

# :: ENTERPRISE 2.0 Executive Forum ::

Luna Park, Sydney, 19 February 2008

**Enterprise 2.0 Executive Forum** is a unique half-day event that uncovers how Web 2.0 and social media are creating business value inside organisations. Top global experts and Australian case studies reveal the factors driving success.

#### Confirmed speakers include:

**David Backley**, Chief Technology Officer, Westpac Banking Corporation

**Ross Dawson**, Chairman, Future Exploration Network

**Peter Evans-Greenwood**, Chief Technology Officer, Capgemini Australia

**Joshua Gliddon**, IT Editor, Australian Financial Review

**Brian Haverty**, Editorial Director, CNET Australia

**Andrew McAfee**, Professor, Harvard Business School

**Sheryle Moon**, Chief Executive Officer, Australian Information Industry Association

**Victor Rodrigues**, Software Development Manager, Cochlear

**Euan Semple**, Former Head of Knowledge Management, BBC

**Jonathan Stern**, Business Unit Executive, Lotus Software Australia/ NZ

#### Topics include:

- **Facebook:** allow it, block it, encourage it, or implement your own corporate social network?
- **Business value** from blogs and wikis in projects, product development, sales, learning and more
- **Power to the user:** how online apps and mashups can give users what they want
- **Accessing the best resources** and knowledge of the organisation
- **Governance and policies** to enable Enterprise 2.0
- **Organisational change:** how companies and work are shifting

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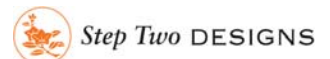
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For further details and registration:

[www.futureexploration.net/e2ef](http://www.futureexploration.net/e2ef)



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Luna Park, 1 Olympic Drive, Milsons Point, 19 February 2008

## SUMMIT AGENDA

<b>8:00am</b>	<b>Registration</b>
<b>8:30am</b>	<b>Creating business value from Enterprise 2.0</b> A pragmatic overview of Enterprise 2.0, including definitions, global experiences and frameworks for implementation, from a leading global expert. <i>Ross Dawson, Chairman, Future Exploration Network</i>
<b>9:00am</b>	<b>International success stories in Enterprise 2.0 (by video from UK)</b> Why Enterprise 2.0 initiatives succeed and fail. <i>Euan Semple, former Head of Knowledge Management, BBC</i>
<b>9:30am</b>	<b>Case Studies: Four leading Australian examples of Enterprise 2.0</b> Selected Australian organisations describe how they have implemented Enterprise 2.0 tools, including lessons learned, challenges and successes. <i>David Backley, Chief Technology Officer, Westpac</i> <i>Victor Rodrigues, Software Development Manager, Cochlear</i> <i>Two other senior executives from leading Australian organisations: TBC</i>
<b>10:30am</b>	<b>Break and networking</b>
<b>10:45am</b>	<b>Panel: Enterprise 2.0 in Australia</b> <i>Chair: Brian Haverty, Editorial Director, CNET Australia</i> Case study presenters discuss lessons learned and answer audience questions.
<b>11:15am</b>	<b>Practical tools and approaches for Enterprise 2.0</b> A demonstration and overview of Enterprise 2.0 technologies and how they can create business value. <i>Jonathan Stern, Business Unit Executive, Lotus Software, Australia and New Zealand</i>
<b>11:30am</b>	<b>Participant Roundtables</b> Focused roundtable discussions on attendees' selected areas of interest, including governance, strategy, implementation, social networks, virtual worlds, mashups etc. <i>All attendees</i>
<b>12:00pm</b>	<b>Debate: Enterprise 2.0 will happen by itself anyway</b> <i>Joshua Gliddon, IT Editor, Australian Financial Review</i> <i>Sheryle Moon, CEO, Australian Information Industry Association</i> <i>Other leading Australian executives: TBC</i>
<b>12:30pm</b>	<b>Lunch served</b>
<b>12:45pm</b>	<b>Expanding Enterprise 2.0 beyond the early adopters</b> A demonstration of how a user centric (rather than technology centric) approach to deploying Enterprise 2.0 technologies will drive adoption into your broader user community and deliver tangible benefits back into the business. <i>Peter Evans-Greenwood, Chief Technology Officer, Capgemini Australia</i>
<b>1.00pm</b>	<b>Keynote: Implementing Enterprise 2.0 (by video from USA)</b> Insights from the world's leading authority on Web 2.0 and social media in organisations and creator of the term "Enterprise 2.0", followed by Q&A. <i>Andrew McAfee, Professor, Harvard Business School</i>
<b>2.00pm</b>	<b>Close</b>

## REGISTRATION

Future Exploration Network Pty Ltd. Level 14, 309 Kent Street, Sydney 2000  
 Fax: (02) 9994 8008 Tel: (02) 9994 8011 Email: fen@futureexploration.net  
 Future Exploration Network ABN: 93 118 431 002

For on-line registration please visit [www.futureexploration.net/e2ef](http://www.futureexploration.net/e2ef)

## PERSONAL DETAILS – Please Print

Organisation		Position	
Address			
<b>DELEGATE NAME</b>			
Mr/Ms/Dr/Other	First Name		Surname
Phone	Email	For additional registrations: Copy this page or register online	

## REGISTRATION – Please select one of the following packages:

<b>Early bird Registration - discounted prices for payment before 24 December 2007</b>	<b>Registration prices after 24 December 2007</b>		
<input type="checkbox"/> <b>A\$440 incl. GST</b>	<input type="checkbox"/> <b>A\$495 incl. GST</b>		
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Cancellations must be received 14 days before commencement of the Forum to receive a refund less A\$50 to cover administration costs. No refunds are available for cancellations within 14 days of the event. Substitute delegates are welcome; however Future Exploration Network must be notified beforehand. The Forum agenda and speakers are subject to change at the discretion of the organizer.