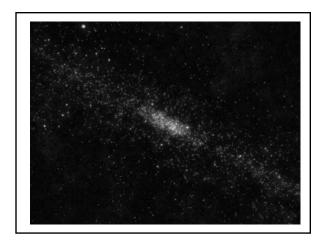


#### Visions of TechComm 2.0

Saul Carliner Concordia University Montreal, Quebec





### Consider how hotels renovate.



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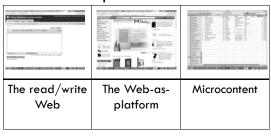


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#### Agenda

- 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.



### Web 2.0 is just one of many trends

attecting the tield.		
Content management systems	e-Books	
Platforms for recording and webcasting	Globalization	
Collapse of the traditional media  Slow but steady drop in the spending on training	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 e	easy	access	to
informat	ion.		



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.



Source: http://www.marriott.com/hotels/photoours.mi?marshaCode=chids&pageID=HV HOM&imageID=0