

How to be a Digital Player in Business



MEGHÍVÓ

A Budapesti Gazdasági Főiskola
Külkereskedelmi Kar Társadalomtudományi Intézete
és az Avantgarde Group tisztelettel meghívja Önt

Brad King

digitális és web 2.0 szakértő a Ball State University (USA, Indiana) oktatójának a közösségi média üzleti alkalmazásairól szóló *"How to be a Digital Player in Business"* című angol nyelvű interaktív előadására.

Időpontja: 2011.május 11. de. 10.00-től 12.30-ig

Helyszín: BGF, 1055 Budapest, Markó utca 29-31. Aula

A részvétel díjtalan.

Az előadás főbb kérdései:

- Hogyan alkalmazhatók a legmodernebb digitális technikák és a social media az üzleti életben?
- Hogyan integrálja egy vállalat a digitális elképzeléseit kommunikációs, PR- és marketing-stratégiájába?
- Hogyan válhat egy vállalat a web 2.0 úttörőjévé?
- Milyen eszközökkel mérhető a digitális siker?

Kérjük, részvételi szándékát e-mailben jelezze a hegyine@kkfk.bgf.hu címen.



Brad King

Brad King is an Assistant Professor of Journalism and an Emerging Media Initiative Fellow at Ball State University, where his research examines how emerging technologies are changing the ways we tell stories.

King learned his Master's from the University of California at Berkeley's Graduate School of Journalism in 2000. He worked for Condé Nast's *Wired* magazine and then its sister website *Wired.com*. He co-authored *Dungeons and Dreamers*, a book on the history of the programmers and communities who built and played in the first virtual worlds. In 2004, he was hired as the producer for MIT's *Technology Review*.

As a member of the advisory board for *South by Southwest Interactive*, the Austin, Texas-based conference and festival, he evaluates merging media, storytelling, and interactivity opportunities for one of the country's largest social technology and entertainment conferences, which in 2008 attracted more than 12,000 participants. He also advises Carnegie Mellon University's Entertainment Technology Center On - Demand Press, which examines ways emerging media can be used in the publishing realm. He and his coauthor are working on a second edition of their book, *Dungeons + Dreamers: the Rise of Computer Gaming from Geek to Chic* (Osborne/McGraw-Hill), which will expand upon the history of online communities and virtual worlds by examining how virtual spaces such as *Second Life* and emerging networked social platforms are changing the nature of how people interact through the use of virtual environments.

King also is at work on *The Cult of Me*, which explores how people are able to tell non-fiction stories using software tools such as aggregation, search engines, and simple publishing tools to share information virally. During fall 2009, King was one of four Ball State professors and more than 40 students partnering with local builder Hallmark Homes to tell a variety of behind-the-scenes stories related to the construction a new home for a Bunker Hill, Indiana, family as part of the ABC television program *Extreme Makeover: Home Edition*.

www.thebradking.com
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www.etc.cmu.edu/etcpres

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