

# ::: ENTERPRISE 2.0 Executive Forum :::

Sydney, Australia 4 December 2007

Enterprise 2.0 Executive Forum will provide a pragmatic overview of how Web 2.0 and social media technologies are being applied inside the enterprise to create business value. It will be centred on case studies of how leading Australian and international organisations have benefited from implementing these technologies.

#### Enterprise 2.0 tools include:

- Blogs
- Wikis
- Online applications
- RSS
- Social networks
- Podcasts and video
- Tagging
- Mashups
- Virtual worlds

#### Applications of Enterprise 2.0 tools include:

- Collaboration
- Project management
- Workflow
- Knowledge management
- Internal communication
- Learning and development
- Innovation
- Expertise location
- Enhanced search and information access

#### Partners



#### Media Partners

**COMPUTERWORLD**



\$495 | \$429 for partner members

For further details and registration:

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



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Sydney, Australia 4 December 2007 : 8am - 1:30pm

## SUMMIT AGENDA

<b>8:00am</b>	<b>Registration</b>
<b>8:30am</b>	<b>Understanding Enterprise 2.0</b> A deeply practical overview of Enterprise 2.0, including the current tools, how they have evolved inside and outside the enterprise, global experiences and success stories, clear frameworks for implementation, and the opportunities ahead, from one of the leading global commentators on the field. <i>Ross Dawson, Chairman, Future Exploration Network</i>
<b>9:15am</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 - leading Australian corporations</i>
<b>10:15am</b>	<b>Break and networking</b>
<b>10:30am</b>	<b>Panel: Case Study discussions</b> The presenters of the case studies join a panel to discuss the lessons learned and answer audience questions. <i>Senior executives - leading Australian corporations</i>
<b>11:00am</b>	<b>Discussion topics and Participant Roundtable</b> Brief presentations on key implementation issues for Enterprise 2.0, including governance, architecture and culture provide a foundation for participants to discuss experiences and issues with their peers. <i>All participants</i>
<b>11:45am</b>	<b>Demonstration</b> Demonstration of Enterprise 2.0 technologies
<b>12:00pm</b>	<b>Debate: Enterprise 2.0 works best when you get out of the way</b> <i>Senior industry executives</i>
<b>12:30pm</b>	<b>Lunch served</b>
<b>12:45pm</b>	<b>Keynote speech: International speaker by video link</b> Video presentation by leading international expert on Enterprise 2.0, followed by Q&A.
<b>1.30pm</b>	<b>Close</b>

## REGISTRATION

Future Exploration Network Pty Ltd. Level 14, 309 Kent Street, Sydney 2000  
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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	

## DELEGATE NAME

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:

<input type="checkbox"/> <b>A\$495 incl. GST</b>	Forum
<input type="checkbox"/> <b>A\$429 incl. GST</b>	Forum: Members of Event Partners <input type="checkbox"/> AIIA <input type="checkbox"/> VPS-CIN <input type="checkbox"/> NSW KM Forum <input type="checkbox"/> TIE

## PAYMENT METHOD - Please tick appropriate box

<input type="checkbox"/> Cheque enclosed made payable to Future Exploration Network Pty Ltd	
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Card number:	Expiry Date:
Cardholder's name [please print]	Signature:

Invoice me. Note: Attendees will be granted admission only if payment is received before the event.

Cancellations must be received 14 days before commencement of the Summit 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 Summit agenda and speakers are subject to change at the discretion of the organizer.