

**Interrelated one-day conferences:  
15 & 16 May 2008, Rydges World Square, Sydney**

**Early bird discount  
valid until  
18 April 2008**

So that your organisation gains the most from these interrelated conferences, Ark Group has made the registration process flexible so that you can attend one day and a colleague can attend the other.

## **Understanding Web Capabilities and Limitations**

**ASSISTING NON-TECHNICAL PROFESSIONALS TO MASTER THE WEB**

## **Communicating Web Capabilities and Limitations**

**MOVING PAST TECHNICAL JARGON TO ENGAGE THE ORGANISATION**

**Thursday, 15 May 2008  
Rydges World Square, Sydney**

A skills-based conference **designed exclusively for non-technical professionals**, that will assist you to:

- Harness your web potential
- Contribute to key web projects
- Assist in improving the functionality and usability of web platforms
- Expand your web horizons

**Hear from speakers representing:**

Greenpeace

Australian Prudential Regulation Authority (APRA)

University of South Australia

Art Gallery of New South Wales

Australian Society for Technical Communication (NSW)

UsabilityOne

Tabcorp

**Friday, 16 May 2008  
Rydges World Square, Sydney**

A skills-based conference **specifically designed for technical professionals**. Through interactive discussion and knowledge sharing exercises you will:

- Identify how the business expects you to discuss web issues
- Recognise the tools that will assist you in getting your message across
- Improve collaboration with other business units to improve web platforms relevant to your organisation
- Encourage greater buy-in and improve your chances of long-term success

**Hear from speakers representing:**

**AMP**

**Random House**

**Australian Society for Technical Communication (NSW)**

**MBF Australia**

**Consensus Advantage**

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## Understanding Web Capabilities and Limitations Thursday, 15 May

## Communicating Web Capabilities and Limitations Friday, 16 May

These interrelated one-day conferences will explore one of the most pressing issues for many organisations: understanding and communicating the potentials and pitfalls of the web. This pair of conferences aims to take a holistic approach to exploring and exploiting the potential of web services throughout the organisation.

Attendees can choose to book onto either of the conferences, or indeed, senior managers may want to attend both days and/or accompany their employees to either conference, in order to work through their own understanding of the capabilities of the web, and gain an insight as to how they can assist web professionals to communicate their message effectively.

### Understanding Web Capabilities and Limitations Assisting non-technical professionals to master the web

Due to its scope, the web is often an area approached with much trepidation by those who come from a more traditional business background.

Most practitioners at least know how to surf the web and use email, but the terminology and technology of more detailed web processes is seen as complicated and a lack of appreciation often leads to projects that don't meet their potential.

By improving your understanding of the web, how it is used and the facets that are most relevant to your roles and responsibilities, you can assist web and technical practitioners to produce

quality products and deliver your agenda to a greater audience.

This highly interactive and skills based conference will assist you in realising your web potential through:

- Understanding how the web works in a business sense
- Producing your own web content and managing it effectively
- Recognising relevant constraints and working within them
- Getting in on new collaborative technologies at the ground level

### Communicating Web Capabilities and Limitations Moving past technical jargon to engage the organisation

There has been a tendency amongst many organisations to assume that technical practitioners and managers are not as adept at communicating their projects and initiatives as other areas of the business.

The use of jargon and highly specific terminology often does not connect with decision makers and results in vital projects being under-funded and not properly executed, which ultimately has negative impacts on the bottom line through decreased customer and organisational communication.

The challenge for technology managers is

determining how to present web initiatives in a way that resonates with senior managers and in a format that communicates with as many people as possible.

Utilise this skills intensive one-day conference to arm yourself with effective communications tools and learn how to:

- Discuss the web in a way the business understands
- Identify the best ways to get the messages through
- Use your area of expertise as a tool to encourage engagement
- Plan for the future by communicating with web 2.0 technologies

### Who should attend?

Project managers, HR Managers, User experience managers, Communications Managers, Knowledge Managers, Organisational Development Managers and Marketing Managers.

### Who should attend?

Web Managers, CIOs, IT Managers, Intranet Managers, Internet Managers, Online Content Managers, Communications Managers, Web Developers and Managers of Online Services.

