

Future Exploration Network presents

Enterprise 2.0 *Executive Forum*

Sydney, 19 February 2008

Partnership Opportunities

Event partners:



VPS CONTINUOUS IMPROVEMENT NETWORK



Media partners:

COMPUTERWORLD



Overview

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. This unique half-day event will be centred on case studies of how leading Australian and global organisations have benefited from these technologies, and the key factors in successful implementation.

Enterprise 2.0 tools include:

- Blogs
- Wikis
- Online applications
- Social networks
- Podcasts and video
- RSS
- 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

Audience

The primary audience for Enterprise 2.0 Executive Forum will be senior technology and business executives from Australian public and private sector organisations that are interested in implementing Enterprise 2.0 technologies.

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.

Preliminary Agenda

8:00am	Registration
8:30	<p>Understanding Enterprise 2.0 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></p>
9:00	<p>International success stories in Enterprise 2.0 (by video) Why Enterprise 2.0 initiatives succeed and fail. <i>Euan Semple, Former head of knowledge management, BBC</i></p>
9:30	<p>Case Studies: Four leading Australian examples of Enterprise 2.0 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>Brian Haverty, Editorial Director, CNET Australia</i> <i>Other senior executives - leading Australian corporations</i></p>
10:30	Break and networking
10:45	<p>Panel: Case Study discussions The presenters of the case studies discuss the lessons learned and answer audience questions.</p>
11:15	<p>Discussion topics and Participant Roundtable 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></p>
11:45	<p>Demonstration Demonstration of Enterprise 2.0 technologies by Platinum sponsor</p>
12:00pm	<p>Debate: Enterprise 2.0 works best when you get out of the way <i>Sheryle Moon, CEO, Australian Information Industry Association</i> <i>Joshua Gliddon, IT Editor, Australian Financial Review</i></p>
12:30	Lunch served
12:45	<p>Keynote speech: Implementing Enterprise 2.0 (by video) Video presentation by world's leading authority on Enterprise 2.0, followed by Q&A. <i>Andrew McAfee, Harvard Business School</i></p>
1:30	Close

Sponsorship

Sponsors of Enterprise 2.0 Executive Forum will get exposure and access to many of Australia's leading and most innovative technology and business executives.

	Platinum	Lunch Gold	Gold	Silver
Investment	\$20,000	\$16,000	\$10,000	\$4,000
15 minute presentation/ demo to plenary	✓			
Named as lunch keynote sponsor/ 5 minute introduction to international video keynote		✓		
Participate in panel session			✓	
Support in media promotion on Enterprise 2.0	✓	✓	✓	
Web 2.0 Frameworks printed with corporate logo/ information	✓	✓	✓	
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	✓	✓	✓	✓
Complimentary invitations for executives or clients	6	6	4	2
Display corporate banner at event	✓	✓		

Partners

Selected associations and media organisations will act as event partners for Enterprise 2.0 Executive Forum, providing a high level of visibility for the forum to relevant Australian executives.

Benefits for partners include:

- Registration discounts for members
- One complimentary attendance
- Branding before, during and after the event
- Publications or information provided to event attendees

About the Organisers



Future Exploration Network is a leading events and strategy firm. Previous highly successful events include the annual Future of Media Summit, which is held simultaneously in Sydney and San Francisco, and Web 2.0 in Australia.

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. Ross's award-winning books include *Living Networks*.



Event co-organiser Advanced Human Technologies is an international consulting firm based in Sydney and San Francisco that specialises in networks, social media and high-value relationships.



Previous Events by the Organisers

Media coverage includes:

ABC Radio
ABC TV
AdNews
Australian Financial Review
B&T
BRW
CNET
Communications Day
Computer Daily News
Digital Media
Digital Media World
iBusiness Magazines
Media Day
SBS
Smartcompany.com.au
Sydney Morning Herald
The Age
The Australian
ZDNet

Attending organisations include:

Australian Broadcasting Corporation
ACP Magazines
Adobe
Advertising Federation of Australia
AMP
ANZ
Apple
Austar
Austrade
Bain & Company
Baker McKenzie
Barclays Global Investors
BBC
BEA Systems
Blake Dawson Waldron
Blue Freeway
Boston Consulting Group
BT Financial Group
Carat
Channel 10
Citibank
Clemenger
CNET
Cognos
Commonwealth Bank
Corrs Chambers Westgarth
Deakin University
DDB
Deloitte
Deutsche Bank
Ernst & Young
Fairfax Digital
Film Australia
Freehills
George Pattersons
Google
Hill & Knowlton
HSBC
IBM
ING
Jones Lang Lasalle
KPMG
Lion Nathan
M&C Saatchi
Macquarie Bank
Macquarie University
Mallesons
McCann Worldgroup
Merrill Lynch
Microsoft
Mindshare
Minter Ellison
Mirvac
National Australia Bank
National ICT Australia
New South Wales Government
News Corporation
News Digital Media
Nielsen//NetRatings
NineMSN
Porter Novelli
PricewaterhouseCoopers
Publicis Mojo
Random House
Qantas
Queensland Treasury Corporation
Rabobank
Royal Bank of Canada
Saatchi & Saatchi
Schroder Investment Management
Sensis
SG
Sinclair Knight Merz
Singleton Ogilvy & Mather
Standard Chartered
State Street Bank & Trust
St.George
Swiss Re
Technology Venture Partners
Telstra
Toshiba
Tower Group
UBS
University of New South Wales
University of Technology Sydney
Vanguard Investments
Westfield
Westpac
Yahoo!7
ZenithOptimedia

Contact Us

To discuss sponsorship or partnership opportunities at Enterprise 2.0 Executive Forum, please contact:

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