



Event Information

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How WE Are Smarter Than ME: An In-Depth Look Into Wikinomics

All are welcome.

Want to invite a friend, co-worker, or prospective member?
Send them an invitation when you register.

We love students! Each paid attendee may bring one full-time high school or college student for free. Student guests must register.

****Registration is required by 9:30 PM Thursday, March 19.****

Event Summary

Whether you have contributed to a definition on Wikipedia or placed a phone call to help select the next American Idol contest winner, you are a member of a distributed team of people--a team that most likely numbers in the thousands or even millions.

Mass collaboration is changing how we work and process information. It will play a major role in how we compete in the global marketplace and how we will determine the world's next rising stars.

In this interactive discussion, Julia Loughran, a former technical writer, will highlight some of the key points from Don Tapscott's book "Wikinomics: How Mass Collaboration Changes Everything" and provide additional examples of how this phenomenon is cropping up in all varieties of domains.

The title of her talk comes from an innovative project on the Internet in which a collection of people (including professors, students, publishers, and business people) is using the power of mass collaboration to write books. The books contain best practices for business. (By the way, the first book, "We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business," is completed and participants are working on the second, focusing on sales and marketing.) The secret to their success is letting the world at large help write these books. For more information on this interesting initiative, see <http://www.wearesmarter.org>.

For more information on Julia Loughran and ThoughtLink's work on virtual teams, see <http://www.thoughtlink.com>.

FEE

(includes your choice of entree listed on the Agenda tab)

Full-time Student: \$15.00

STC WDC Member (Volunteer): \$15.00

STC WDC Member: \$20.00

Non-Member: \$25.00

Student Guest of Paid Attendee: Complimentary

Please complete the following survey before the event. Julia Loughran has developed this survey to learn more about your familiarity with topics she covers during her presentation. Your responses will make the presentation more interesting and applicable to your experience.

http://www.surveymonkey.com/s.aspx?sm=26gKt0XnxPWV0ckMJAL0Dw_3d_3d

Details

When Thursday, March 26, 2009 6:30 PM - 8:30 PM
Eastern Time Zone



Where Eggspectation Restaurant
923 Ellsworth Drive
Silver Spring, Maryland 20910
301-585-1700

Agenda

Show **All Sessions**

Thursday, March 26, 2009

6:30 PM - 7:30 PM

Dinner

The following menu choices are available:

- **Chicken, Spinach, and Mushroom Crepe**
Grilled chicken, fresh mushrooms, and spinach stuffed inside a lightly grilled crepe. Served with red pepper sauce.
- **Classic Reuben**
Fresh sliced corned beef, sauerkraut, melted Swiss cheese, and 1000 island dressing served on grilled rye bread. Served with French fries and a pickle.
- **Grilled Chicken & Roasted Almond Salad**
5 oz grilled chicken breast served on a bed of mixed greens tossed in balsamic vinaigrette dressing with cucumber, tomato, and Calamata olives. Topped with toasted almonds.
- **Linguini Prima Vera**
Linguini pasta tossed with assorted fresh vegetables in tomato basil sauce.
- **Soup and Salad**
A large bowl of soup and house or Caesar salad.
- **Vegetarian Omelet**
Your choice of vegetables. Egg whites available.

All entrees include unlimited soft drinks, iced tea, or coffee.

7:15 PM - 8:15 PM

Julia Loughran's Presentation

Julia Loughran presents "How WE Are Smarter Than ME: An In-Depth Look at Wikinomics."

8:15 PM - 8:30 PM

Q&A and Discussion



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How WE Are Smarter Than ME: An In-Depth Look Into Wikinomics

About Julia Loughran



Ms. Loughran is the owner and President of ThoughtLink, Inc., a company with extensive experience in helping government and commercial organizations use information technologies to increase productivity for individuals, organizations, and teams – particularly organizations and teams not physically located together. Some of these technologies include games, simulations, collaboration technologies and communities of practice.

As President of ThoughtLink, Ms. Loughran has successfully led her team in evaluating technologies and conducting research for a variety of organizations, including the Department of Defense, Department of Homeland Security, individual U.S. military services, Canada's Pearson Peacekeeping Centre, and a number of non-governmental organizations.

She contributed to the Department of Defense's Training Transformation (T2) strategic and implementation plans and participated in a senior advisory group advising the Department of Homeland Security in the development and implementation of a national training and exercise strategy for domestic preparedness. She also advised the Australian Defence Simulation Office on their Simulation Capability Roadmap. She is an active advocate of low-cost, high impact alternative training methods to increase training frequency and benefits.

She is a frequent speaker at industry events and has been featured in numerous publications, including *Government Executive*, *Government Computer News*, *National Defense*, *The Washington Post*, and *Washington Technology*.

Ms. Loughran holds an M.S. degree in Artificial Intelligence/Information Systems Technology from George Washington University and a B.S. degree in Communications from the University of Utah.



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