



Ermatingen, 9 December 2004

Wolfsberg Think Tank

Date: Wednesday, 23 February 2005, 9.30 a.m. to 12.30 p.m., followed by buffet lunch

Topic: Why does most information on the internet remain unused?

Led by: Dr. Christoph Glauser, President of the board, IFAAR Institute For Applied Argumentation Research, Berne

Dear Sir/Madam

Everybody talks about customer focus, but nobody has ever really focused on the customers of the Internet. People who search for something, for example by using Google or search.ch, normally don't find what they seek! On the other hand, more than 90% of all the information available in the Internet is never actively searched for. That is why most websites don't fulfil the expectations of the companies that create them. So how can content on the website be optimised to "fit" better with what customers are really seeking?

Dr. Christoph Glauser studied Mass Media, Political Science and History at the Universities of Berne and Geneva. He then did research for a national programme about "efficiency of government programs" at the University of Geneva, while he finished his PHD at the University of Berne. In 1994, he founded the Institute for Applied Argumentation Research in Berne where he has researched election campaigns and done content analysis of Teletext and news agencies. From 1996 to 2000, he directed a research programme at the Swiss Federal Institute of Technology (ETH) regarding "expert communication on biotechnology in the public and in the media". In 1998, he taught "Publizistik (communications)" at the University of Zürich as well as at the Communication School of the University of Washington in Seattle. In 1998 too, he co-founded MMS Media Monitoring Switzerland AG of which he was managing director and member till 2001. MMS digitally analysed communication in newspapers. From 2001, Dr. Glauser has been president of the board of "IFAAR" and has developed a new product for comparing supply & demand in the Internet, called **ArgYou.com**.

Programme:

09.00 a.m. Welcome Coffee

09.30 a.m. Three ArgYou Case Studies (Banks, e-Government, Insurance)

Discussion

Understanding what the Internet is

How ArgYou works

Consequences for Website Managers, Builders, Texters, Marketing and Communication

12.30 p.m. Apéro and Buffet Lunch

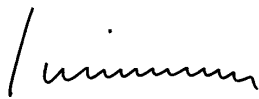
To cover costs, we shall charge only 120 CHF per person (UBS staff are covered by SLA). *

For further information and to register please contact Regina Villiger (phone 071 663 56 51) or send an e-mail to regina.villiger@ubs.com. Please register by 2 February 2005 latest.

We look forward to welcoming you to this Wolfsberg Think Tank. **If you cannot attend, but know someone else who might find it of use, kindly pass on the information. Finally, some of your clients may also be interested in this event and you may wish to think of inviting them along.**

Yours sincerely

WOLFSBERG



Dr. Toni Schönenberger
Managing Director



Professor Prabhu Guptara
Executive Director

P.S.: Please note that overnight accommodation is available at Wolfsberg for a charge of 150 CHF including breakfast. Please indicate your needs with the registration.

P.P.S.: Information on other forthcoming Wolfsberg events and reports on previous Wolfsberg Think Tanks and other such events can be found at **www.wolfsberg.com**.

* Cancellations must be received at the latest by 7 days before the event. In case of cancellations received later than this, the following arrangements apply: cancellations received up to 3 days before the event - 75 % of the fee will be payable; after that date - the full fee will be payable. However, a substitute participant is welcome.