



Summer Newsletter

Stories, Tips, Tricks and Best Practices for your Community

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Recent Screencasts - Click to Watch Them Now

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New Demo Site Online



Dear introNetwork Friends and Customers,

This is our first newsletter and is meant to be a way for us to communicate with you on a more regular basis. We want to share some of the things we are learning about how to make more effective communities. If you have a story about how your introNetwork is making a difference in your Organization or Company or at a recent event, please let us know so we can highlight it here in the next edition.

Sincerely,

Mark Sylvester and Kymberlee Weil, Co-Founders

New Website Launched This Spring

We spent a lot of time earlier this year completely rewriting the introNetworks website. We would encourage you to take a look. Many of you only think of us as an event networking company or only as a supplier of communities for members. Once you see the new site and read some of the material, you will gain a deeper appreciation for the larger vision we have for the company.



Thanks to our good friends at [Clear Ink](#) for all of the help in getting this site up and running.

Thinking About Your Community - Four Steps to Success

Build - Grow - Measure - Communicate

These four words have become the cornerstones to a successful implementation of the introNetwork platform. Over the past few months we have been working diligently with new customers to implement this four step process and it is working out well. In some recent conversations with existing customers and we have learned that this process is an excellent way to think - or rethink - about your community.

Build

The first step is to understand what you want the system to do for you, what are your objectives? If you could know anything at all about your audience, what would it be? And once you knew that information, what would you do with it, how would you apply it to your day to day operations? Secondly you need to understand what the objectives of the members of your community are. Do they want a social network, a business development center, a portal to find information or something else entirely? By having these two objectives clearly understood at the beginning, the questions, keywords and tone of voice of the site will emerge quite clearly.

Grow

Once the site is created we have learned that the next step is to understand the communication plan for the new community. The effectiveness of this key step is vitally important and we put significant energy into discussing it early in the production process. Having a well thought out plan to let your attendees or members or employees know about the system you have created for them will help get critical mass in the community quickly. We have learned some interesting and fun methods for driving opt-in, such as contests and scavenger hunts.

Measure

"That which gets measured gets done" This is a very true saying. The administrative tools give you access to all of the reports and statistical information about your community and how people are answering the questions. This is the most important aspect of your community in our opinion: knowing what is on people's minds, what they are interested in, how they see themselves and others around them is the key information that until now you didn't have access to. So, what are you going to do with all of this newly discovered information? That's the important question. How can this information improve your company, your market position, your goods and services? If you asked the right questions of the community, then the answers will be strategically invaluable to you.

Communicate

The fourth and final step may in fact be the most important reason for deploying an intronetwork community. Now that you have built, grown and measured your community, you can target content (create Pins for whitepapers, products, cool websites, whatever will appeal to your audience), you can target communications using the email marketing tools, select a group and send them a message. You can use this micro-targeted information to fine tune your advertising whether it is in-house ads, sponsor messages or animated ads that your exhibitors have purchased from you. Being able to take advantage of our Visual Matching Engine algorithms to put your message in front of the right people is critical

New Wordbox Makes Keywording Easier

	I Am	I Seek	I Value	My Buzzwords
10 (Most Important)	Thinker Entrepreneur Seeker Dealmaker Leader Teacher Writer Artist Designer Change Agent	Inspiration New Ideas Adventures Balance Allies Fun New Networks Clients New Friends Apprentices	Style Success Intelligence Simplicity Passion Authenticity Courage Good Jokes Hard Work	Social Networks Long-tail Usability Data-driven Tagging Anything 2.0 User Generated Content Blogs Social Software Recommendation
1 (Important)	Activist Artist Blogger Change Agent Confused Couch Potato Dealmaker Designer Educator	A Way In A Way Out Adventures Allies Apprentices Balance Book Reccs Career Advice Change	A Good Hack Activism Ambiguity Athleticism Authenticity Beauty Change Continuity Courage	AdSense LIAX Anything 2.0 Blogs Community Convergence Cool to use CSS-Design Data-driven

