

**EARLY BIRD
PRICE \$1995!**

(for bookings received before 27/02/06)

**Workshop Leaders
from Intel (USA)
and Hill &
Knowlton!**

Blogs, Wikis & RSS

Realising the full potential of online collaboration tools and emerging technologies in social media

**Expert speaker panel including
Australia's TOP bloggers!
29th -30th March 2006, Sydney**

Jackson Wells Morris
Thinking Home Business
The Podcast Network
Education.au Ltd
Fairfax Digital
Deakin University
Microsoft Australia
BDO Kendalls
Industry Capability Network
**Bibby Financial Services
Australia**
Baker and McKenzie
Yahoo!
Acer Computer Australia

**Post Conference Workshop Leaders
31st March 2006**

Josh Bancroft, Intel (USA)
Steven Noble, Hill & Knowlton

INTERNATIONAL KEYNOTE ADDRESS

**Josh Bancroft
Intel (USA)**

Top blogging evangelists included on the speaker panel

Trevor Cook
Mick Stanic
James Farmer
Michael Axelsen
Frank Arrigo
Derek Lark
Des Paroz

Key reasons to attend:

- Networking with like-minded and innovative individuals
- Hearing the capabilities of online collaboration tools and how your company can benefit, both internally and externally
- Learning about the legal implications of implementing such tools and how you can be fully prepared
- How blogs, wikis and RSS will change the dynamics and scope of knowledge and information sharing
- How to implement your blogging strategy
- Blogs as an effective marketing and client communications tool
- Content management and how RSS and blogging can radically change the way you currently operate

Conference venue

Harbourview Hotel, Sydney

**For more information about Key Forums Australia Pty
Ltd events please visit our website at:**

www.keyforums.com.au



DAY ONE: 29th MARCH, 2006

8:15 Registration and refreshments

9:00 Opening remarks from the Chair

INFORMATION SHARING AND IT'S IMPACT

9:15 **Online collaboration tools: Assessing the organisational impact**

- ❖ What are Blogs, Wikis and RSS, podcasts, flickr's?
- ❖ Applying these commercial tools in a corporate setting
- ❖ Why use them in an organisational setting?
- ❖ What are the current blogging demographics?
- ❖ How is online reputation evolving and having an impact?
- ❖ How is social media impacting internal and external corporate communications?
- ❖ Usage: statistics, organisational examples, the future
- ❖ Which divisions are most suited to this type of media?

Trevor Cook, Director, Jackson Wells Morris

10:00 **KEYNOTE ADDRESS: Encouraging employees to participate and benefit from the blogosphere**

- ❖ Catching the cluetrain
- ❖ Communicating the value of blogging to employees
- ❖ The value of conversations
- ❖ Overcoming fear and paranoia
- ❖ Hyperlinks subvert hierarchy
- ❖ Examples from the field: the benefits that Intel are realising from blogging

Josh Bancroft, Technology Evangelist, Intel (USA)

11:00 Coffee Break and networking opportunities

RISKS AND REWARDS

11:15 **Assessing the risks and common fears of using new collaboration tools**

- ❖ Costs in terms of man hours
- ❖ Legal liability: could this backfire?
- ❖ Do we really have something to say that is valuable?
- ❖ Rules and obligation to shareholders
- ❖ Discipline required for upkeep
- ❖ Preventing abuse of online collaboration tools

Des Walsh, Business Coach and Blogging Evangelist, Thinking Home Business

12:00 **Determining the benefits of incorporating online collaboration tools into your communications mix**

- ❖ Improving search engine rankings, directing traffic, generate PR, generating relevant link popularity
- ❖ Benefits: quick publishing, building community, sales, online PR, idea sharing, improving searchability, thought leadership
- ❖ Motivation for starting a blog: publishing content and ideas
- ❖ Building a community: RSS syndication

Mick Stanic, Co-Founder, The Podcast Network and Founder, Principius

12:45 Lunch and networking opportunities

MOVING FORWARD AND DEVISING THE STRATEGY

1:45 **Connect, Communicate, Collaborate**

- ❖ Why is national collaboration in education and training seen as important?
- ❖ Key collaboration ingredients: trust, openness, communication, relationship, innovation
- ❖ Online moderation and community building
- ❖ The 'C' in ICT stands for connect, communicate, collaborate
- ❖ Emerging technology services and their potential impact
- ❖ National Online Services and our experience – EdNA Online
- ❖ RSS, Wikis, Flickr and there's more....