## Understanding Web Capabilities and Limitations

Conference One: Thursday, 15th May 2008

### 8.45 Registration and refreshments

### 9.15 Chairperson's opening remarks

Janet Taylor, Secretary and Marketing Sub-Committee Chair, Australian Society for Technical Communication (NSW)

#### Back to basics: appreciating the web

### 9.30 Crash Course in the web for your business

- Tackling the terminology and understanding the acronyms
  - Which technology for which project?
  - Internal vs external: Intranet vs Internet
  - Rules of engagement: know your audience
- Peter Richards, Group Intranet Producer, Tabcorp

### 10.15 Writing for the web

- Producing clear and concise content
  - Adapting the information to suit your preferred audience
  - Utilising links and anchors in your writing
  - Working within parameters
- David Rawlings, Course Coordinator, School of Communication, University of South Australia

### 11.00 Morning refreshments and networking

### 11.30 Effective web content management

- Prioritising information with content management systems
  - Managing internal and external web communications
  - Identifying what works and what doesn't
  - Driving the internal audit trail
- Shannon Garner, Web Content Coordination, Australian Prudential Regulation Authority (APRA)

#### Engagement, collaboration and usability

### 12.15 Utilising the web as a key tool for engagement

- Using mobile and the web as an engagement tool
  - Creating rich media content in remote locations to inform and inspire users
  - Supporting communities to get active
  - Using social media to drive site traffic
- Richella King, former Web Manager, Greenpeace

### 1.00 Networking lunch

### 2.00 Interactive session: Capitalising on Web 2.0 and collaboration opportunities

This session will assist attendees in moving beyond the hype and understanding how new collaborative technologies are impacting web services. Be among the first to see the results of an exciting research project looking at video online and bring your own experiences to discuss amongst like-minds.

Facilitated by: Joji Mori, Research Manager, UsabilityOne

### 3.30 Afternoon refreshments and networking

### 4.00 Meeting user expectations: web usability and functionality

- The aggression of the user agenda
  - Moving beyond a simple look and feel approach
  - Pushing out 'push back' thinking: engaging users
  - Accommodating users through effective navigation
- Jonathan Cooper, Manager of Information/Website, Art Gallery of New South Wales

### 4.45 Chairperson's closing remarks and end of conference

## Communicating Web Capabilities and Limitations

Conference Two: Friday, 16th May 2008

### 8.45 Registration and refreshments

### 9.15 Chairperson's opening remarks

Janet Taylor, Secretary and Marketing Sub-Committee Chair, Australian Society for Technical Communication (NSW)

#### Taking the web down to a business level

### 9.30 Justifying the value of web initiatives to the organisation

- What does it take to make a site successful?
  - Setting objectives for a website
  - Determining content
  - Measuring success - what happens after the website goes live?
- Karen Volpato, Communications Manager, First State Super

### 10.15 Separating and explaining internal and external web applications

- Outlining the benefits and challenges of each format
  - Intranet vs Internet: explaining the major differences in business terms
  - Communicating the value of content management systems
  - Keeping managers abreast of new technologies in the web space
- James King, IT Manager Collaboration and Web Solutions, AMP

### 11.00 Morning refreshments and networking

### 11.30 Hands-on interactive session: Gaining constructive feedback and encouraging communication

Getting your intentions and objectives out to your audience is only half the battle. Understanding your audience is crucial, as is engaging those within the organisation that ask "what's in it for me?" Discuss and debate the best ways to encourage and maintain two way communications.

Facilitated By: Janet Taylor, Secretary and Marketing Sub-Committee Chair, Australian Society for Technical Communication (NSW)

### 1.00 Networking lunch

#### Encouraging improved communication

### 2.00 Listening to the needs of business owners

- Understanding requirements and meeting client and end-user needs
  - Moving beyond egos and agendas to the real issues
  - Clarifying business requirements to meet expectations
  - Being honest about the advantages and disadvantages of requested web projects
- Kate Carruthers, Senior Consultant, Consensus Advantage

### 2.45 Using web results to communicate a business case to senior management

- Demonstrating in-demand products or areas through clicks and hits
  - Providing the case for fund allocation to in-demand areas
  - Improving the scope of web initiatives throughout the business
  - Identifying challenges and possibilities
- Tony Nguyen, Senior Manager eBusiness Solutions and Strategy, MBF Australia

### 3.30 Afternoon refreshments and networking

### 4.00 Utilising the web as a key tool for interaction and engagement

- Identifying the challenges and agendas of different stakeholders
  - Using the email experience as a yardstick for online communication
  - Identifying roles and responsibilities to provide clear lines of communication
  - Harnessing the web to facilitate communication between the organisation and its customer base
- Fiona McLennan, Interactive Manager, Random House

### 4.45 Chairperson's closing remarks and end of conference





Fax back this form on  
+61 1300 550 663



Tel: +61 1300 550 662

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aga@arkgroupasia.com  
www.ark-group.com



Ark Group Australia Pty Ltd  
Main level, 83 Walker Street,  
North Sydney, NSW 2060

Understanding Web Capabilities and Limitations &  
Communicating Web Capabilities and Limitations  
15 & 16 May 2008, Rydges World Square, Sydney

MM-Web

	Both Conferences	Conference 1	Conference 2
Standard Pricing	<input type="checkbox"/> \$2695 + GST = \$22964.50	<input type="checkbox"/> \$1395 + GST = \$1534.50	<input type="checkbox"/> \$1395 + GST = \$1534.50
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Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

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Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

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**Booking conditions**

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.  
In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

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