

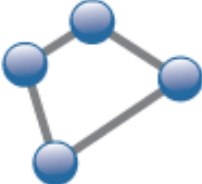

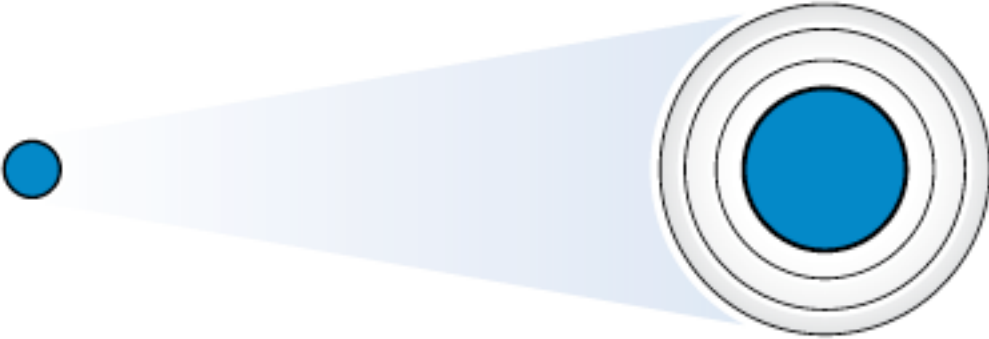


CM IMPORTANCE OF PARTICIPATORY MEDIA

MEDIA	Traditional Media <i>(one size fits all)</i>	Flat digital Media	Dynamic Media	Participatory Media <i>(experience, long-tail)</i>
Example of media	Print, newspaper, brochure	Web presence	Information links (data base)	Dynamic interaction
Connectivity				
Target market participation	Look	Read	Q & A	Interact
Mode of communication	Push (spoon feeding)	Push	Push-pull (requesting response/ action)	Intelligent pull (engaging in open form)
Reach (target market)				
% Conversion rate	Low	Medium	High	Very high
Investment	\$\$\$\$	\$\$\$	\$\$	\$
Return on efforts	Very high	High (webmaster often required to assist)	Medium	Low (instant)
Risk	Very high (e.g. Alberta)	High	Medium	Low (powerful marketing tool - informs Whistler & engages perspective visitors)
Ability to drive Sustainability	Low	Medium	High	Very High