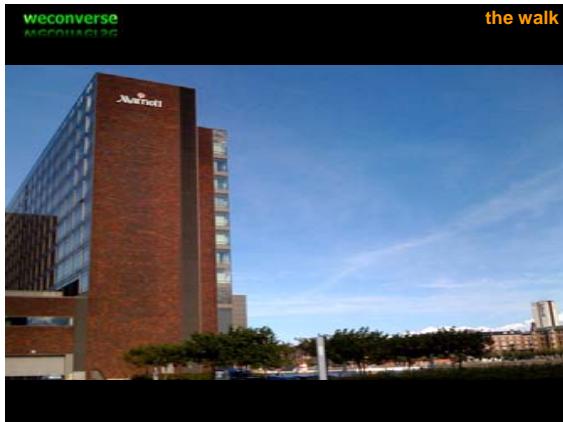


The screenshot shows a dark-themed user interface for weconverse. At the top, it says "TED Ideas worth spreading". Below that is a thumbnail of a video player showing a TED talk by Kevin Kelly. The video player displays a thumbnail of Kevin Kelly speaking and the text "Talks Kevin Kelly: Predicting the next 5,000 days of the web". The video player has controls for play, volume, and time (00:18 / 19:20). Below the video player is a sidebar with links to "About this talk", "About Kevin Kelly", "About the EG conference", and "Other talks from 'Technology, History and Destiny'".





the walk

are we here - yet

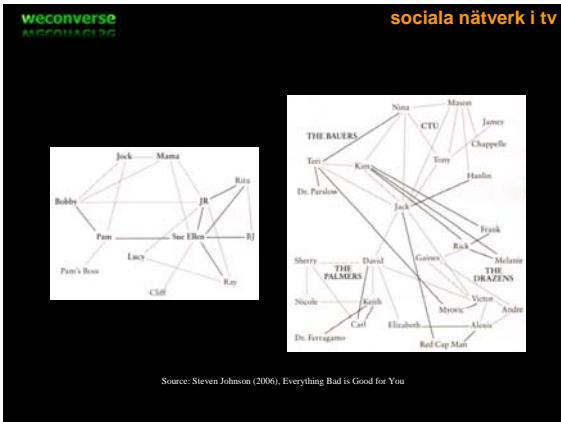


share now

live conversation

mobil & video

onda goda saker

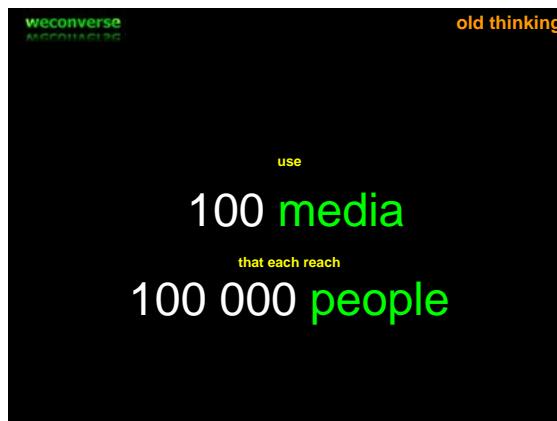
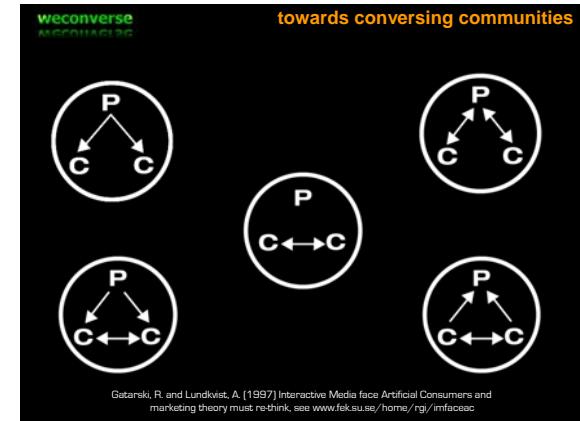
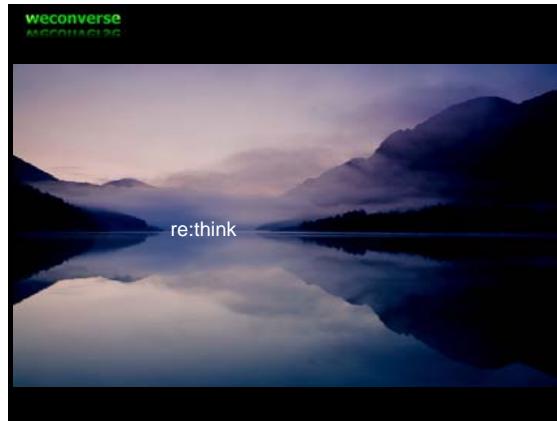
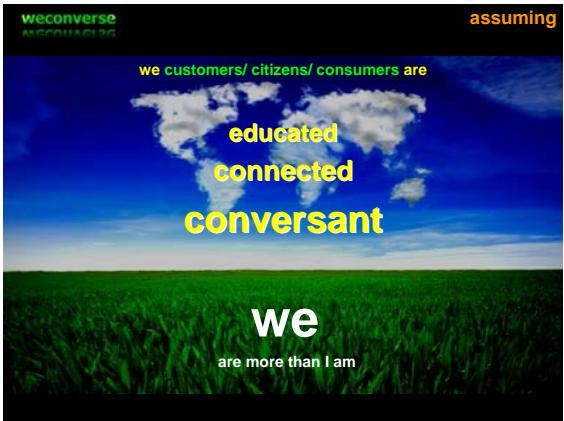


