Consider how hotels renovate.

Source

http://www.hotels.ca/hotel/details.html?viewTab=&page=1&advanced=false&queryFormState=CLOSED&activeTab=DESTINATION&destination=Hotel+EuroPark,+Barcelona,+Spain&searchParams.arrivalDate=04/07/2010&searchParams.departureDate=04/09/2010&rooms_=1&searchParams.rooms[0].numberOfAdults=2&children[0]=0&asaReport=HomePage::Hotel&searchParams.landmark=&hotelId=106498&roomno=1&arrivalDate=04/07/2010&departureDate=04/09/2010&landmark=&rooms[0].numberOfAdults=2

Source

http://www.hotels.ca/hotel/details.html?pointName&reviewOrder=date_newest_first&lon=0.0&roomno=1&departureDate=04-09-2010&destinationId=1508137&rooms[0].numberOfAdults=2&tab=description&arrivalDate=04-07-2010&hotelId=201370&lat=0.0#photos

Source

http://www.hotels.ca/hotel/details.html?viewTab=&page=1&advanced=false&queryFormState=CLOSED&activeTab=DESTINATION&destination=Courtyard+by+Marriott+Downtown+Toronto,+Toronto,+Ontario,+Canada&searchParams.arrivalDate=04/07/2010&searchParams.departureDate=04/09/2010&rooms_=1&searchParams.rooms[0].numberOfAdults=2&children[0]=0&asaReport=HomePage::Hotel&searchParams.landmark=&hotelId=115206&roomno=1&arrivalDate=04/07/2010&departureDate=04/09/2010&landmark=&rooms[0].numberOfAdults=2
Agenda

1. Define Web 2.0 in the context of technical communication and identify additional trends affecting the field
2. Provide insights about these trends
3. Anticipate their impact on our profession
4. Suggest what this means to you

Web 2.0 provides a point of presence.

- The read/write Web
- The Web-as-platform
- Microcontent

Web 2.0 is just one of many trends affecting the field.

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<th>Content management systems</th>
<th>e-Books</th>
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<td>Platforms for recording and webcasting</td>
<td>Globalization</td>
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<td>Collapse of the traditional media</td>
<td>Drop in the market for copyrighted materials</td>
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<tr>
<td>Slow but steady drop in the spending on training</td>
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Drop in the market for copyrighted materials
Web 2.0 is changing everything (?)

We need to accommodate the computer savviness of ‘digital natives.’

Just kill the Training department.
The Web gives us easy access to information.

Here’s the real scoop on Web 2.0 and social media.

Web 1.0 still lives.

(But it could be on life support)
Technical communication 2.0 could play out in three ways.

Heed the components of career development.

- Core communication expertise
- Content expertise
- Competence with tools
- Personal training budget

And a knowledge of hotels.