

# Real World Collaboration Strategy

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Thursday, September 4, 2008, 4:15PM to 5:00PM [[Add to My Calendar](#)]

**Location:** [Ballroom](#) (2nd Floor)

**Speaker:** [Oliver Marks](#)(Consultant), with [David Coleman](#) (Collaborative Strategies) and [Greg Reinacker](#) (NewsGator)

**Content:** Informal 2.0 tool use is everywhere in modern enterprises, mushrooming in multiple departments and infuriating IT security Czars. Overarching strategy for a centralized usage policy is vital to direct and drive usage strategy and adoption. This talk will draw on real world experience, from global executive level strategic road map buy-in, to detailed process planning, identification of appropriate technology solutions, to end user roll out strategies.

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**Video Embedding:**

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