



WEB 2.0 in AUSTRALIA

FUTURE EXPLORATION NETWORK SERIES

Connecting ideas and people at the edge of the future

SYDNEY 6 June 2007 **11:30am - 2:00pm**

WEB 2.0 IN AUSTRALIA

The set of technologies and innovations described as Web 2.0 have transformed the internet, triggered an array of new business models, shifted internal communication, and provided powerful new marketing opportunities.

This invitation-only senior executives forum will examine the state of Web 2.0 in Australia, including:

- Frameworks for thinking about Web 2.0
- Why progress has been slow in Australia
- Current leading examples of Web 2.0 in Australia
- Implications and opportunities for corporates, start-ups, and marketing

ATTENDEES

- Senior executives of major organizations, notably in the technology, media, content, marketing, and investment sectors.
- Senior representatives from government organizations.
- Journalists and media representatives.

AGENDA

- 11:00** Registration and conversation
- 11:30** **Presentation:** A framework for Web 2.0 strategy
- 11:40** **Panel discussion:** Web 2.0 in Australia: Constraints and opportunities
- 12:20** Buffet lunch
- 12:30** **Idea networks:** Focused roundtable discussions: all participants
- 1:10** **Showcase:** Five leading examples of Web 2.0 in Australia
- 1:40** **Panel discussion:** Round-up and next steps for Web 2.0 in Australia
- 2:00** **Close** / Optional networking and conversation

REGISTRATION

Registration for the Web 2.0 in Australia event is available only to invited guests.

Attendance is complimentary.

ABOUT THE FUTURE EXPLORATION NETWORK SERIES

The Future Exploration Network Series brings together Australia's leading thinkers to examine the most important contemporary business and technology issues. These invitation only events explore the implications and opportunities of leading-edge innovation for Australian organizations operating in a global environment.

PARTNER ORGANIZATIONS

The Future Exploration Network Series is founded on collaboration with partner organizations, including relevant associations and industry bodies. Selected partners will receive event invitations for industry leaders, exposure to senior executives, and can provide input to content and showcase participants.

SPONSORS

Event sponsors will get prime branding opportunities, and gain access to some of the leading thinkers and achievers in business and technology in Australia.

ABOUT FUTURE EXPLORATION NETWORK

Future Exploration Network is a global strategy consulting and events company specializing in innovation and the future of business.

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