**ni**

you and media?

**buzz words**

newspaper	radio/tv		
journalist	byline	anthology	
<b>media and communication</b>			
sender/receiver	reuters	cpm	event
moderator, lobbyist, opinion leader			





**weconverse**  
MARKETING

**re-thinking**

**DECEMBER 11, 2006**

**HOTTEST AD SPACE IN TIMES SQUARE MAY BE ON TOURISTS' CAMERAS**

Advertisers have long been drawn to Times Square as a valuable place to reach consumers, paying hundreds of thousands of dollars for space on billboards and blaring video screens, reports [The New York Times](#). "But recently, they have discovered that down on the ground, new technology has given low-cost, face-to-face marketing campaigns something of a cutting edge as consumers spread their messages on the Internet."

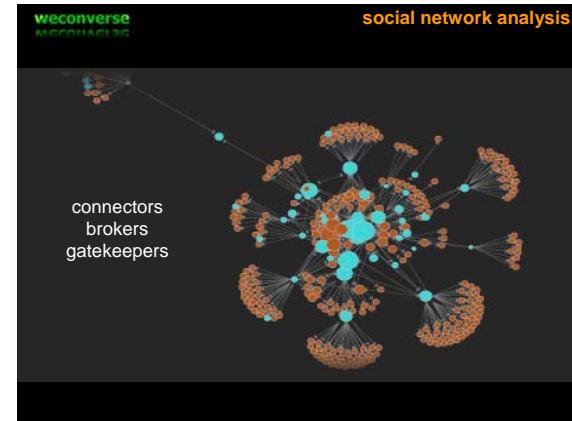
... As a result of the growing popularity of consumer-generated pictures, videos and e-mail messages on Internet sites like [YouTube](#) and [MySpace](#), advertisers are getting consumers to essentially do their job for them.

When Target, the discount store operator, suspended the magician David Blaine above Times Square for two days during the week of Thanksgiving, videos shot by viewers were posted on YouTube and viewed more than 19,300 times.

On sites like [YouTube](#), [Flickr](#) and [MySpace](#), an army of tourists and residents are spreading advertisers' messages well beyond Manhattan, using their cell phones and video cameras as they walk through the marketing crossroads of the world.

emily | 08/23 AM | [how people and businesses are using videophones | trackback \(0\)](#) | [comment \(0\)](#) | [share](#)

The Permanent Link to this page is: <http://www.readwriteweb.com/archives/2006/12/014329.htm>



**weconverse**  
MARKETING

**Cadbury Wispa**

YES, you heard right. It's coming back. October 6 to be exact. No more "is it or isn't it?" whoopla, only pure joyous excitement now. And there's more to come, so if you absolutely have to know every move we make, then enter your details below.

**weconverse**  
MARKETING

**facebook** Richard Gatarski Friends Applications Inbox

wispa

All Results Groups

Displaying 1 - 20 out of over 500 group results for: wispa

Group	Name	Type	Members	Last Post	Action
	CADBURY'S WISPA IS BACK... MAKE SURE YOU BUY THEM!!	Common Interest - Selbs & Causes	10,399 members	1 Wall Post	<a href="#">Join Group</a>
	** Bring back Cadbury's Wispa Gold **	Common Interest - Food & Drink	5,524 members	19 More Members, 4 Wall Posts	<a href="#">Join Group</a>
	WISPA IS BACK...NOW BRING BACK WISPA GOLD!	Just for Fun - Totally Random	3,305 members	1 More Member	<a href="#">Join Group</a>
	Bring back the Wispa!	Just for Fun - Fan Club	3,052 members	2 More Members, 1 Wall Post	<a href="#">Join Group</a>

**weconverse**  
MARKETING

**LEWIS**  
public relations

**INTRODUCTION**

**Why good PR is like a good referee**

Cadbury is re-instanting the Wispa bar and according to today's media this is because:

- "fans launched their fight for the bar to be rescued on social networking sites Facebook, MySpace and Bebo."
- "a website campaign for their return..."
- "fans lobbied the company on social networking sites..."
- "following a successful campaign on social networking websites..."

