

Beyond the Hype; The “Virtual” Association

Bill Bruck, Ph.D.

Every professional has had the experience. We have a great time at the annual meeting. We talk with colleagues from around the country that we saw last year. We promise to stay in touch. Then we go home, to not communicate again for another twelve months.

As association managers, we know we can expand our service offerings. We hear about all these new technologies – and they leave us a little bewildered. Web 2.0, wikis, FaceBook, blogs, social networking. What’s it all about, and what might it mean for improving the “between meetings” experience of our members?

In this entertaining and educational presentation, Dr. Bruck shares information about new approaches to online communities, social networks, and collaborative learning. You’ll see what has worked for leading associations – and what has failed.

You will learn

- What these new technologies are – in simple terms you could explain to a friend.
- Why some of the most popular technologies won’t work for you (hint – you’re not running a college dating service).
- How leading associations are leveraging collaboration technologies to put on a new generation of education programs for their members.
- How the new generation of social software is enabling collaboration across the office – and across the country.
- The roles of purpose, people, process and technology in moving online.

Who this is for

Association executives

Format

45 to 60 minute keynote or general session presentation, plus optional time for Q&A

The presenter



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 companies.

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. Microsoft Press published his latest book, “Taming the Information Tsunami.” He serves as a luminary for media and industry relations and provides keynotes internationally on new social software and its impact on organizations.

Dr. Bruck earned his bachelor’s degree from Brown University in human studies, his master’s degree from Duquesne University in clinical psychology and his doctorate from the University of Florida in counseling psychology. His accomplishments have been recognized by his listing in Marquis Who’s Who in America.