

# ENTERPRISE 2.0 Executive Forum

Luna Park, Sydney 2009  
24 FEBRUARY

Implementing web technologies to transform organisations

## FREE *Implementing Enterprise 2.0 Report*



### Topics covered include:

**Governance and policies:**

managing risks and benefits

**Business value:**

how to drive efficiency, productivity and innovation

**Mobile participation:**

how mobile workflow is increasing productivity

**Social networks:**

policies for Facebook and implementing internal social networks

**Managing change:**

supporting collaboration and user adoption

**Implementation:**

the practical issues of how to build a case and drive value creation

### Keynotes:



**JP Rangaswami**

Managing Director,  
BT Design



**David Backley**

General Manager – Applications Development,  
Westpac



**Ross Dawson**

Chairman,  
Future Exploration Network

### Executive Experience and Insights including:



**Chrissy Burns**

Director IT & Knowledge,  
Blake Dawson



**Jay Fajardo**

Co-founder and Chief Operating Officer,  
DesireMesh



**Wendy Hogan**

Managing Director,  
CBS Interactive Australia



**Inam Hussain**

National Sales Manager,  
Optus Business



**Chris Lampard**

Business Technology Consulting Manager,  
Corporate Express



**Stan Relihan**

President & CEO  
eXpert Executive Search



**Jonathan Stern**

Regional Executive,  
IBM Lotus Australia



**Nathan Wallace**

Associate Director – Technology,  
Janssen-Cilag



**Peter Williams**

CEO,  
Deloitte Digital

### Leading Experts including:



**Kate Carruthers,**

Director,  
Digital Media Group



**Stephen Collins**

Founder,  
acidlabs



**Jeff Gilling**

Director – Strategy & Research,  
McCrindle Research



**Steven Noble**

Senior Analyst,  
Forrester Research



**James Robertson**

Managing Director,  
StepTwo Designs



**Jenny Williams,**

Director,  
Ideagarden

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For further details and registration:

[www.futureexploration.net/e2ef09](http://www.futureexploration.net/e2ef09)



