

What is Web 2.0?

Web 2.0 is a buzzword. Web 2.0 includes blogs, microblogs, podcasts, and also very familiar sites such as YouTube and Wikipedia. Web 2.0 is described as DIY (Do It Yourself) or the Read/Write Web. In Web 2.0 the user/consumer is the content creator. This switch in content creation has been produced by the large number of easy to use, open source, or free for use applications that have been introduced over the past four years. And Web 2.0 applications are still being created daily!

Classes and Descriptions

Web 2.0 Tools for your Small Business**

Does Your Business Blog, Tweet or Poke? Which businesses are using Blogging, Social Network Sites (SNS), Podcasting, Wiki, Twitter and Flickr? These are all new web applications that can augment your marketing and customer service. This seminar is an overview of Web 2.0.

SBDC 2023-001	T (09/22/09)	06:00pm -09:00pm	Free
SBDC 2023-002	M (10/12/09)	06:00pm -09:00pm	Free
SBDC 2023-003	T (11/17/09)	06:00pm -09:00pm	Free

Implementing Web 2.0 Tools in Your Business

This class is a hands-on workshop for those completing the Web 2.0 Tools for Your Small Business workshop. During this class participants will have access to computers and will be able to explore and build content for their business. Tools will include Blogs, Wikis, Twitter, Google maps, and Ning.

It is recommended that participants have completed the Web 2.0 Tools for Your Small Business class prior to taking this class.

SBDC 2034-001	TH (09/24/09)	06:00pm -09:00pm	Free
SBDC 2034-002	W (10/14/09)	06:00pm -09:00pm	Free
SBDC 2034-002	TH (11/19/09)	06:00pm -09:00pm	Free

Google Applications

This workshop will introduce participants to various Google tools that they can access. These tools include Google Docs, Maps, Ad Words, Ad Sense, and Analytics. Participants will be introduced to the world of cloud computing and will be shown how to use Google Docs for your company.

SBDC 2033-001	T (09/01/09)	06:00pm -09:00pm	Free
SBDC 2033-002	T (11/10/09)	06:00pm -09:00pm	Free

Twitter and Your Business**

Twitter is one of the most popular social networking tools for individuals and businesses. Twitter allows for quick office conversations, coordinating events in progress, delivers immediate customer service, and offers a novel way to market your business and expertise. During this workshop you will be provided with how to get started, how Twitter affects businesses, strategies for twitter implementation, and tools for managing your twitter account. You can follow the North Metro SBDC on twitter, just search for northmetrosbdc.

SBDC 2031-001	W (09/09/09)	12:00pm -01:00pm	Free
SBDC 2031-002	W (10/14/09)	12:00pm -01:00pm	Free
SBDC 2031-003	W (11/18/09)	12:00pm -01:00pm	Free

Geolocation Applications for Business**

The purpose of this workshop is to provide attendees with examples on how to implement geolocation into their small business. Geolocation utilized GPS technologies to augment the virtual and physical environment that the customer experiences. Participants will also become familiar with readily available tools that will allow them to explore geographical spaces, increase their location-awareness and tag their businesses for GPS enabled devices.

SBDC 2035-001	T (09/29/09)	06:00pm -08:00pm	Free
SBDC 2035-002	M (11/30/09)	06:00pm -08:00pm	Free

Virtual Worlds:

Starting your Second Life **

Receive a two hour introduction to the Immersive Virtual Reality known as Second Life. See opportunities for social networking, entertainment, and business creation. Participants will also learn how to create an avatar, navigate, and communicate in Second Life. Participants will be provided a computer lab with Second Life installed on it. Class size is limited 10. Participants are required to register a minimum of 72 hours prior to the class to allow for log ins to be created.

SBDC 2003-001	TH (10/01/09)	06:00pm - 08:00pm	Free
SBDC 2003-001	M (12/03/09)	06:00pm - 08:00pm	Free

Second Life: Introduction to Building**

In this two hour class, participants will learn how to do basic building in the virtual world Second Life. Participants must have an existing avatar and will be provided a computer lab with Second Life installed on it. Class size is limited 10. Participants are required to register a minimum of 72 hours prior to the class to allow for log ins to be created.

SBDC 2037-001	TH (10/08/09)	06:00pm - 08:00pm	Free
SBDC 2037-001	M (12/10/09)	06:00pm - 08:00pm	Free

Four Ways to Register for Training Seminars



Online:
wccpd.frontrange.edu



Phone: (303) 404-5465
Fax: (303) 469-7143



Mail or walk-in:
ICPD
Front Range Community College
3645 W. 112th Avenue – Box 6
Westminster, CO 80031

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