



Why Blogs and Blogging Matter

DATE: **Monday, November 6**

TIME: **7:00pm - 9:00pm**

COST (buffet & drinks included): **Members 8,000 yen, Guests 10,000 yen**

VENUE: **Hyatt Regency Osaka, 28F, Tenkuh (Chinese Restaurant)**

MAP: http://www.accj.or.jp/content/01_home/kansai

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Even if you do not have a blog (web log) and are just curious what all the buzz about blogging means, this presentation should be interesting and useful for you. Garr Reynolds will start by looking at what a blog is and examine the short history of blogs. He'll explain the costs and benefits of blogging as well as the upside, downside, and areas in between. Special emphasis will be placed on how individuals and organizations new to blogging can use the tool for collaboration, generating WOM (word-of-mouth marketing), and growing and reaching out to a specific community.

Questions to be considered in the presentation: What are the elements of a good blog? What is good blog design? How can entrepreneurs, independent designers, and organizations of all kinds use blogs to engage in meaningful conversations with their communities and customers?

*****Be sure to bring your laptop computers with wireless modems to fully participate with Garr Reynolds in this interactive session on blogging*****

About the speaker:

Garr Reynolds is the founder and director of Design Matters and the author of Presentation Zen, one of the most visited blogs in its category on the net. He's an alumnus of Apple Computer in Silicon Valley and is currently Associate Professor of Management at Kansai Gaidai University.

Registration deadline is **Thursday, November 2**

ACCJ Member Online Registration: <http://member.accj.or.jp>

ACCJ Office Fax: 06-6944-5992

(OCCI) Registration Form Fax: 06-6944-5992 (Attention: Mr. Hanus)

Name: _____ OCCI's Member#: _____

Company: _____ Phone: _____ Fax: _____

Guests: _____

NOTE: Cancellations **MUST BE RECEIVED** by **Thursday, November 2**.

If you cancel after the deadline, you will be charged in full.

