"Web 2.0 for Entrepreneurial Linguists"

Web 2.0: it's become a new buzz word. What is it, and what can it do for linguists? Should we embrace Twitter, Facebook, blogging, LinkedIn, Viadeo and all the other new technologies? Presenter Judy Jenner, a long-time translation blogger, social media enthusiast and early adapter of Web 2.0, will discuss how these technologies work and how linguists can benefit from them to promote their services online (mostly) for free. In these technology-driven times, linguists need to find direct clients in new, innovative, and cost-effective ways. This interactive workshop presents low-cost options for websites, thoroughly explains new technologies and their applications, gives an overview of basic processes, provides online security tips, includes suggestions on getting your passwords organized, and is full of tips and tricks to successfully build your online presence. Basic search engine optimization and online branding will also be discussed. Attendees will receive handouts and a journal article on the topic for additional reading.

No previous technology knowledge is needed to participate in this workshop. Attendees do not need to acquire any programming skills in order to implement the suggestions and techniques that will be presented. Every language professional who can compose a simple e-mail already has the skills needed to take advantage of everything that Web 2.0 has to offer.

Length:	2 to 4 hours, customizable to your organization
Languages offered:	Workshop can be given in your choice of English, Spanish, or German
Fees:	Available upon request

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