



WHAT: Interactive Podcast with the co-authors of *Naked Conversations*
Robert Scoble, one of Microsoft's Technical Evangelists and best-known blogger and **Shel Israel**, Writer, Consultant, Speaker

WHEN: Saturday, May 20, 2006
10:30AM-11:30AM PST – global conversation with Robert and Shel
11:30-12:30PM PST – continued conversation via Chat/IM
Ongoing – join the *Naked Conversations* group online at waxxi.us

WHERE: Wherever you are (telephone needed, internet optional).

HOW: Dial into a toll free number and participate in a conversation with Robert and Shel.

WHY: Instead of just listening to a podcast, watching a video of an interview, reading a blog or watching them present – interact, ask questions, share your thoughts with Robert and Shel. **Participate!**

COST: FREE - just register on waxxi.us and we'll send you a code to call in.



L to R: Microsoft's top blogger and a Technical Evangelist, Robert Scoble and Writer, Consultant, Speaker, Shel Israel

BLOGGING HAS CHANGED THE RULES.

The way that businesses communicate with their customers has been turned on its head through the introduction and adoption of blogs, and the force of the blogosphere. For the first time, companies are learning they can't just talk 'at' their customers, but need to talk *with* them – in a two way dialogue vs. a one-way monologue. In their book, *Naked Conversations*, Shel Israel and Robert Scoble enlighten us with a look at companies and people who have understood the power of blogging, no matter how small, large, obscure or well known the organization. They also give must-read tips for anyone considering blogging, or who wants to improve their blog. The book has been the topic of hundreds of media interviews, conferences, podcasts, presentations and conversations. And that's just the beginning.

PODCASTS ARE GREAT.

We learn from them, are entertained by them, at times 'see' a side of someone often informally, and as a result understand something or someone more deeply. We may even develop more an intimacy toward a company, product, brand, person or artist. But, it is still some people talking, and others listening. Why not be a *part* of the conversation? On May 20, 2006 you and hundreds of people from across the globe will have the chance to do just that: talk directly to Shel and Robert and be a part of the podcast.

THE NITTY GRITTY.

In order for everyone to have a chance to participate in the conversation, registration is limited. Please register at waxxi.us. We'll email you a unique code, and you're in.

ABOUT OUR GUESTS.

Shel Israel has consulted to innovative companies for over 25 years. In strategic roles he has helped introduce leading technology products, among them: PowerPoint, Filemaker, and Sun Microsystem workstations. Shel is also Editor-in-Chief of **Conferenza**, the leading blog on technology events.

Robert Scoble is one of Microsoft's Technical Evangelists, and has helped to "humanize" the company in the eyes of the world. He is not only Microsoft's best-known blogger, but one of the best-known in the blogosphere. Robert also helps run Microsoft's **Channel 9**.

ABOUT WAXXI.

waxxi will launch both interactive podcasts and a global social network focusing on today's business topics and challenges. The name waxxi was inspired by the simplest form of communication: two cans and a string. The string, however, must be waxed in order for each other's voices to be heard. It was also inspired by the image on the cover of the book, *Naked Conversations*.

May 20th, 2006 is our inaugural social podcast where people across the globe – from companies like Apple, IBM, Microsoft, Google, Yahoo!, along with entrepreneurs, investors and bloggers – will have the opportunity to talk one-on-one with Robert and Shel, and to each other. The conversation continues, after the event, online at waxxi.us

