

TDM Introduces the Future of Corporate Social Media

By The Digital Movement

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The Digital Movement (TDM) via the two day Blogout! platform aims to celebrate bloggers' independent voices, emergent forms of social and web technology to create change for organizations, communities and society.

Organized by The Digital Movement (TDM), Blogout! '09 makes its return to Singapore and aims to help make sense of the social media landscape in Singapore and lead in introducing the future of corporate social media. It is also an event to celebrate bloggers' independent voices, emergent forms of social and web technology to create change for their organizations, communities and society.

The global blogging community, according to McCann Universal (see <http://technorati.com/blogging/state-of-the-blogsphere/>), believe that more than 184 million blogs have been started worldwide and Singapore has joined these swelling ranks with local bloggers actively contributing to the blogosphere, in most cases daily. Why, for the opportunity to change what is important in their lives whether for business or social reasons. BlogOut! '09 hopes to offer those experienced and those seeking to understand the chance to create change, first hand experience from globally recognized bloggers and social media experts on how they have achieved change and the opportunities ahead.

The world has become an amazingly engaged global community via social media voices that echo change and the most recognizable voice has been that of Barack Obama who strategically grasped hold of social media & its technology to harness the US voters and the global community to become the 43rd US President. Whilst his message of change was heard in all parts of the world, today ordinary people are creating extra ordinary differences to their lives and businesses by harnessing the massive opportunities that social media platforms afford them the potential to become involved with. From Facebook, MySpace, Friendster and Twitter to fully customised social media communities one ingredient that feeds these eternally hunger platforms for content starts with the humble blogger.

In this year's Blogout!, TDM have in store both practical and informational sessions for everyone. Senior executives or business owners that want to see how social media can work for their organization or business, Day 1 (Corporate Track) will feature some of the best speakers and practitioners in the social media scene. Many companies have embraced corporate blogging and/or have built some type of customer interaction into their corporate websites. Many feel that the new media dust has settled and that they have made the Web 2.0 transition. However, there is a second wave of new media driven changes rapidly approaching. This wave will have a dramatic impact on corporate communications, and ultimately how companies do business. This new world is one where corporate communicators can play a role, but only if they understand and adapt to this next wave of change. The Corporate Track on Day 1 is also a must for any corporate communicator who employs, manages or monitors new media as part of their day-to-day role.

For Day 2 (Open Track), TDM welcome everyone (bloggers and non-bloggers alike) to join them for a fun-filled day of learning and sharing. Topics includes "Fire your boss! Ways you can turn your blog into a business in 2009", "Adventures of a Blogging Traveler", "Wordpress as a Blogging Tool" and more. You will also have a chance to be engaged in an open dialogue in the TDM World Cafe.

"TDM's demonstrated vision is to bring thought leadership in the digital space through its various initiatives . Blogout! is no exception. In our programs, what we strive to build is more than just platforms. Platforms are not meant to be an end in itself but rather a means to an end. Our desire is to see

conversations happening, ideas being unleashed and knowledge being shared', said Mr Howie Chang, President of TDM.

Blogout! 09 Highlight Speakers

Jon Yongfook is an award-winning web producer, a blogger (of 10 years!), a proponent of permission-based marketing and a big believer in metrics-based approaches to solving online business problems. A programmer-designer-marketer living in Tokyo. He specialises in usability, platform development and online marketing. He's the creator of open source lifestream software Sweetcron and the recipe sharing website Open Source Food (now known as Nibbledish), which was acquired by Tsavo Media in January 2009. He helps companies improve user experience, to increase conversions and revenue, assist companies reach new markets, and building online applications to solve a business or communication problem.

Melvin Yuan is Director, Digital Strategies Group (Asia) at Waggener Edstrom Worldwide. He's a co-founder of Scoopasia.com and member of the Social Media Collective and The Digital Movement (Singapore). He is dedicated to helping PR practitioners understand the new world that we live in and to bridge the gap between the wired-world business objectives of today and the traditional PR methods that we've been used to.

Joel Postman is senior partner and chief enterprise social business strategist for Intridea, a Washington, D.C. based developer of Web 2.0 applications including the popular microblogging platform Present.ly. His background includes a decade of Fortune 500 corporate communications leadership, four years as the speechwriter to the CEO of Sun Microsystems, and experience in print and broadcast news. He is the author of SocialCorp: Social Media Goes Corporate, published December 2008. Joel lives with his family in the Santa Cruz Mountains. To the extent that he could be said to have grown up. He did so in the Silicon Valley, and first lived there before the discovery of silicon. He is also an experienced Zamboni driver.

The Digital Movement warmly welcomes and invites all those that have the desire to drive change in their lives for business or social environments to BlogOut! 09, for registration please visit: <http://tdm.sg/events/blogout>

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The Digital Movement (TDM) is a dynamic, global community of digital professionals and enthusiast. Founded in 2006 by a group of passionate young people, TDM's vision is to bring thought leadership in the digital space and is the catalyst that enables the community to learn and grow from each other.

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