Garry Putland, General Manager, Education.au Ltd

2:30 **Strategic blogging & podcasting for collaboration and community**

- ❖ Strategic blogging: who should blog and why?
- ❖ Blogging mistakes: how you should, and shouldn't use blogs: Designing individual blogs and blogging communities

- ❖ Developing a sustainable company blogosphere - time, effort, commitment, freedom and aggregation
- ❖ Blogging in and out of the firewall: a culture of permission or a culture of forgiveness?

James Farmer, Education Designer at Deakin University, Co-Founder of Blogtalk Downunder and author of BlogSavvy

3:15 Coffee break and networking opportunities

3:30 **Designing your blogging strategy using the latest tools available**

- ❖ The elements of a successful blog: subject matter, quality information, comments, trackbacks & tags
- ❖ Examples of blogging mistakes and how to avoid them in your blogging strategy
- ❖ Creating commitment to the ongoing care of the blog, and feeding that demand
- ❖ What is to be achieved by the blog?
- ❖ Who will get access to company blogs?

Frank Arrigo, Group Manager Technical Communities, Microsoft Australia

IMPLEMENTATION AND TECHNOLOGY

4:15 **Implementing your online collaboration strategy**

- ❖ Creating a collaborative workplace/team
- ❖ Who should be on it, manage it and run it?
- ❖ Getting it started & encouraging use
- ❖ Marketing the benefits to employees: Increase productivity & realise their potential in the workplace
- ❖ Encouraging company-wide participation: strategies to bring 'lurkers' out of the shadows and into the discussion

Michael Axelsen, Director of Information Systems, BDO Kendalls

5:00 Closing remarks from the Chair

5:15 End of Day One

DAY TWO: 30th MARCH, 2006

8:15 Registration and refreshments

9:00 Opening remarks from the Chair

MARKETING AND PR

9:15 **Using new online tools to enhance Marketing and PR initiatives**

- ❖ Engaging your stakeholders through blogs to deliver enhanced services:
 - Australian businesses
 - regular information to members
- ❖ The difference in content for members and non-members
- ❖ Using blogging to reduce the cost of marketing:
 - How this new tool allows ICN to maintain market exposure at low cost
- ❖ Plans for the future: podcasting and RSS

Derek Lark, Executive Director, Industry Capability Network Ltd (ICN)

10:00 **How the Bibby blog has been effectively used as a marketing and client communications tool**

- ❖ Starting a corporate blog: what did we set out to achieve?
- ❖ Deciding who contributes and views the blog
- ❖ Strengthening the Bibby brand with value-added content
- ❖ Identifying your target audience and managing the blog to their needs
- ❖ Using a moderator to view content
- ❖ Standards and guidelines issued to contributing employees
- ❖ Ensuring contributions are ongoing
- ❖ Client feedback and marketing exposure from the blog

Ashley Sharma, Sales & Marketing Director, Bibby Financial Services Australia

10:45 Coffee Break and networking opportunities

SECURITY AND TRANSPARENCY

- 11:15 Assessing the legal liability of using online collaboration tools: employee conduct and the legal implications**
- ❖ Liability of using new collaboration tools as your public voice
 - ❖ Liability of employees creating independent blogs
 - ❖ Communicating your online strategy to your legal counsel
 - ❖ Legal disclaimers
 - ❖ Conveying the legal ramifications of collaboration tool misuse
- Patrick Fair, Partner, Baker and McKenzie**

12:00 Lunch and networking opportunities

CONTENT MANAGEMENT AND SEARCH

- 1:15 Incorporating RSS into your blogging and content management strategy**
- ❖ Latest developments in content syndication with RSS
 - ❖ Using RSS feeds to provide dynamic content
 - ❖ Creating an RSS feed
 - ❖ Latest developments in content syndication with RSS
 - ❖ Using podcasts to enhance communications: tools/techniques
- Ricki Mulia, Head of Media Communications & Network Products, Yahoo!**

