



ABA TECHSHOW 2008 Guide to the “TECHSHOW Buzz”

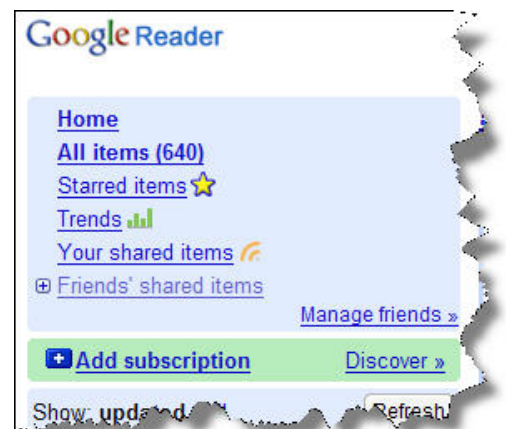
At ABA TECHSHOW 2008, we’re going “social” in a big way! We’re harnessing the power of the Internet to help our conference attendees communicate and network better with each other. The ABA TECHSHOW Buzz at <http://www.techshow.com/buzz.html> will be a place where you can read blog posts, see pictures from the conference, follow updates from attendees, or even check out some of the websites being talked about at the show – all for free! Instructions on how to participate are below.

We only have one rule: play nice. We reserve the right to remove content that we deem inappropriate for the ABA TECHSHOW audience. Otherwise, have fun!

ABA TECHSHOW 2008 Blog Feed

Keep up with the latest blog posts from ABA TECHSHOW! We’re creating a blog feed that will combine all of the posts from those talking about ABA TECHSHOW, so you can get all of your conference news in one place.

- For bloggers:** If you’re planning on “live blogging” at the conference:
 - Just send your RSS URL to Tom Mighell at tmighell@cowlesthompson.com – we’ll include it in the master feed, so your blog posts flow directly to the Buzz page.
 - If you’re planning on talking about something other than ABA TECHSHOW on your blog during the conference, we ask that you not submit your feed to us, but make sure the words “ABA TECHSHOW” are included in all of the blog posts you want to include in our feed.
- For attendees and others:** To subscribe to the ABA TECHSHOW 2008 blog feed:
 - Take the feed and import it into your favorite newsreader. Here’s the feed: http://pipes.yahoo.com/pipes/pipe.info?_id=OigKb_Tj3BGJA380n0artA
 - If you’ve never used a newsreader before, check out these two resources:
 - “RSS Resources You Can Use,” <http://www.abanet.org/lpm/lpt/articles/slc11061.shtml>
 - Google Reader (<http://www.google.com/reader>) is very easy to set up. To learn how to use it, watch “How to Use Google Reader” at http://www.andywibbels.com/flash/google_reader.htm (warning: it’s a video demonstration, with audio too!)



Share Your Photos With Flickr

If you brought your camera to ABA TECHSHOW, start snapping away! We are streaming pictures taken at ABA TECHSHOW 2008 through **Flickr** (www.flickr.com), an online photo sharing service. Here’s how to share your own pictures:

1. Sign up for a Flickr account – it’s free!



2. Upload your pictures to Flickr, and tag them **abatechshow2008**. That's all there is to it!
3. If you're taking pictures from a camera phone, the Flickr Mobile Tools page (<http://www.flickr.com/tools/mobile/>) provides some tips for uploading from your phone.

Use Twitter to Keep Up With Conference Goings-On

Twitter (<http://twitter.com>) is a service that asks the question, "What are you doing?" We are using Twitter to update our attendees on what's going on at ABA TECHSHOW, and you can use the service, too. Twitter can be used to tell everyone that (for example)

- You just heard or saw something really cool
- There's a raffle drawing happening in a few minutes
- You're looking for someone interested in a particular subject
- An important session is about to start
- You and others are meeting in the bar for drinks later
- You just posted a photo or blog post about the conference

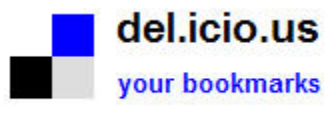


Twitter can update you on the Web or via instant message or text message on your cell phone. Best of all, you can follow the ABA TECHSHOW 2008 Twitter feed without even signing up! Just send the text message **Follow ABATECHSHOW2008** to **40404**, and you'll start receiving all updates from the conference!

If you're interested in participating yourself in the Twitter feed, here's all you need to do:

1. Sign up for a Twitter account. If you want to send updates via your cell phone or IM, you'll need to provide that information.
2. Follow the ABATECHSHOW2008 Twitter feed, either by sending a text message to 40404 with **Follow ABATECHSHOW2008**, or by a search on the Twitter site.
3. Once you follow us, we'll automatically be following you – so everything you post on your Twitter account will be visible to all ABA TECHSHOW attendees (as well as the general public, too) – so remember, play nice! Also, because we'll all be able to see what you write, we ask that you only post on ABA TECHSHOW during the conference. Thanks!
4. Caution: if your phone plan charges you for text messages, you might want to view Twitter updates via instant message or on the Twitter website.

Post Your Favorite ABA TECHSHOW Links to del.icio.us



See a website at ABA TECHSHOW you think is really cool? Share it with everyone using **del.icio.us**, a social bookmarking tool. We're keeping all of the ABA TECHSHOW 2008 bookmarks in one place, and it's really easy to join in:

1. Sign up for an account at <http://del.icio.us>.
2. You'll be prompted to install two small buttons in your browser – this makes it easier to save bookmarks. This help page (<http://del.icio.us/help/buttons?ua=ff>) provides access to the bookmarklets that you can just drag to your browser's toolbar.
3. When you see a site during the conference that you want to save, just click the Tag This button, fill out any description you want to include, and then make sure you tag the site with **for:abatechshow2008**. That's it! Your link will appear on the ABA TECHSHOW 2008 links page.

If you have any questions about how to use any of these services, please stop by the Conference Concierge desk.

Thanks for taking part in the ABA TECHSHOW Buzz!