

THE SOUTH AFRICAN



CONFERENCE

THE PAST, PRESENT AND FUTURE

9 & 10 NOVEMBER 2011
EMPERORS PALACE, KEMPTON PARK
JOHANNESBURG

TOP CLASS PANEL OF SPEAKERS

- Wesley Lynch**, Chief Executive Officer and Founder, *Realmdigital*
Jonathan Hall, Chief Executive Officer, *Virtual Works*
Greg Schneider, Sales Manager, *BrandsEye*
Rafe Dyer, Innovation Manager, *Deloitte & Touche*
Debbie Marriott, Director, *Bowman Gilfillan*
Christelle Steyn, Library Web Manager, *University of Pretoria*
Janice de Wee, Information Specialist, *University of Pretoria*
Annette Muller, Digital Consultant, *DCS Digital Consulting Services*
Maliza Booysen, Social Media Strategist and Consultant, *Thiiink*
Jonathan Houston, Online Marketing Manager, *Talooma*
Ramon Thomas, Chief Trainer, *Ramon Thomas Training Company*
Andrew Papadopoulos, Trade Mark Director, *DM Kisch*
Dewaldt Huysamen, SEO and Google expert, *iLead Online*
Grayford Holton, Marketing Manager, *Holton and Associates*
Jan Mostert, Founder, *MyCee Technologies*

AUDIENCE PROFILE

- Online marketers
- SEO managers/experts
- Digital marketing managers
- E-commerce managers
- Chief Marketing Managers
- Chief Technology Officers
- Social Media experts/strategist
- Social Media marketers
- Social Media directors
- Information security officers
- Operations managers
- Innovation managers
- Web designers/developers
- Webmasters
- Library web services developer
- Library web managers
- Information specialists
- Business development managers

THE PAST, PRESENT AND FUTURE OF WEB 2.0

The Web 2.0 buzz has been around for quite a while now and the future Web 3.0 is starting to heat up more and more these days. While some techies can't wait for the Web 3.0 takeover some are still struggling to understand Web 2.0 and its effect on the business and social world. The term Web 2.0 was never really defined and has been differently interpreted over the years. The basic definition of Web 2.0 and how most of us understand this is a 2 way communication via the internet, Web 1.0 refers to read only web where Web 2.0 will then be read and write. In the past web designers were the only people to contribute to the content of a website and the rest of the people could only read the site without contributing with text, pictures, videos etc. The user can browse the content and gain information but participation is limited. Web 2.0 sites are more interactive where anyone can contribute to the content of the site by uploading pictures, videos, text and more. Communication with the whole internet community and editing the content as you wish is made possible by these Web 2.0 sites such as Facebook, Google+, Twitter, LinkedIn, Wikipedia, YouTube etc. In other words Web 2.0 is a more connective, more searchable and more interactive version of Web 1.0.

What role does Web 2.0 play in our day and age?

Let's just take Facebook as example. Do you know anyone that doesn't have a Facebook account? Not likely, babies from 3 days old have accounts already, some parents open accounts for their unborn babies. Obviously that baby doesn't qualify as a real Facebook user but this just show that almost everyone has an account. Studies show that children from 13 are on Facebook (there are definitely children even younger) and elder people up to the age of 64 (once again there are even older people). This means that your target market for your business will definitely feature on Facebook and this is just one of the social networks. Imagine how many possible clients you can reach through this and other social networks. All businesses are turning to Social Media Marketing. Just have a look at some latest interesting facts regarding Facebook below.

Facebook.com average user figures and facts:

- Average user has 130 friends on the site
- Average user sends 8 friend requests per month
- Average user spends an average 15 hours and 33 minutes on Facebook per month
- Average user visits the site 40 times per month
- Average user spends an 23 minutes (23:20 to be precise) on each visit
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- 200 million people access Facebook via a mobile device each day
- More than 30 billion pieces of content are shared each day
- Users that access Facebook on mobile devices are twice as active on Facebook compared to non-mobile users
- Facebook generates a staggering 770 billion page views per month

Source: facebook.com, pingdom.com

Breakdown by country: More than 70% of Facebook users come from outside the United States

