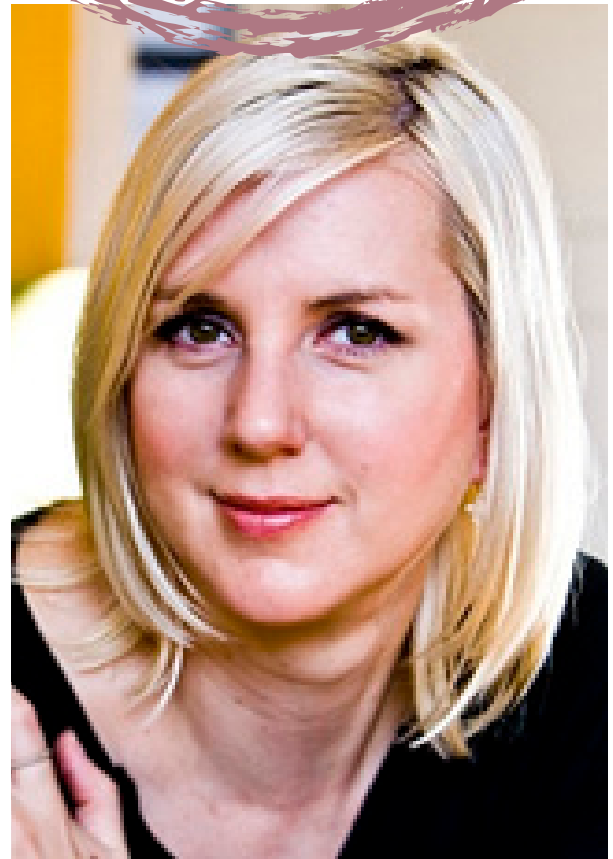




Money isn't the capital of choice in online communities, it is *Whuffie* — social capital.

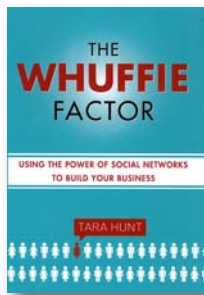


Tara Hunt

□ Pioneering expert in online communities and marketing. □

Leading authority on online communities—how they are our changing culture and how businesses can flourish in the new environment of Web 2.0. Master of Community Marketing—enchancing the people in the communities a company serves in ways that truly serve their needs—and avoid alienating their newly emerging sensibilities.

Author, *The Whuffie Factor*.



“The more you give away, the more Social Capital you gain.”

Ahead of the Curve

Leigh
Bureausm
W.ColstonLeigh, Inc.

Phone 908.253.8600
Web www.LeighBureau.com
EMail info@LeighBureau.com

Highlights

Tara Hunt is a true **pioneer in online marketing** and one of the most respected authorities on **online communities**—how they are evolving, how they are changing both culture and business, and how businesses must behave in order to succeed in the participatory web economy.

For her work in this area, *Fast Company* magazine named Tara to its 2009 list of the Most Influential Women in Technology.

She is one of the most respected and cited thought leaders in **community marketing**—how to meet the needs and honor the expectations of **online customer communities**.

Tara is an expert in the **tools and opportunities** of the participatory web to build relationships and engage communities through social capital—that is, *whuffie*—not by pushing messages or creating ‘strong brands.’

Tara is the author of *The Whuffie Factor: Using the Power of Social Networks to Build Your Business*, a breakthrough book on community marketing. It provides the strategic map and specific tactics for **success in the new economy** and its elusive, lucrative world of online communities.

In the world of Web 2.0, **market capital flows from social capital**—from what Tara calls *whuffie*. This is the future of business and Tara Hunt has the knowledge and experience of someone who’s spent her career mastering how it works.

Tara was instrumental in making BarCamp, an international network of user-generated conferences, a worldwide phenomenon. She also is an active promoter of the Coworking movement, in which independent workers share workspace.

She speaks frequently at conferences around the world, including Mesh, the Future of Web Apps, ETech and Web 2.0 Expo. She blogs at *horsepigcow.com*.

Whuffie is the residual outcome—the currency—of your reputation.

Leigh
Bureausm
W.ColstonLeigh, Inc.

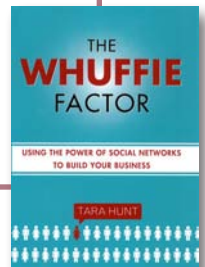
92 East Main Street | Suite 200 | Somerville, New Jersey 08876
Phone. 908.253.8600 | Web. www.LeighBureau.com

As online communities become a stronger and stronger source of consumer information, your sales will be driven on how well you are received in those communities.

How to be a Social Capitalist

The people—especially youth—who inhabit online communities don’t care what you have to say, sell or even give away. *Word of mouth* drives their buying decisions. They trust a new kind of social capital that is emerging in the social networks they create online. Your success as a business will increasingly depend on this kind of trust. To earn it, you have to find the communities that matter to your business, connect with them and spend some time.

Tara offers audiences practical ways to **build social capital** in the presentations based on her new book *The Whuffie Factor*.



• Credentials

- Author, *The Whuffie Factor*
- Online Marketing Director, Riya.com
- Owner, Rogue Strategies
- Online Marketing Manager, HRPAA

• Honors

- One of the Most Influential Women in Technology, *Fast Company* (2009)
- *Marketing Magazine* 2003 Digital Awards - Certificate for Promotional Sites/Gaming
- *Applied Arts Magazine* Best of 2003 - Best Poster
- *Applied Arts Magazine* Best of 2003 - Best Poster Series