

WEB 2.0 in AUSTRALIA

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

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FUTURE EXPLORATION NETWORK SERIES
Connecting ideas and people at the edge of the future



Future Exploration Network, BEA Systems and KPMG are pleased to host *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.

Web 2.0 in Australia is an invitation-only senior executives forum. It examines:

- 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

Speakers include:

- Richard MacManus, Editor, Read/ Write Web
- Allan Aaron, General Partner, Technology Venture Partners
- David Backley, CIO - Enterprise Services, Westpac
- Brad Howarth, Journalist and Director, LaGrange Communications
- Randal Leeb-du Toit, CEO, Yoick
- Adrian McDermott, Vice President of Engineering, BEA Systems
- Chris Smith, General Manager, Sensis Interactive
- Ross Dawson, Chairman, Future Exploration Network

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
- 12:10 **Enterprise 2.0 demo:** BEA
- 12:20 Buffet lunch
- 12:35 **Idea networks:** Focused roundtable discussions: all participants
- 1:00 **Showcase:** Five leading examples of Web 2.0 in Australia
- 1:30 **Panel discussion:** Round-up and next steps for Web 2.0 in Australia
- 2:00 **Close** / Optional networking and conversation

Date: 6 June, 2007

Time: 11.30am - 2pm

Address: KPMG Building, Level 15, 10 Shelley Street, Sydney, NSW, 2000

Attendance is complimentary to invited guests.

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.

ABOUT FUTURE EXPLORATION NETWORK

Future Exploration Network assists major organizations globally to gain insights into the future, and to develop strategies and innovation capabilities that create competitive advantage. It is based in Sydney, San Francisco and London.



www.futureexploration.net

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