**TODAY'S NEWS**

What's happening in Australia?  
What's happening in China?  
What's happening in France?  
What's happening in Germany?  
What's happening in Hong Kong?  
What's happening in India?  
What's happening in Italy?  
What's happening in Singapore?  
What's happening in Spain?  
What's happening in Sweden?

[www.lewis360.com/2008/08/why-good-pr-is.html](http://www.lewis360.com/2008/08/why-good-pr-is.html)

**weconverse**  
MARKETING

**BORKOWSKI**  
A NEW SITE IN DEVELOPMENT

**BORKOWSKI AGENCY NEWS**

Borkowski is a Public Relations and Publicity agency specialising in consumer brands and the arts & entertainment sectors.

Our craft? Helping make brands and arts & entertainment properties famous. We've been around for almost 20 years and have consistently delivered PR campaigns that provide tangible return on investment. In brief, we offer the following specialist areas of PR support:

**BORKOWSKI**

**Borkowski Blog** Our blog covers PR spin and opinion on PR spin and impropriety from a PR professional, stuntman and publicist.

**Slew & Spew** A blog that covers the worlds of politics, culture and media, refreshed monthly. It is also an essential web resource.

**The Fame Formula** Hollywood's best kept secret - how Hollywood publicists - how the Fakers, Fakers and Fakers - work behind the scenes to keep the Celebrity Industry...

**Marks Twitter** Marks (Mark) is a 140 character haiku on the minutiae of his existence.

**weconverse**  
MARKETING

**digital night mares**

**blogging** **wiki**  
**podcasting** **mashup** **sns**  
**customer generated content**

**rss** **ping** **tag** **widget** **mikroblogg**

**connectors, brokers, gatekeepers**

**weconverse**  
MARKETING

**a common question**

e.g. €50 000 instead of 500

**do I need to .....**?



**weconverse**  
MARKETING

**knowledge**

**tarja halonen?**

**weconverse**  
MARKETING

**in us we trust**

**Google** tarja halonen Sök hela webben Sök svenska sidor

Nätet Resultat 1 - 10 av ungefärligen 678 000 vid sökning efter tarja halonen. (0.22 sekunder)

**Tarja Halonen - Wikipedia, den fria encyklopedien** 3 - 10  
Tarja Halonen är Republikens president sedan den 24 december 1990 i tilltrappa till Martti Ahtisaari. Republikens Finlands president sätts sedan den 1 mars 2000, efter att ha varit presidenten samma ...  
[sv.wikipedia.org/wiki/Tarja\\_Halonen](http://sv.wikipedia.org/wiki/Tarja_Halonen) - 33k - Cached - Länkade sidor - Hitta detta

**Republikens Finland president** Enligt republikens president Tarja Halonen lever även av samhällig rättvisa och ömsesidig hjälp i oss finländare. Enlig forskningen uppskattar ...  
[www.presidentti.fi/](http://www.presidentti.fi/) - 11k - Cached - Länkade sidor - Hitta detta

**The President of Finland** [Översikt den här sidan]  
Accordig till en rapport från 2007 har president Tarja Halonen, the food crisis is a global issue that can only be solved multilaterally ...  
[www.presidentti.fi/tarja\\_halonen\\_en.htm](http://www.presidentti.fi/tarja_halonen_en.htm) - 11k - Cached - Länkade sidor - Hitta detta

**Republikens Finland president** Enligt republikens president Tarja Halonen är matlåsen ett globalt problem som kan lötas enbart med multilaterala insatser ...  
[www.tpk.fi/kirj/tarja\\_halonen\\_en.htm](http://www.tpk.fi/kirj/tarja_halonen_en.htm) - 11k - Cached - Länkade sidor - Hitta detta

**Republikens Finland president Halonen, Tarja Kaarina**  
Tarja Halonen, Republikens president Tarja Halonen ... Halonen, Tarja Kaarina  
Republikens president Tarja Halonen, Republikens Finlands president 1 3 2000 ...  
[www.tpk.fi/kirj/tarja\\_halonen\\_en.htm](http://www.tpk.fi/kirj/tarja_halonen_en.htm) - 13k - Cached - Länkade sidor - Hitta detta

**a didactic pod drama**

John Seigenthaler Sr. in a joint appearance on CNN with Jimmy Wales, 5 December 2005.

