



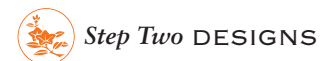
: : Enterprise 2.0 Executive Forum 2009 : :
: : Luna Park : Sydney : Australia : : 24 February 2009 : :

Partnership Opportunities

Platinum sponsors:



Event partners:



www.futureexploration.net/e2ef09

OVERVIEW

Enterprise 2.0 Executive Forum 2009 is a unique one-day event that uncovers how organisations can use Web 2.0, social media, and mobile technologies to create immense business value inside organisations. Top global experts and Australian case studies give practical insights into successful implementation.

Topics for this year's event include:

- **Governance and policies** to enable Enterprise 2.0
- **Business value** from blogs and wikis in projects, sales, product development, learning and more
- **Mobile workflow**: the connected workforce driving new opportunities
- **Social networks**: policies for Facebook and implementing your own corporate social network
- **Power to the user**: how online apps and mash-ups drive efficiency and value
- **Accessing expertise and resources** inside your organisation
- **Organisational change**: how companies and work are shifting
- **Implementation**: the practical issues of how to build a business case and drive value creation

“Very useful forum with excellent speakers and great balance of case studies and general information. Very informative .”
– **Onita Lazaro**,
Deloitte ToucheTohmatsu

“Motivated me to start the Enterprise 2.0 journey.”
– **Rachel O'Connor**,
Allens Arthur Robinson

Note: Quotes through this document are from attendees at Enterprise 2.0 Executive Forum 2008

AUDIENCE

The primary audience for Enterprise 2.0 Executive Forum will be **senior business executives** from Australian public and private sector organisations that are interested in implementing Enterprise 2.0 technologies. Specific functions represented will include IT, HR, strategy, learning, risk and operations.

Other attendees will include innovation leaders, business strategists, information professionals, learning executives, knowledge managers, technology consultants, and government regulators.

Australia's leading **business and technology media** will be strongly represented.

“The conference fired off a lot of ideas which I can take back into my role, to further our business value proposition.”
– **Phil Burgess,**
Colonial First State

“Nicely balanced event that clearly articulated the themes of Enterprise 2.0. Very well organised. Carefully planned.”
– **Phil Morle, Pollenizer**

“Very eye opening experience.”
– **David Price, Macquarie Generation**

INAUGURAL ENTERPRISE 2.0 FORUM: FEBRUARY 2008

The inaugural Enterprise 2.0 Executive Forum was held in February 2008. The event was **sold-out** with a full capacity senior executive audience.

Speakers included international experts **Andrew McAfee** of Harvard Business School, who coined the term Enterprise 2.0, and **Euan Semple**, who lead the BBC's Web 2.0 initiatives. Local speakers included **David Backley**, CTO of Westpac, **Sheryle Moon**, CEO of Australian Information Industry Association, **Joshua Gliddon**, IT Editor of the Australian Financial Review, **Brian Haverty**, Editorial Director of CNET Australia, together with an array of other leading Australian case studies.

Media coverage of Enterprise 2.0 Executive Forum included **Sydney Morning Herald, The Australian, Computerworld, NineMSN, MIS The Scoop, Smartcompany, The Financial Standard** and many others.

Event sponsors included **Platinum Sponsor IBM** and **Gold Sponsor Capgemini**. Future Exploration Network also ran an Enterprise 2.0 Executive Roundtable for leading Australian CIOs with IBM before the Forum, producing the *Executive Insights into Enterprise 2.0 Report*.

“Great. Very informative, good quality information.”
– **Julie Burns, 3 Mobile**

PRELIMINARY AGENDA

8:00am	Registration
8:30	The State of the Nation: Enterprise 2.0 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>
9:00	The Future of Enterprise Technology (by video from UK) 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 (TBC)</i>
9:45	Case Studies: Four leading Australian examples of Enterprise 2.0 Selected Australian organisations describe how they have implemented Enterprise 2.0 tools. <i>Senior executives from four leading Australian organisations</i>
10:45	Break and networking
11:00	Panel: Enterprise 2.0 in Australia Case study presenters discuss lessons learned and answer audience questions.
11:30	Practical tools and approaches for Enterprise 2.0 A demonstration and overview of Enterprise 2.0 technologies and how they can create business value.
11:45	Panel: Social networks in the enterprise Corporate executives discuss the key issues in creating business value from social networks in organisations.
12:20pm	Lunch with sponsor presentation
12:35	Transformation with Social Software (by video from US) Practical lessons on how organisations can implement social software such as blogs and wikis to drive business value. <i>Ross Mayfield, CEO, Socialtext (TBC)</i>
1:15	Break
1:40	Enterprise 2.0 Mini-workshops Attendees select four 20 minute workshops to participate in from over 10 workshops offered by leading consultants.
3:00	Mobile workflow in the enterprise How mobility can transform how staff work and contribute to the organisation.
3:15	Mobile enterprise case study Australian case study of how mobility in Enterprise 2.0 is driving business value.
3:30	Break
3:45	Presentation: Practical implementation of Enterprise 2.0 Practical frameworks for implementing Enterprise 2.0, including establishing initiatives, identifying pilot projects, selecting software, and managing culture and user adoption.
4:10	Audience roundtables: Implementation Audience members share experiences and issues in effectively implementing Enterprise 2.0 in their organisations.
4:30	Panel: Action and implementation for Enterprise 2.0 in Australia Senior executives discuss the steps their organisations are taking to create business value from Web 2.0 tools.
5:15	Drinks reception
6:15	Close

