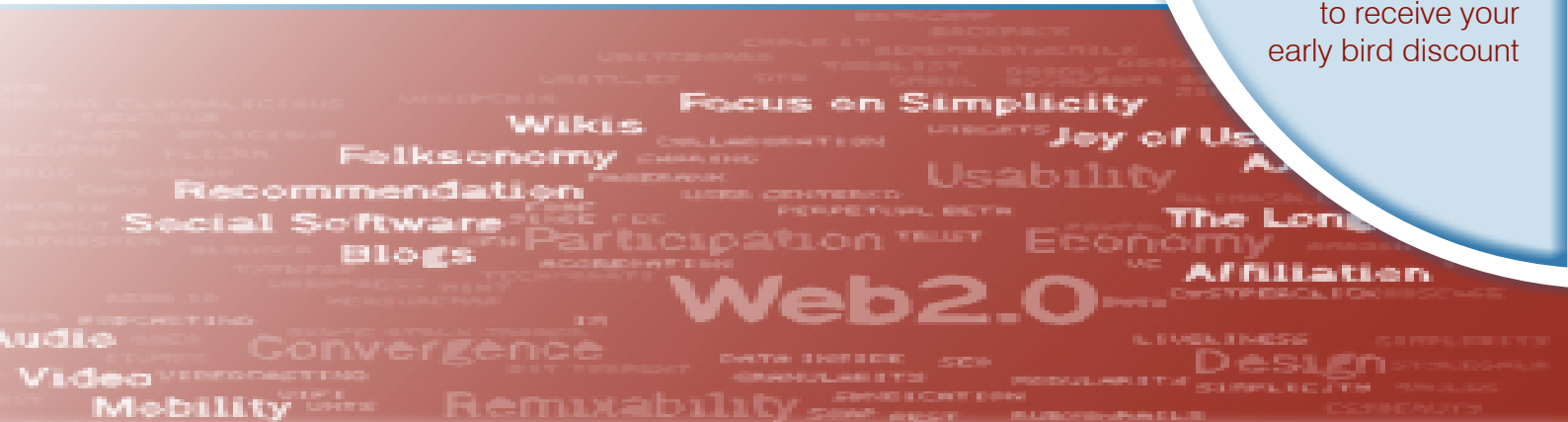


**Two-day conference and workshop
29-30 June 2009, Holiday Inn, Perth**

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Web 2.0 within Business

Making social media and collaborative technologies work in an enterprise environment

Post-conference workshop: Tuesday, 30 June 2009

Workshop : Social networking: what is it and what can it do for your business?
Facilitated by: *James Breeze, Chief Experience Officer, Objective Digital*

See how online and traditional businesses have embraced the enterprise possibilities of Web 2.0

Discuss how to overcome fear of Web 2.0 during a highly interactive session aimed at improving attitudes to key social tools

Gain insights from our expert speakers:

- Rio Tinto
- WA Knowledge and Innovation Forum
- Office of Crime Prevention
- State Library of Western Australia
- Daniels Sharpsmart
- Norg Media Pty Ltd

Hear a client case study from

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Web 2.0 within Business

Making social media and collaborative technologies work in an enterprise environment

Web 2.0 is a concept that has become familiar to those looking to improve collaboration and interaction within their online environment. In a business capacity, these technologies have shown promise in improving communication, marketing, KM and IT capabilities and advancing online innovation.

The task for practitioners is to move past all the hype of Web 2.0 and that of applications such as Facebook, LinkedIn, Twitter and Youtube, and begin to recognise the fundamentals of these programs and the opportunities that these ideas present for the workplace.

Organisations who fail to capitalise on these current opportunities and those proposed in the new wave of collaboration, dubbed Web 3.0, run the risk of losing a competitive advantage and being left behind in a volatile business landscape.

This one-day conference will explore how organisations can harness Web 2.0 and drive successful implementation of these new tools and technologies within their enterprise. You will learn how to:

- Successfully scope the social media capabilities that will provide the most benefit to your organisation
- Understand the technology and cultural issues that surround Web 2.0
- Secure support from all levels of the organisation for the deployment and ongoing success of initiatives
- Keep abreast of Web 2.0 developments in the space and realise how they can improve your business processes

Post-conference workshop: Tuesday, 30 June 2009

Workshop: Social networking: what is it and what can it do for your business?

Facilitated by: **James Breeze, Chief Experience Officer, Objective Digital**

Registration: 9.00am

Workshop starts: 9.30am

Workshop ends: 4.30pm



About the workshop:

Social networking is one of the key areas driving the take up of Web 2.0 in today's society. As a result there has been an explosion in the number of social networking tools available to consumers, with names like Facebook, Twitter, LinkedIn and Youtube all now instantly recognisable commodities.

While most people now know what these social networking applications are, recognising the opportunities they offer, especially in a business or enterprise sense, is something that most are struggling with at this point in time. This workshop will aim to explore the potential that some of these applications have in improving customer support, market research, brand management, collaboration, marketing and business development.

Attendees will have the opportunity to hear case studies and more importantly set up their own profiles on these sites, or to expand on the profiles and interactions they have already established, in order to return to their organisation with the demonstrable benefits of social media.

