

Colabria Showcases Knowledge Management with First Prediction Markets Summit

The summit will feature new business trends harnessing the power of social networks and idea exchanges.



“ Prediction Markets are a proven, but under-exploited, way to harness the wisdom of crowds ”

San Francisco, CA (PRWEB) November 8, 2005 -- Colabria, KM Cluster, CommerceNet and NewsFutures announce the first Prediction Markets Summit, to be held December 2, 2005 in San Francisco. The Prediction Markets Summit will highlight the applications of [knowledge management](#), an up-and-coming trend in business technology, for the knowledge and information markets.

"Prediction Markets are a proven, but under-exploited, way to harness the wisdom of crowds," said Allan Schiffman, Executive Director of CommerceNet. "The Prediction Markets Summit is a great opportunity to work with pioneers of the field and to share experience and knowledge with the growing prediction market community."

Prediction Markets are a new and crucial discipline for all knowledge-based organizations. Because they are so effective, [social networks](#), smart mobs, [knowledge management](#), crowd wisdom and idea exchanges have been getting a lot of popular attention.

James Surowiecki, author of "The Wisdom of Crowds" stated, "Market predictions often outperform those of even the best-informed expert."

Prediction Markets allows managers and executives optimize their businesses with new, knowledge-based forecasting techniques. Business Week named prediction markets as one of the top ten business technology trends for 2005 and among the ten new technologies that should be on the radar of every Chief Executive Officer.

The Harvard Business Review stated, "By gathering collective wisdom, idea markets can improve your forecasting, knowledge management, and decision making."

Top knowledge scientists, information market researchers, business school professors, commerce think-tanks and market tool providers are converging for the one-day Prediction Markets Summit at UCSF Mission Bay in San Francisco/Silicon Valley on December 2, 2005.

Sponsored by CommerceNet, NewsFutures, Colabria and KM Cluster, the Summit will feature such business leaders as Google, Yahoo!, Microsoft, Stanford Graduate Business School, HPLabs and others. Sessions for the one-day, conversational deep-dive of prediction, knowledge management and information markets are practical and conversational. The group conversations are not academic, theoretical, lectures or vendor sales hype. They advance understanding and the business applications of prediction markets. The cases studies and analysis are for executives, directors and practitioners having immediate, practical needs for improved performance, greater effectiveness, faster innovation, customer delight and satisfaction.

Registration for the Prediction Markets Summit is open and available now. The event tuition, including the full-day learning experience, meals, refreshments, materials, and registration, is \$349.00. At this low cost, there are no press passes, student discounts or other mark-downs. For secure registration, visit https://www.kmcluster.com/sfo/PM/Reg_SFO_PM05.htm.

About Colabria, KM Cluster, NewsFutures and CommerceNet

Colabria was founded in 1996. It focuses on the single premise that collaboration is first and foremost a human behavior. Colabria provides leadership of the operational, tactical and strategic elements of effective business collaboration. In concert with Colabria, clients build sustainable and profitable collaborative business models. They achieve mastery of collaborative infrastructures. Colabria offers a comprehensive set of strategic services and hands-on technical expertise to achieve success for clients. For more information, visit <http://www.colabria.com>.

Founded in the San Francisco Bay Area and Silicon Valley in 1998, the KM Cluster is the leading worldwide action/research network and leadership community for the knowledge economy. The scope is global. The focus is local. Action/research event gatherings are conducted on a regional basis. All are welcome. The focus is enterprise collaboration, organizational learning, communities of practice, social networks, knowledge markets, intellectual capital, complexity science, content management, measurement & metrics, policy & procedures, innovation & invention and analytics & taxonomies. For more information, visit: <http://www.kmcluster.com>

CommerceNet is a new kind of entrepreneurial R&D organization combining the best elements of a research lab, startup incubator and public interest initiative. Our mission is to make the world a better place by fulfilling the promise of the Internet and ecommerce. We invest in outstanding people with bold ideas, enabling them to pursue visions outside the comfort zone of research labs and venture funds, and then to benefit personally from resulting commercial success. For more information, visit: <http://www.commerce.net/about/>

NewsFutures is the leading worldwide provider of business-value prediction markets. Founded in 2000, NewsFutures has pioneered the business of prediction markets. NewsFutures started by partnering with prestigious media websites to grow communities of "prediction traders" with valuable insights into the future. In the process of catering to tens of thousands of demanding "general public" users, NewsFutures offers the most robust, versatile, and user-friendly prediction markets platform available today. We've also acquired an enormous amount of experience in market design and operations: NewsFutures has created and operated more than 40,000 markets on a wide variety of topics. For more information, visit: <http://us.newsfutures.com/home/home.html> For more information about knowledge management or the Prediction Markets Summit, visit <http://www.kmcluster.com/sfo/PM/PM.htm>.

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