

**Agenda**  
**Web 2.0 and the Corporation**  
**June 19, 2007**

**Tuesday, June 19**

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|----------------------|---|
| 7:45–8:30 A.M.       | Breakfast   |
| 8:30–8:45 A.M.       | Welcome and Introductions<br><i>Hans Brechbühl, Executive Director</i><br><i>Center for Digital Strategies, Tuck School of Business at Dartmouth</i><br>Moderator Kickoff<br><i>John Gallant, Editorial Director &amp; President, Network World</i> |
| 8:45–10:10 A.M.      | Session 1<br><b>Understanding the Phenomenon and the Strategic Implications</b>   |
| 10:10–10:30 A.M.     | Break   |
| 10:30–12:00 NOON     | Session 2<br><b>External Engagement: Corporate and Marketing Communications</b>   |
| 12:00 NOON–1:00 P.M. | Lunch   |
| 1:00–1:30 P.M.       | Walkabouts<br><b>A Walk in the (Real) Woods: Looking at the (Digital) Trees</b>   |
| 1:30–2:30 P.M.       | Session 3<br><b>Enabling Collaboration Internally and in the Value Chain/Network</b>  |
| 2:30–2:50 P.M.       | Break   |
| 2:50–4:00 P.M.       | Session 4<br><b>The Organizational, Cultural and Integration Implications</b>   |
| 4:00–5:00 P.M.       | Cocktail Reception  |