In doing so, participants will learn:

- What the tools are
- How each can be used
- What specific business processes can leverage social networks
- How to manage social networking

**Due to the highly interactive nature of this course, attendees will be required to bring laptops in order to ensure they receive the maximum benefit from the event.

About your workshop leader:

James is an IT Psychologist who constantly seeks better ways of doing things. He enjoys helping people get the most out of technology and has experience across a myriad of intranet, extranet and web projects across Australia's largest corporates and government agencies.

Objective Digital is a unique usability company that focuses on scalable consulting products, delivered in a highly motivational context for staff, customers and developers alike.

Who should attend?

Managers, Directors and other Professionals responsible for:

- Internet/Web
- Innovation
- Strategy
- Collaboration
- PR
- New Media
- Marketing
- Learning & Development
- Communication
- Knowledge Management/How
- Information Management
- Project Management
- Client Relationships
- Change Management
- Quality Improvement
- Organisational Development
- Information/Enterprise Architecture
- Portal Management
- Content Management
- Document Management
- Information Systems
- Resource Discovery
- eLearning

CONFERENCE – Monday, 29 June 2009

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Simon Haigh, Chairman, WA Knowledge and Innovation Forum

Understanding Web 2.0 in an organisational capacity

9.30 Key aspects of collaborating with technology

- Collaboration 2.0 in a small to medium enterprise
- Finding opportunities in the growth cycle
- Handling objections and world 1.0 viewpoints

Stuart French, Knowledge Management Project Manager, Daniels SharpSmart

Remembering people in the process

10.15 The Leavers WA strategy: communicating with an ever changing target group

- Developing a unique initiative designed to reduce the impact of the yearly end of year celebrations of school graduates in key locations in WA, specifically Dunsborough and Rottnest
- Creating innovative approaches to appeal to an ever changing group on their technology terms
- Using an official website, Facebook fansite, myspace/facebook forums and comment walls and the use of Bluetooth technology to communicate with school leavers

Lisa Clack, WA Leavers Project Manager; James Stewart, Community Engagement Officer; and Megan Wendt, Communication Manager, Office of Crime Prevention

11.00 Morning refreshments and networking

11.30 Improving buy in for 2.0 technology deployment

- Helping the business identify opportunities to use Web 2.0
- Identifying and developing champions within the business
- Ensuring the business and their champions drive the initiatives instead of IT
- Focusing on an early win

Nick Cowie, Online Services Coordinator, State Library of Western Australia

Capitalising on Web 2.0 tools

12.15 Interactive session: Understanding the resistance to popular Web 2.0 applications in a workplace environment

Much hype has been generated around popular Web 2.0 applications such as Facebook, Youtube and Twitter, but not all of it has been positive, especially in regards to enterprise application. Up to 50% of organisations have blocked access to these applications, and are potentially missing out on invaluable innovation and communications opportunities.

In this interactive discussion, you will have an opportunity to share your views and to devise solutions. Discuss how these applications can be taken behind the firewall and developed for use within the enterprise.

Facilitated by: *Simon Haigh, Chairman, WA Knowledge and Innovation Forum*



1.00 Networking lunch

2.00 Online Communities of Practice: the "killer-app" of Web 2.0?

- Demonstrating the business value of Web 2.0 using online Communities of Practice (COPs)
- Using success stories to get management buy in
- Harnessing online conversations to transfer knowledge

Mark Bennett, Former Principal Consultant - Communities of Practice, Rio Tinto

Using Web 2.0 for marketing and promotion

2.45 Using Web 2.0 for external promotion

- Promoting Web 2.0 for marketing and reputation management
- Working with external sources to improve capabilities
- Developing a competitive advantage through improved interaction and customer service

Bronwen Clune, Founder and CEO, Norg Media Pty Ltd

3.30 Afternoon refreshments and networking

4.00 Proactive customer service using Twitter

This presentation will take a case study approach in outlining a client project undertaken by Objective Digital

- Finding out and being alerted to what people are chatting about in real time
- Carefully injecting your business into conversations by offering free, accurate and friendly help
- Managing your interactions
- Keeping customers happy in a very cheap and efficient way

James Breeze, Chief Experience Officer, Objective Digital

4.45 Chairperson's closing remarks and end of Conference

Ark Group Reports

Social Media - The Business Case and Beyond

Author: Ross Monaghan

Year published: 2009

Pages: 300

Price: A\$ 795 + GST



Acting as a road-map for those wanting direction and advice on an emerging and fast moving sector, this report will also provide tips and "how-to" advice that will benefit those new to the area, as well as those with experience in the field.

Strategic Internal Communication for Complex Organisations

Author: Neryl East

Year published: 2008

Pages: 120

Price: A\$ 595 + GST



This report examines these key challenges, and explores how a diverse range of organisations are dealing with them. It taps into the latest thinking from communication experts around the world, and presents the views of some Australian industry leaders. It poses the question; is internal

Internal Communications for Law Firms

Author: Joanna Goodman

Year published: 2007

Pages: 110

Price: A\$ 395 + GST



Ark Group's new report Internal Communications for Law Firms provides information and guidance on developing a successful internal communications strategy. It examines the key challenges and explores the latest thinking on adapting best practice from the corporate world to the rapidly changing legal and professional services market.

Purchase
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Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

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Preferential rates are available at the Holiday Inn, City Centre Perth. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

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For more information contact Aimee Rootes

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Phone: 1300 550 662

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