



NewPath TradeStorm

TradeStorm is a half-day exposition sponsored by Toronto's NewPath Network. It is designed to get you acquainted with information technology freelance/independent consultants and what they can do for the Not-For-Profit sector.

NewPath is a leading-edge Toronto-based virtual IT network bringing talent and needs together for the greater good. TradeStorm is an opportunity for leaders and administrators from the Not-For-Profit sector to meet Toronto's finest IT and IT related freelance consultants and professionals, who can help you meet your organization's challenges and goals head on.

At NewPath, our approach to your IT challenges is not narrow, but rather wholistic and inclusive of the organizations overall goals, objectives and culture.

Meet the people who can make a difference for your organization, share your ideas and see what they can do in the areas of:

- Web Development and Programming
- Creative and Business Writing
- Web Site Design
- Graphic Design
- Project Management
- Usability Engineers
- e-Commerce
- Business Development and Strategy

Registration for TradeStorm is FREE courtesy of The NewPath Network. Register at www.newpathconsulting.com/tradestorm.rox or at the door.

NewPath TradeStorm

Metro Hall
55 John Street (just south of King)
Room 313
Toronto, Ontario

November 18, 2004
4:00 pm – 8:00 pm

www.newpathconsulting.com/tradestorm.rox
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TradeStorm Schedule

Time	Title	Presenter	Subject
4:00 – 4:15	Welcome Word	Alex Sirota, Newpath Consulting	Remarks from the founder of NewPath on the importance of meeting, greeting and sharing.
4:15 – 4:40	Improving Audience Stickiness: Flash Applications with Dynamic Content Delivery	Lorraine Spiess and Ann-Marie Cheung, DNA Group	Demonstrating that Flash can be an effective and powerful tool in presenting useful content to audiences, we examine in detail a few Flash applications created by members of DNA Group and their end effect on the clients' businesses.
4:40 – 5:05	Team Syntegrity	Allenna Leonard & Joe Truss – The Complementary Set	Team Syntegrity is a group process based on cybernetic principles. It provides a non-hierarchical, participative, information-rich structure to address complex issues.
5:05 – 5:30	Keeping your Web Content Current and Relevant	Michael Bardeggia, FeedStream Inc	Building a web site without a solid strategy and tools for keeping your content current and relevant to your organizations objectives is like buying a car without the intention of refuelling it. It won't get you very far. Michael will share tips, tools and strategies that make this a simple and easy task.
5:30 – 5:55	Four Steps to Team Excellence	J M W Hughes – Corporate Team Coaching	Is your team failing to meet all of it's objectives? Are you forced to do more with less? How can you drive efficient, effective results? Jonathan Hughes will help you experience the "Four Steps to Team Excellence" and provide initial building blocks to implement in your organisation today.
5:55 – 6:20	BREAK		
6:20 – 6:45	Roadmap to Success with Tursi Consulting	Ifakat Nayki, President, Tursi Consulting Inc.	Learn how our knowledge, expertise, range of services and approach to delivering will help you succeed.
6:45 – 7:10	Considerations for Designing usable products	Rami Tabbah, President, Ergonaute Consulting	Product Usability is integral to successful product adoption. In the absence of a specific UI function, many departments jump in to fill the void. Ideally, who is responsible, where does the function live? What are the best practices to ensuring that this important requirement is met?
7:10 – 7:35	Use of Database Auditing as a Compliance Tool	Ramy Taraboulsi, CEO, SyncBASE Inc. and Nimfa Ibanez, Director, SyncBASE Inc.	This presentation will provide the audience with a brief background of the two new legislations impacting companies in Canada and the US: PIPEDA and Sarbanes-Oxley. The presentation will then address the database auditing needs imposed on companies as a result of these legislations. The presentation will touch upon SyncBASE DB Auditor product that could be used to provide such compliance.
7:35 – 8:00	Professional vs. Amateur: The Importance of Finding Professional Resources for your NPO	Alex Sirota, Newpath Consulting	What are the distinguishing features of a professional consultant? Why does an NPO need resources that have a professional track record? Due to the nature of fundraising and competing priorities, NPOs have difficulty in finding and allocating resources towards marketing and information technology projects. Alex will talk about how NewPath fosters professionalism and allows NPOs to meet professional Toronto based consultants to help them achieve their strategic and tactical goals.