

## Web 2.0 > Interactive Ideas for Association Leaders

The newest “BUZZ” on the web is the evolution of interactive features being described as Web 2.0 – features that are considered a “step above” traditional websites. These new interactive features convert your traditional website into a portal for the exchange of information and insight between the members of your association. This transformation of the web presents a unique opportunity for the exchange of ideas and insight without regard to time of day or geographic limitations.

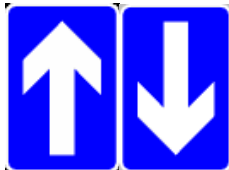
This white paper has been prepared to help association leaders better understand how interactive features can generate new member participation and excitement for the membership of their associations.

### What is Web 1.0?

Web 1.0 is a one-way street – traditional websites are static and work much like a billboard on the highway. Users can only view information posted on a traditional website and, as a result, they have no ability to interact or exchange information in a dynamic fashion.



### Web 2.0 – What does it do?



It’s the “geek” name for the web-based technology that permits the exchange of information, ideas and insight between people who participate in an online “community”. Web 2.0 technology transforms a static website with fixed content into a dynamic portal for the exchange of information. Web 2.0 turns your association website into a two-way street.

### How has Web 2.0 evolved?

The original online communities were generally “social networks” created by students. These communities used personal web pages, discussion groups and blogs to exchange social information. As the technology advanced a number of interactive websites, such as [www.digg.com](http://www.digg.com), were created to allow larger groups of people to exchange information on a variety of topics; technology, sports, entertainment, etc.


The web-based technology used to create these original networks is now being utilized by [www.VenuLex.com](http://www.VenuLex.com) for the exchange of information between business professionals.




VenuLex posts both articles written by recognized experts and links to articles, presentations and news posted by other professionals. Users of our website add comments, rate the quality of information and have the ability to establish forums to discuss specific topics with other professionals.

## *How can your members utilize Web 2.0?*

Web 2.0 features generally provide your members with the ability to interact with one another by posting articles and other information on your association website, adding comments to information that's posted, rate the information, exchange views in forums and discussion groups, hosting member blogs, conducting surveys, etc.

Your association can also utilize features such as RSS  (Really Simple Syndication) to publish real time information provided by news and information services such as VenuLex directly to your website. RSS can also be used by your members to receive news and other updates directly on their computer desktops. The benefits of this powerful RSS technology are discussed in more detail in our RSS White Paper.

## *Don't we lose control - how do we "police" our website?*

You set the rules for submissions by your membership. Your members police  the quality of information exchanged and they have the ability to ask your webmaster or a forum moderator to remove inappropriate submissions.

## *Can we add Web 2.0 features to our current website?*

Yes - Web 2.0 features can be added to most websites with custom programming. Adding real time content using RSS from VenuLex and other information providers is generally fast and easily done by adding a few lines of code.



Another alternative is to convert to a new website platform that offers a broad range of interactive features. For example, the VenuLex Solutions web-based platform provides associations with Web 2.0 features plus online:

- ✓ Member Management
- ✓ Member Communications
- ✓ Event Management
- ✓ Online Payment
- ✓ And More.....

## *How can we learn more?*

We invite you to email [Travis@venulex.com](mailto:Travis@venulex.com) to learn more about how the interactive features provided by Web 2.0 can generate new member participation and excitement for your association. See for yourself why more chapters of the Society for Human Resource Management have selected VenuLex to provide them with online information and support than any other online service.

[www.VenuLex.com](http://www.VenuLex.com)