- 2:00 How Fairfax Digital have incorporated blogging and other online collaboration tools to exist in the same space as traditional media**
- ❖ What is traditional media and how has blogging been blended into the model
 - ❖ Participatory journalism vs. traditional journalism

- ❖ Enhancing the Sydney Morning Herald brand with online collaboration tools
 - ❖ Using blogs as the missing link between media and the audience
 - ❖ Other participatory models
- Nic Cola, Commercial Director, News and Finance, Fairfax Digital**

2:45 Coffee break and networking

- 3:00 Knowledge & information management in online collaboration tools**
- ❖ KM and organisational Knowledge Sharing: how will it be affected by new collaboration tools?
 - ❖ Blogs and the company's information management strategy
 - ❖ Archiving and storage: maximizing blogging information
 - ❖ Leveraging search feeds, eg Technorati, to monitor conversations about the company in the blogosphere
 - ❖ Using wikis to foster collaboration and information sharing
 - ❖ Intranet Wikis & wikis as online information sources
 - ❖ Wikipedia and the impact on the web community
- Des Paroz, eBusiness Director, Acer Oceanic Region**

3:45 Champagne Round table

4:30 Closing remarks from the Chair

4:45 End of Day Two

**POST CONFERENCE WORKSHOPS
31st March 2006**

MORNING WORKSHOP A

Searching the blogosphere and listening to the conversation

Workshop Tutor: Josh Bancroft, Intel (USA)
Josh Bancroft is a blogger, podcaster, and technology evangelist. Josh is working to drive adoption of blogs, podcasts, videoblogs, wikis, & other new technologies among Intel's 100,000 employees at a grassroots level to help Intel benefit from knowledge sharing in the blogosphere.

Founded in 1968 to build semiconductor memory products, Intel introduced the world's first microprocessor in 1971. Today, Intel, the world's largest chip maker, is also a leading manufacturer of computer, networking, and communications products.

Workshop Timing:
8:30am (Registration) – 12:15pm (Workshop close)

About the workshop:
With the volume of new content being created every day in the blogosphere, it is becoming increasingly difficult to search for the information you are looking for. This workshop will explore how to use a variety of search tools and techniques to extract this information in order to find out what people are saying about your organization and to then join in on the conversation. It will help you learn how to watch for conversations that are relevant to you, respond to criticism, clarify mistakes, or just say "thanks for being our customer!"

With a combination of both theory, live demonstrations, and practical exercises, you will be able to better search the blogosphere.

- What you will learn:**
- ❖ What blog search tools are available?
 - ❖ What's the "best" web search/RSS engine?
 - ❖ Search techniques and skills
 - ❖ How to listen to and contribute to the conversation

NB. Lunch will be provided for those delegates who register to attend both workshops

AFTERNOON WORKSHOP B

Helping organisations to develop and embrace new communication strategies

Workshop Tutor: Steven Noble, Hill & Knowlton
Steven Noble is an Associate Director with Hill & Knowlton, a global, full-service public relations agency. An important aspect of his role is helping organisations to develop and embrace new communication strategies. Increasingly, these strategies emphasise "consumer generated media" such as blogs, wikis and podcasts. With Hill & Knowlton, Steven's clients have included Canon, Motorola and HP. Steven's prior hands-on experience includes several years as editor of *Australian Macworld*.

Workshop Timing:
1.00pm - 4.00pm

About the workshop:
Well before the workshop, you will receive and return survey forms modelled on those we use during real consulting engagements. Closer to the workshop date - and after all survey forms have been returned - you'll receive a briefing document about a fictional company that is considering a blog strategy.

You'll also receive a description of the person that you'll be asked to role-play during the workshop. This person might be excited by the prospect of blogging for their brand - or afraid that they or someone else will say something damaging if they start blogging. You might be a lawyer, a marketing manager, or someone who is already "unofficially" blogging about their work. Together, you will resolve your differences and create a strategy for this organisation that most of you can embrace and all of you can accept.

- What you will learn:**
- ❖ How organisations can respond to diverse needs as they prepare to embrace bold communication strategies
 - ❖ How organisations can develop clear implementation plans and performance targets for bold communication strategies
 - ❖ How external and internet consultants work with organisations to improve these processes