# ENTERPRISE 2.0 Executive Forum 2009

## AGENDA

<b>8:00am</b>	<b>Registration</b>
<b>8:30am</b>	<b>The State of the Nation: Enterprise 2.0</b> An overview of Enterprise 2.0 in Australia and globally, including key issues, emerging opportunities, and realities of implementation. The audience will participate in mapping governance frameworks to their own organisation. <i>Ross Dawson, Chairman, Future Exploration Network</i>
<b>9:00am</b>	<b>The Future of Enterprise Technology (by video from UK)</b> How innovative approaches to technology will transform how organisations work, from the CIO featured in Harvard Business School's case study on leading Enterprise 2.0. <i>JP Rangaswami, Managing Director, BT Design</i>
<b>9:30am</b>	<b>JP Rangaswami: Q&amp;A</b>
<b>9:45am</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>Senior executives from leading Australian organisations, including: Nathan Wallace, Associate Director – Technology, Janssen-Cilag Chris Lampard, Business Technology Consulting Manager, Corporate Express</i>
<b>10:45am</b>	<b>Break and networking</b>
<b>11:00am</b>	<b>Panel: Enterprise 2.0 in Australia</b> Case study presenters discuss lessons learned and answer audience questions.
<b>11:30am</b>	<b>Web 2.0 and the Enterprise - Tools for Enterprise Productivity, Efficiency and Collaboration</b> A demonstration and overview of Enterprise 2.0 technologies and how they can create business value. <i>Jonathan Stern, Lotus Executive, Australia/ New Zealand</i>
<b>11:45am</b>	<b>Panel: Social networks in the enterprise</b> Corporate executives discuss the key issues in creating business value from social networks in organisations, including policies for Facebook, security issues, and implementing internal staff profiles. <i>Brad Howarth, Director, LagrangePoint Media Steven Noble, Senior Analyst, Forrester Research Peter Williams, CEO, Deloitte Digital</i>
<b>12:35pm</b>	<b>Keynote: Creating Business Value from Emerging Technologies</b> How organizations can develop strategies and internal processes to enhance performance with new technologies <i>David Backley, General Manager – Applications Development and Maintenance, Westpac</i>
<b>1:15pm</b>	<b>Break</b>
<b>1:40pm</b>	<b>Enterprise 2.0 Mini-workshops</b> Attendees select four 20 minute workshops to participate in from over 12 workshops offered by Australia's leading consultants in the field. <i>Leading consultants and industry leaders, including:</i> <i>Kate Carruthers, Director, Digital Media Group Stephen Collins, Founder, acidlabs James Dellow, Consultant, Chief Technology Solutions Jay Fajardo, Co-Founder and Chief Operating Officer, DesireMesh Jeff Gilling, Director – Strategy and Research, McCrindle Research David Holloway, Editor, The Metaverse Journal Laurie Lock Lee, Co-Founder, Optimice Alex Manchester, Senior Consultant, Step Two Designs Matt Moore, Director, Innotechture Steven Noble, Senior Analyst, Forrester Research Stan Relihan, President &amp; CEO, eXpert Executive Search James Robertson, Managing Director, Step Two Designs Jenny Williams, Director, Ideagarden</i>
<b>3:00pm</b>	<b>Mobile workflow in the enterprise</b> How mobility can transform how staff work and contribute to the organisation. <i>Inam Hussain, National Sales Manager, Optus Business, Mobility Solutions, SingTel Optus</i>
<b>3:15pm</b>	<b>Mobile enterprise case study</b> Australian corporate case study of how mobility in Enterprise 2.0 is driving business value.
<b>3:30pm</b>	<b>Break</b>
<b>3:45pm</b>	<b>Presentation: Practical implementation of Enterprise 2.0</b> Practical frameworks for implementing Enterprise 2.0, including establishing initiatives, identifying pilot projects, selecting software, and managing culture and user adoption. <i>Ross Dawson, Chairman, Future Exploration Network</i>
<b>4:10pm</b>	<b>Audience roundtables: Implementation</b> Audience members share experiences and issues in effectively implementing Enterprise 2.0 in their organisations.
<b>4:30pm</b>	<b>Panel: Action and implementation for Enterprise 2.0 in Australia</b> Senior executives discuss the steps their organisations are taking to create business value from Web 2.0 tools, and the drivers of success for organisations and industries. Panellists include: <i>David Backley, General Manager – Technology, Westpac Wendy Hogan, Vice President &amp; Managing Director, CBS Interactive Australia Chris Lampard, Business Technology Consulting Manager, Corporate Express</i>
<b>5:15pm</b>	<b>Drinks reception</b>
<b>6:15pm</b>	<b>Close</b>

Note: The agenda and speakers are subject to change.

# WHAT IS ENTERPRISE 2.0?

## Enterprise 2.0 combines two key concepts:

- The application of Web 2.0, mobile and other emerging technologies to enhance the performance of organisations.
- Creating the organisational structures and processes that will support success in an intensely competitive, hyper-connected economy.

## Corporate applications of Enterprise 2.0 technologies include:

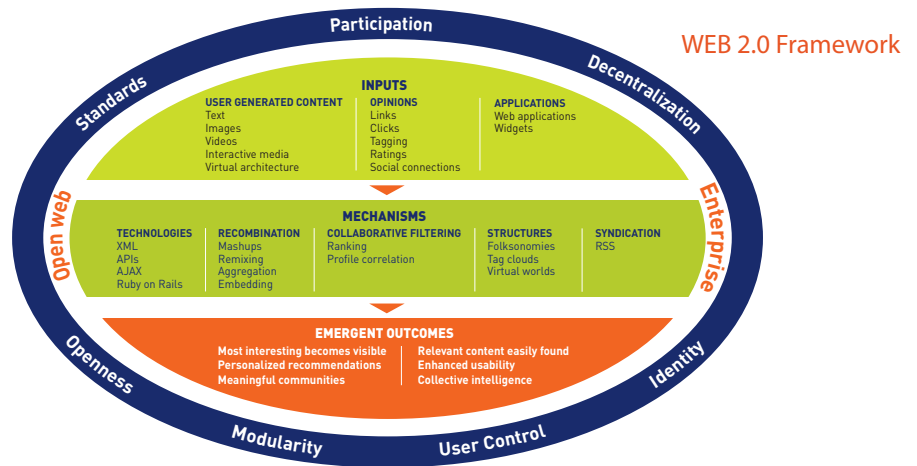
- Increasing productivity
- Enhancing collaboration
- More efficient project management
- Better internal communications
- Effective learning and development
- Innovation and swift product development
- Expertise location for sales and problem solving
- Enhanced search and information

