Figure 15-2:
The Online News Association used blog software to build the conference coverage Web site.

During the conference, ONA ran a blog for participants: Any conference attendee could add content during (and after) the conference. Instead of registering every attendee as a blog author — a major headache fraught with forgotten passwords and incorrectly typed e-mail addresses — ONA created a single post and allowed participants to post comments to it. By tweaking the design of the page, the result looks and feels like a blog created by multiple authors, rather than a huge list of comments.

Using Blogs for Project Management

Before I move on to the more creative applications of blog software, take a moment to note that blogs themselves are a natural tool for collaboration and project management.

You can use a blog to keep together a group of team members to do the following:

✔ Organize a conference, retreat, or company event.

✔ Track bugs and fixes in a process.

✔ Help shift workers coordinate progress and schedules.

✔ Share meeting notes.

✔ Alert each other to new tools and tips that can speed up tasks.