**skolmarknad.info**

EFT DIDACTISKT PODDRAMA, 2006-02-28 (27:39)  
En marknadsföring av poddanshängtalen i skolmarknaden. Ett poddrama med tre huvudakter:

Klassens Room 208 - 16 decembre 2005  
Dansk Room 208 - 16 decembre 2005  
Bob Sprankles B&B, event 20  
Klassens Room 208 - 1 januari 2006

**in the chair**

## Connecting the l's

The unofficial, uncensored, unpretentious blog for my year as Chair of IABC

Barbara Gibson, ABC

### Social media that makes me dance

IABC IABC Cafe2Go

(like free webmeeting tool Dimdim). But the latest one, Blip.fm, is just tons of fun. Not surprisingly, it was Neville Hobson, ABC, who turned me on (or turned me in) to this one. I noticed a little musical note next to the link in one of his Tweets, and clicked through to discover his musical selection

**student generated content**

**Welcome To The Stanford Wiki**

Currently, there are 9 articles on this wiki. This is a place for **sharing and discussing** about life at Stanford, the campus, and our history.

**Main Page**

**navigation**

- Main Page
- Community portal
- Forum
- Current events
- Recent changes
- Random page
- Help

**search**

**Life is More than Studying**

- How Bad is the Food on Campus - don't be shy!
- Class Projects, Student Presentations
- Campus Buildings, Dorms, Administration
- Spots And Places, Sleeping On Campus
- Campus Art
- Campus Construction
- College, Professional Schools, Research & Development
- Recycling

**Academics**

- Faculty Reviews, Class Pictures, Majors
- Events Board, Regular Events, Events Calendars
- Ways to Eat for Free
- Entertainment, Night Life, Music Scene, The Arts
- Study Spots, Outdoor Activities
- Volunteer Opportunities, Memorials
- Photos
- Good Ideas For Dates, Singles Scene
- Greek life

**Orientation**

- Town History, Weather, Glossary, Breaking

stanford.wikia.com

**blog ?**

ISABELLA LÖWENGRIPI

blondinbella™

Driven och mäktigveten! Upp som går i tiden på Jensen N. Bor i innerstaden...  
Läs mer.

**celebrity blogs**

Mån 26:e maj

**largest?**

北京时间早上7点到家，断断续续睡了20个小时在飞机上，没梦到醒来还是困，看着三个没有被开过的大家子，头大，还有电脑里只有你刚传出来的照片，于是，又睡了个小时———起来洗个脸，发现皮肤很好，在我们深的灯光下透着光亮，心是真美了不少，值得在飞机上和机场那么长时间也不算白费，过得蛮有新的日子对于我来说，玩儿也玩儿美也美了……

北京永远是最美的时候，重新和小伙伴们培养

A screenshot of the weconverse website's blog section. The header features the 'weconverse' logo and a search bar. Below the header, there's a banner for 'Moderskeppet.se' with the tagline 'Hemma, För dig som älskar Photoshop'. The main navigation menu includes 'Hemsida', 'Vidare/Född-TV', 'Barnets äga', 'Blogg', 'Galleri', 'Grundlära', 'Test', and 'DVD-skop'. The 'Blogg' menu item is highlighted with a red box. The main content area has a blue sidebar on the left containing 'Mattias blogg om bildbehandling' and '5 bästa videoguiderna'. The main content area displays a post by Mattias about image processing, with a thumbnail image of a rocket launching.

A screenshot of the weconverse website. At the top, there's a green banner with the text "weconverse" and "McGOWAN". Below it is a navigation bar with links for "SHOWS", "Daytime", "News", "Sports", "Shop", "Downloads", "Games", and "Video". The "SHOWS" link is underlined. To the left of the navigation is the ABC television network logo. The main headline reads "GREY MATTER: FROM THE WRITERS OF GREY'S ANATOMY". Below the headline is a photo of the Seattle skyline with the Space Needle. A sidebar on the right is titled "RECENT POSTS" and lists "Allan Heinberg on 'What I Am'" and "October 13, 2006 in Allan Heinberg | Permalink | Comments (1318)". The main content area features a post by Allan Heinberg about his experience writing for Grey's Anatomy, mentioning Shonda Rhimes and the show's impact.

