

Listen. Understand. Deliver.

Volume 5 Issue 8

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If a tree falls in the forest will anyone blog about it? Do blogs beget blog postings?

As too many organizations are discovering the hard way, employees don't want to blog. Approximately 1-2% of employees are interested in blogging (today), but most don't have any desire to pick up the proverbial pen.



[More on employee blogs >>](#)

[Social media is changing your business: are you listening?](#)

The hype around social media can obscure two key points: the complexity lies in adapting your business, not in the technology; and leaders that listen have a massive advantage in the new business environment created by Intranet 2.0.



[More effects of social media on your business >>](#)

Have a topic in mind?

[Help us pick our webinar topics for 2010](#)

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[The intranet event of the season is coming to Toronto: webcom 2010](#)



Prescient's Toby Ward, president & CEO and Carmine Porco, GM & VP, will be featured speakers at this year's webcom conference in downtown Toronto. Dozens of industry professionals will gather to share their thoughts on web marketing, enterprise 2.0 and other topics of interest to marketing, web and intranet professionals.

[Learn more about webcom 2010 >>](#)

[Register now >>](#)

[Receive a full analysis of Intranet 2.0 Global Study 2010 by completing this short survey](#)

You will also be entered into a draw to win \$400!

In response to customer and market demand for a detailed analysis of how and what Intranet 2.0 tools (Web 2.0 tools used on the corporate intranet) are used, considered and deployed by organizations, Prescient is preparing a comprehensive report on the topic, based in part on the findings collected from the following survey.



- 5-10 minutes to complete
- Receive a full analysis, free
- You could win \$400

[Take the survey](#)

[Take the survey >>](#)

[Prescient Presents](#)

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

- [Congress Intranet 2010](#) Utrecht, Netherlands, March 16, 2010
- [Webcom Toronto 2010](#) Chestnut Convention Centre, 89 Chestnut, Toronto, April 07, 2010

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

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