## Technologies that are applied in Enterprise 2.0 include:

- Blogs
- Wikis
- Social networks
- Mobile applications
- Podcasts and video
- RSS
- Tagging
- Mashups
- Social bookmarking
- Virtual worlds and gaming

## WORLD-LEADING EXPERTISE

Future Exploration Network is a leading strategy and events firm with deep expertise in Enterprise 2.0 and the impact of technology on business. Its clients include many of the world's most sophisticated organisations. The firm's Web 2.0 Framework has been downloaded over 100,000 times and applied extensively in developing technology strategies.



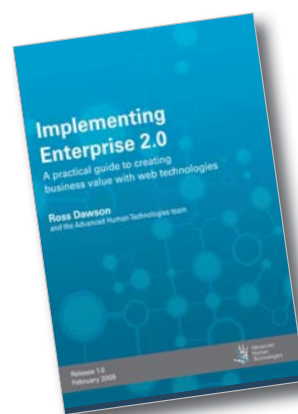
## FREE IMPLEMENTING ENTERPRISE 2.0 REPORT

All attendees will receive a complimentary copy of the *Implementing Enterprise 2.0* report, valued at US\$195.

The report provides detailed advice and insights on how to successfully implement Enterprise 2.0 technologies and approaches. Numerous real-life case studies illustrate how leading organisations are creating value with Enterprise 2.0.

### Report contents include:

- Creating the new enterprise
- Key benefits and risks of Enterprise 2.0
- Building a business case
- Processes for effective governance
- Setting policies
- Implications for IT and HR
- Managing security and risks
- Implementation strategies
- Creating value from wikis, blogs, social networks and other tools
- Selecting pilot projects
- Technology options: comparisons of leading offerings



**AVAILABLE  
FEBRUARY 2009**

If you are not able to attend the Forum please contact Future Exploration Network to purchase the report

## ENTERPRISE 2.0 EXECUTIVE BRIEFING MELBOURNE, 5 MARCH 2009, 12-2PM

### A compact briefing on Enterprise 2.0.

For 1½ hours over lunch attendees will get an overview of Enterprise 2.0, including a panel of leading CIOs discussing the realities of implementing web and mobile technologies.

The Executive Briefing in Melbourne is not a substitute for the in-depth content of the Executive Forum in Sydney, however offers an accessible alternative for those not able to attend the main event.

For details and registration go to: [www.futureexploration.net/e2melbourne09/](http://www.futureexploration.net/e2melbourne09/)

# ENTERPRISE 2.0 Executive Forum 2009

Luna Park, 1 Olympic Drive, Milsons Point, 24 February 2009

REGISTRATION

For on-line registration please visit [www.futureexploration.net/e2ef09](http://www.futureexploration.net/e2ef09)

## PERSONAL DETAILS – Please Print

Organisation

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### DELEGATE 1

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### DELEGATE 2

Mr/Ms/Dr/Other	First Name	Surname
Title	Phone	Email

For additional registrations: Copy this page or register online

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

A\$795 + GST

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PRIA

Mobile Monday

Registration includes a FREE copy of *Implementing Enterprise 2.0* report, valued at \$US195

## PAYMENT METHOD - Please tick appropriate box

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Invoice me. NOTE: Payment must be received before the event to gain admission.

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.

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