A screenshot of the Randy's Journal website. The header features the Boeing logo and the text "weconverse MCCONAGUE". Below the header is a large image of a Boeing airplane in flight. To the right of the image is a portrait of a man, identified as Randy's father. The main content area has a blue background with white text. It includes a date box ("21 December 2006"), a title ("Deck the halls"), and a large heading ("FLIGHT TEST JOURNAL"). Below the heading is a list of categories: Home, Backgrounder, Flight Test, News, Videos. A sub-section titled "TANKER FACTS" discusses KC-767 Capability/Survivability. Another section, "Boeing Commercial," discusses the 787's reliability. A sidebar on the left lists "22 Dec 2006" and "That Joe Kr". A footer at the bottom left says "Well, when starts 2008".

**weconverse**  
McNamee 75

# Marriott *on the move*

**Featured Post**

## Memories from the Beijing Olympics

Posted: August 26, 2008 10:58:07 AM

Now that the 29th Olympic Games have come to a close, I've been thinking back to all the memorable moments over this past few weeks. There were a lot of surprise victories, many upsets and many world records.

To me, and I'm sure to many of you, these Olympics will be remembered because of Michael Phelps and his eight gold medals in swimming, making his total career medal count 14 - more than any other Olympian.

I find Michael Phelps' journey very inspiring. Not only does he have . . .

[Continue read](#)

The "Water Cube" in Beijing  
[% ENLARGE](#)

[Email](#) [Print](#) [List Comments \(4\)](#) [Listen](#)

**Comments (4) | Permalink**

**weconverse**  
ACCOUNTING

**microblogs**

# weconverse

Richard Garside's Remarks on the power of us

## Mikrobloggar, Twitter mfl (sv)

Blogging (en)

RSS introduktion (sv)

Bloggen (sv)

Presentatörsteknik (sv)

Microblogging, Twitter mfl (sv)

(uppdaterad 2008-09-21)

### Introduktion

Mönstringsänd och tittar ut i världen är några av dom mest omtalade teknologier under senare tid. Detta är en kort introduktion till vad det handlar om och hur du kan få nägra minuter att slatta upp en mikroblogg så att det här är privat. Annars har du här först en härlig förklaring om mikrobloggningget Twitter i övers "Twitter in plain English", och sedanliga tre mån en annan.

### Kategorier

- english
- gaudy
- geeky
- geeky
- skräckungekiga
- prod
- avsnit
- övrigt
- public

### RSS Feeds/Kanaler

Confused about RSS, see FAQ

- Posts (avsnit)
- Comments (övrigt)

### Recent Comments

- Richard Garside om Smarta
- Richard Garside om Smarta
- Richard Garside om 2008-09-20: Güllers Grupp: Högligheter
- Andrea Lundqvist om 2008-09-20: Hur man gör en blogg med Internet!
- Lars Karlsson om 2008-09-01: Social media insight

### LiveStream

back at hotel after dinner at 10pm. I am still here. I am going to bed. Oh, almost forgot. I am still here. Ann Wilson taught me Taylor Swift.

Fribyr... 2008-09-20

Taylor... 2008-09-20

A screenshot of the weconverse website. The header features the text "weconverse" and "SOCIAL MEDIA". The main title "weconverse" is displayed prominently in a large, bold, white font against a dark background. Below it is a subtitle "richard bartels (re)thinks the power of us". A large, abstract green graphic of flowing lines is visible on the right side. The navigation bar includes links for Home, On, About, Extranet, Book Richard, Videos, FAQ, Contact, and Guides. A search bar is at the top left. The main content area contains a heading "2007-04-19: Stockholms kommun, Sociala medier" with a sub-note "hosted by: Richard Bartels in 26 private". Below this is a large text box with the slogan "sms + blogging + social networking = twitter". Logos for Google Maps and Twitter are shown, followed by an equals sign and a box labeled "twittervision". At the bottom, there's a footer with links for Air equipment, Contact, and Share This, along with a note about the photo being taken with a Nokia N95.



This screenshot displays a feed of tweets from different users. The tweets include:

- i think** you'll figure out where it belongs...
- i think** I'm going to plug into the ipod today and ignore everyone at work while I try to actually get a few things done
- i think** I'll Just Stay Here An
- i think** next time I'm going to look for a A8.. or AMG :)
- i think** I've missed a few. :(
- i think** I'll have a bee ...

The interface includes a sidebar with words like 'love', 'hate', 'think', 'believe', 'feel', and 'wish' in various colors. The bottom right corner shows the URL <http://twistori.com>.

The screenshot features a scenic background of mountains and water at dusk. Overlaid text includes 'begin2blog' and 're-think'. To the right is a circular diagram with three nodes labeled 'P', 'C', and 'C' connected by arrows forming a triangle. Below the diagram is a list of four items:

1. listen carefully
2. invite to conversations
3. support other conversations
4. create social media

The top right corner has the word 'some advice'.

