

**Web 2.0 Concepts Seminar – May 19, 2009, 3:30 p.m.  
Friends University, Casado Campus Center**

**Applying Web 2.0 Concepts to Your Organization.** Web 2.0 is the new conventional wisdom but it extends far beyond the Internet. Learn how key Web 2.0 concepts can be used to transform the way you *think* about and *lead* your organization resulting in increased efficiencies, greater revenues, and sustainable competitive advantages. Practical advice on how to leverage emerging and established web based technologies to advance your business will also be discussed. ***Reservations are required as space is limited.***

The guest facilitator for this round table discussion will be Neal Sharma, Principal of Digital Evolution Group. Mr. Sharma leads the strategic marketing and intellectual capital aspects of Digital Evolution Group, which serves national brands and regional institutions including Hallmark, New Balance, American Century Investments, Lockton Companies, Ferrellgas and Timberland Shoes.

***About Neal Sharma and Digital Evolution Group:*** Named by *Ingram's Magazine* as one of Kansas City's most accomplished and influential business and civic leaders under the age of forty, and by the *Kansas City Star* as one of the 50 most influential people in technology in the Kansas City area, has been featured on many panels discussing entrepreneurship and technology, including the nationally-broadcast NPR show, "On Point". Neal also serves as a Trustee of American University Washington DC and as a member of the exclusive Helzberg Entrepreneurial Mentoring Program.

Digital Evolution Group is one of the fastest growing and largest e-consultancies in the Kansas City area. The firm is recognized as a leading web development firm in Kansas City, and has won several regional and national industry awards and supports numerous charitable and civic organizations.

Seminar attendance fee is \$20.00. For reservations contact Diane Longfellow at [dlongfellow@wichitachamber.org](mailto:dlongfellow@wichitachamber.org) or 268.1141.