Page 2 Keyword Wordbox from Testdrive Community

You wrote and we listened. You may have noticed a few months back that we launched a new way for users to select words. This method came about as the result of a lot of user feedback and user experience research that we did about how words were selected using Drag and Drop, versus simple selection of words. We prototyped a few versions and selected the above for its simplicity, easy of use and how nicely it solved two problems. The first, being able to see all of the selected words and potential words at a glance. The second was to allow people to click a word and have it jump to the box above, as well as click and drag. Users can reposition words just like before, and now instead of left to right making a difference in scale, it is from bottom to top. There is an indicator that appears when a word is selected that shows the weighting of that word, so it is very easy to understand it's importance.

If it has been a while since you looked at My Profile on your site, take a peek. If you don't have your own site at this time, look at this [demo site](#) to get a first hand look.

New Tools in the Control Panel

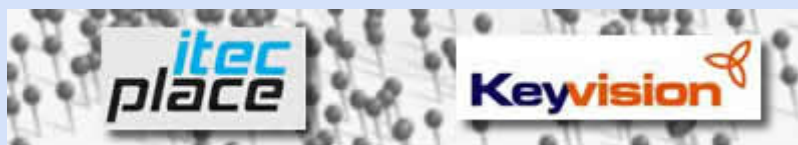


Tag Cloud view of the Testdrive Community

As you know there are a lot of things that you can do in the Control Panel, from managing users to adding Resources and Calendar items. But did you know that you can view a snapshot of your community with one click? Go to Reports/Word Selections and click on the Tag Cloud button. You will see an image like the one above in a new window and can see at a glance exactly what words have been picked and as importantly, those that have not been picked. This will be valuable as you start targeting your messages, content, advertising and special promotions. Of course, if you like the old school way of looking at the words, you can always click and save the content to a spreadsheet and create charts for use in reports and strategic plans.

If it has been a while since you logged into the Control Panel and you have forgotten how, please send mail to support@intronetworks.com and we will get you going again.

Case Study - Connecting Money to Ideas - *ITECHplace*



Based in Australia, the ITECplace project provided a unique opportunity for two online collaborative environments to operate in an integrated manner. Working with Australian based company Keyvision, the introNetworks application facilitates 'Business Matching' between international companies from the technology sector. In the first instance, Australian and Taiwanese companies from the Automotive Telematics sector are able to connect and learn about each other and begin the process of establishing business relationships ahead of visiting Melbourne where they were able to meet Australian

companies face-to-face.

The ITECplace website and portal, provided by Keyvision, provides an online environment for 'cluster members' to share documents, access information and collaborate. Members of this 'cluster' can then link to the introNetworks application where they can explore and discover the range of companies that share similarities to their own organization.

Many small and medium technology companies struggle to find international partners and markets for their technologies. The ITECplace strategy, facilitated through the online environment, provides a truly effective solution in allowing international business partnerships from this sector to initiate and develop. Now these companies can emulate the successful methods of the multi-nationals with the help of ITECplace - a unique integration of business skills, global contacts, and web tools.

ITECplace, now enables businesses to create global partnerships - with regional staff and access software tools to help them find and assess potential partners.

Today ITECplace has activities in Australia, Korea, Taiwan, U.K., India and Singapore. Soon it will spread to the UK, India, and Singapore - opening these markets to Australian companies and vice-versa.

Next Issue, we will continue this theme with a discussion about how the University of California is connecting investment funds to projects in the school and in another interesting story: how the European Union and the University of Liverpool AIMES center have created a portal to connect venture funds with research projects in the eleven regions of the EU.

If it has been a while since we talked, please give us a call (1 805 576 1420) or send us an email (newsletter@intronetworks.com). We would love to reconnect. If you like the newsletter and have ideas on how to make it better, that is another great reason to reach out and start a conversation. We are always working to improve our communication, which results in better products and services.

Sincerely,

Mark & Kimberlee and the team at introNetworks