See www.futureexploration.net/w2ef09 for full agenda and event details

FORUM SPONSORSHIP

	Platinum	Gold	Silver
Investment (excl. GST)	A\$30,000	A\$15,000	A\$7,500
15 minute presentation to plenary/ featured case study	✓		
Named as lunch keynote sponsor/ 5 minute intro to international keynote		✓	
Participate in panel session			✓
Opt-in to be contacted directly by sponsor on event feedback form	✓		
Opt-in to receive communication from sponsor in registration process	✓	✓	
Branding on all event communications (print, website, advertising)	✓	✓	✓
Featured podcast/ video interview with company executive	✓	✓	✓
Contribute to Enterprise 2.0 Forum blog	✓	✓	✓
Promotional material provided to all attendees	✓	✓	✓
Links provided in follow-up material to event attendees	✓	✓	✓
Complimentary invitations for executives or clients	8	4	2
Display corporate banner at event	✓	✓	

PARTNERS

Leading associations and media organisations will act as partners for Enterprise 2.0 Executive Forum 2009, providing a high level of visibility for the forum, and access to key decision-makers.

Benefits for partners include:

- Registration discounts for members
- One complimentary attendance
- Links from event website
- Branding before, during, and after the event
- Material provided to event attendees
- Privileged access to research and releases

“Excellent people, structure and content.”

– Phil Lloyd, Deloitte

“A truly valuable event – it gave me lots to think about. The great presenters: they really engaged with the audience. The event was so well organised.”

– Shelby Ashelford, Connecting Knowledge

ABOUT THE ORGANISERS

Future Exploration Network is a leading strategy and events firm with deep expertise in Web 2.0 and the impact of technology on business. Previous highly successful events include the annual Future of Media Summits and Executive Forums on Web 2.0 and Enterprise 2.0.

Ross Dawson, Chairman of Future Exploration Network, is globally recognised as a leading authority on the future of technology and business. He has delivered keynote speeches on six continents and consults to leading organisations worldwide. Ross is author of award-winning books include *Living Networks*, and *Trends in the Living Networks*, one of the top ranked business blogs in the world.

“Well designed balance of frameworks and cases. Professionally run.”
– **Craig Mudge**,
Pacific Challenge

“Another excellent Future Exploration Network event.”
– **Kris Gale**,
Michael Johnson and Associates

PREVIOUS EVENTS BY FUTURE EXPLORATION NETWORK

Media coverage includes:

ABC Radio
 ABC TV
 AdNews
 Australian Financial Review
 B&T
 BRW
 CNET
 Communications Day
 Computer Daily News
 Computerworld
 Digital Media
 Digital Media World
 iBusiness Magazines
 Internal Comms Hub
 Media Day
 MIS The Scoop
 NineMSN
 Online Banking Review
 SBS
 Smartcompany.com.au
 Sydney Morning Herald
 The Age
 The Australian
 The Financial Standard
 ZDNet

Attending organisations include:

3 Mobile	DDB	News Digital Media
Allens Arthur Robinson	Deloitte	Nielsen//NetRatings
Australian Broadcasting Corporation	Deutsche Bank	NineMSN
ACP Magazines	Ericsson	Porter Novelli
Adobe	Ernst & Young	PricewaterhouseCoopers
Advertising Federation of Australia	Fairfax Digital	Publicis Mojo
AMP	Film Australia	Random House
ANZ	Fosters	Qantas
Apple	Freehills	Queensland Treasury Corporation
Austar	Frost & Sullivan	Rabobank
Austrade	George Pattersons	Royal Bank of Canada
Bain & Company	Gilbert & Tobin	Saatchi & Saatchi
Baker McKenzie	Google	Schroder Investment Management
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BBC	HSBC	SG
BEA Systems	IAG	Sinclair Knight Merz
Blake Dawson Waldron	IBM	Singleton Ogilvy & Mather
Blue Freeway	ING	Standard Chartered
Booz Allen Hamilton	Jones Lang Lasalle	State Street Bank & Trust
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Carat	M&C Saatchi	Technology Venture Partners
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CSC	National ICT Australia	Yahoo!7
Deakin University	New South Wales Government	ZenithOptimedia
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CONTACT US

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“I’m a creative director trying to sort out business function and consumer to client consumer dialogue. Today was invaluable.”
 – **Dave Aicken, Triad Communications**

“So much packed into a few hours. A very powerful and valuable event .”
 – **John Goddard, Rockend**