

:: SYDNEY : AUSTRALIA ::

:: SAN FRANCISCO : USA ::

Where industry leaders...
exchange perspectives,
explore possibilities
& **develop** strategies

:: FUTURE OF MEDIA : SUMMIT 2006 ::

Run simultaneously in both

SAN FRANCISCO : 18 JULY ::

WORLD TRADE CLUB : ONE FERRY PLAZA ::



SYDNEY : 19 JULY

AMERICAN CLUB : 131 MACQUARIE STREET

The **FUTURE OF MEDIA** SUMMIT 2006 will be a **unique conference connecting thought leaders at simultaneous events in Sydney and San Francisco**. Video, audio, interactive cross-continental discussions, and live audience blogging, will create an entirely new experience for participants.

Speakers include:

- Chris Anderson**, Editor-in-Chief, *Wired* magazine
- John Hagel**, consultant and author, *Net Worth*
- Ray Kotcher**, CEO, *Ketchum PR*
- Jack Matthews**, CEO, *Fairfax Digital*
- Mark Jones**, IT Editor, *Australian Financial Review*
- Ross Dawson**, Chairman, *Future Exploration Network*

PARTNERS



San Francisco event: \$199 - early registration available
 For details, registration, and the Future of Media Podcast Series:
www.futureexploration.net/fom06

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AGENDA (full details on website)		CONFIRMED SPEAKERS
08:15	Registration	
08:45	Opening: Frameworks for the Future of Media	Ross Dawson , <i>Chairman, Future Exploration Network</i>
09:00	Panel: How Will Content Be Created?	Hugh Martin , <i>Editor, News.com.au</i> Ben Barren , <i>CEO, gnoos</i> Prof. Ross Gibson , <i>Research Professor of New Media, UTS</i>
10:00	Break / Conversations	
10:15	Panel: Where Will the Money Be?	Brad Howarth , <i>Director, LaGrange Communications</i> Mike Porter , <i>CEO, mediaedge:CI</i> Peter Evans , <i>head of marketing communication, Toyota</i>
11:15	Participant Panels	Strategic discussions between attendees
12:00	Summit: Sydney and San Francisco	Registration / Buffet Lunch
12:10	Conversation: The Future of Traditional and New Media	Chris Anderson , <i>Editor in Chief, Wired magazine, and author, The Long Tail</i> John Hagel , <i>author, Net Worth</i>
12:40	Global Panel: Challenges and Opportunities in the Future of Media	Mark Jones , <i>IT Editor, Australian Financial Review</i> Jack Matthews , <i>CEO, Fairfax Digital</i> Ray Kotcher , <i>CEO, Ketchum PR</i>
13:25	Global Panel: The Globalization of Media	Andy Halliday , <i>Founder, OurStory.com</i> Ian Gardiner , <i>Managing Director, Viocorp</i>
14:00	Close	

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About Future Exploration Network

Future Exploration Network (FEN), the organizer of the Future of Media Summit, assists major organizations globally to gain insights into the future, and to develop strategies and innovation capabilities that create competitive advantage. FEN draws on a partner network of world-leading experts and practitioners to create unique, highly customized services. The firm's high-profile leadership includes Ross Dawson as Chairman and Richard Watson as Chief Futurist. Clients of FEN's key executives include American Express, CNET, Coca-Cola, Deutsche Telekom, IBM, KPMG, Macquarie Bank, Microsoft, Morgan Stanley, Toyota, Unilever, and Virgin.

Events

FEN creates focused, relevant, highly interactive conferences and events that bring together the best minds in the field. FEN organizes both public events, and custom-designed events for key sponsors.

Strategy consulting and research

FEN applies a range of tools and approaches to assist its clients to develop clear, actionable strategies in highly uncertain environments. We have deep expertise in applying scenario planning to build robust strategies.

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US Event Partner: Colabria

Colabria's passion is the successful deployment of collaborative technologies, operational models and capabilities infrastructures for the enterprise. The firm was founded on the single premise that collaboration is a human behaviour, not a technology. Colabria focuses on the operational, tactical and strategic elements of effective collaborative strategies. Colabria offers a comprehensive set of strategic services and hands-on technical expertise to achieve success for our clients.

Colabria

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