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[Intranet Predictions for 2010](#)

1. SharePoint will continue to dominate - All hail the king, SharePoint. SharePoint has become the single biggest, most pervasive intranet platform of all time (present in 50 - 60% of all medium to large-size organizations). While SharePoint is still minimally used for department and team level document sharing and collaboration, more organizations are looking to use it as the enterprise intranet platform.



[More intranet predictions for 2010 >>](#)

[Technology, the intranet, and employee productivity](#)

Employees shouldn't waste too much time on the intranet; social media wastes time; the Internet is a productivity drain. These are common refrains and concerns expressed by many executives, albeit the less educated ones, generally of an older generation, nearing or past retirement.



[More on technology, the intranet, and employee productivity >>](#)

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Our growing dependence on social media has opened many doors for communications and marketing professionals. Never has it been so easy to create a two-way dialogue between an organization and its consumers. Recognizing this trend, marketers are shifting their spending to new techniques. According to the 2009 CMO Survey, organizations will allocate 13.7 per cent of their marketing budgets on social media in the next five years, up from 3.5 per cent currently.



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[Best Practices for Managing a Government Website Redevelopment](#)

Online webinar

Governments at all levels are gaining an appreciation for the importance of establishing an effective web presence, whether to provide citizens with accurate, timely information or improve the delivery of services through web self-service. And with trends like social media gaining momentum, the pressure on the teams managing those sites to drive improvements on an almost continuous basis is increasing.

[Read more>>](#)

Time: January 28, 2010, 12 pm EST

Presenters: Julian Mills, Prescient Digital Media and Maureen Hall, MEDT

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Prescient Presents

Here is a list of upcoming events where Prescient executives will be speaking at. We hope you will be able to attend.

- [Best Practices for Managing a Government Website Redevelopment](#) Online webinar, January 28, 2010 12 pm EST
- [Social Media in Government](#) The Westin Ottawa, 11 Colonel By Drive, Ottawa, ON, K1N 9H4, February 16, 2010 to February 17, 2010
- [Congress Intranet 2010](#) Utrecht, Netherlands, March 16, 2010

[More on Prescient's events>>](#)

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