Global User Population: 629,982,480

South Africa is one of the 10 fastest growing countries of Facebook users

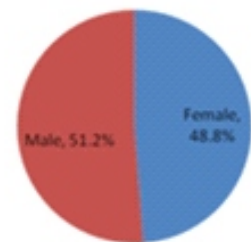
10 Largest Countries		10 Fastest Growing Over Past Week	
1. United States	94,748,820	1. Poland	12.46% 137,900
2. United Kingdom	22,261,080	2. Thailand	10.96% 161,300
3. Turkey	14,215,880	3. Portugal	9.81% 80,040
4. France	13,396,760	4. South Africa	9.25% 189,080
5. Canada	13,228,380	5. Taiwan	7.82% 367,400
6. Italy	12,581,060	6. Romania	7.65% 28,060
7. Indonesia	11,759,980	7. Germany	7.54% 350,240
8. Spain	7,313,160	8. Malaysia	7.43% 236,840
9. Australia	7,176,640	9. Indonesia	6.84% 752,640
10. Philippines	6,991,040	10. Iraq	6.72% 6,380

Sources: checkfacebook.com and facebook.com

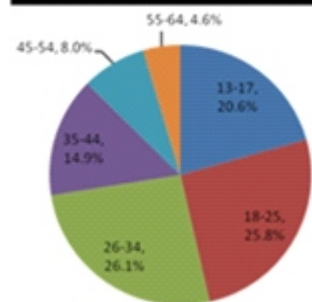
By attending the South African Web 2.0 Conference you will learn exactly what Web 2.0 is, learn how to engage in an online community, how to manage your and your company's online identity, how Web 2.0 has changed the work environment, how Libraries use Web 2.0, learn about the new SEO – Google Panda, Internet security and viruses in this internet age, not even to mention what the second day (which is completely focused on social media and the future Web 3.0) has in store, from social media marketing, comparison between Facebook and Google+, social media in the financial industry, LinkedIn lessons to be learnt – the future of business networking, trade marks and copyright aspects relating to social media and the long awaited WEB 3.0 – What is Web 3.0, what can we expect, Web 2.0 vs. Web 3.0 and tools that will speed up the Web 3.0 takeover. Live presentation on how to develop for Web 3.0 during last hour of day 2 not to be missed, walk away with a lot of new knowledge gained from all the top class expert speakers' - Alpha Omega events

Global User Demographics: The global breakdown of users on Facebook by gender and age

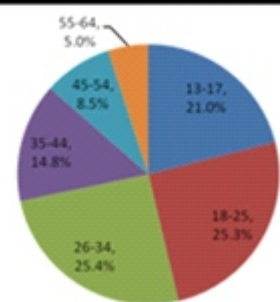
Facebook Users by Gender



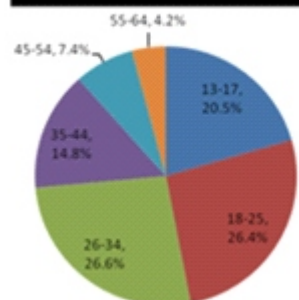
Facebook Users by Age



Facebook Users - Female



Facebook Users - Male



Day 1 9 November 2011

08:00 Arrival Refreshments

08:50 Opening

09:00 What is Web2.0?

- History
- Web 1.0 vs Web 2.0
- Characteristics and basic building blocks
- Challenges and benefits
- Web 2.0 as a platform
- Structure and communication
- Concept of Web 2.0
- Purpose and Usage
- Sharing and participating

Wesley Lynch, CEO and Founder, Realmdigital

09:45 On-line community engagement

- What is an on-line community?
- Why build one?
- How to build an on-line community? – blueprint
- Case study - www.designmind.co.za
- International benchmarks
- Lessons learnt

Jonathan Hall, CEO, Virtual Works

10:30 Break – Refreshments and networking

11:00 Web 2.0 – the good, the bad and the ugly

- Manage your online identity with great care
- To have an online identity or not to have one?
- The secret to a company's online success
- How to ensure that your online reputation stays unharmed?

Greg Schneider, Sales Manager, BrandsEye

11:45 How has Web2.0 changed the work environment?

- Business in a reset world
- Web 2.0 in business – what is the holy grail?
- A structured approach to Web 2.0 integration
- Visualising social data and understanding the health of communities
- The future role of the Chief Marketing Officer

Rafe Dyer, Innovation Manager, Deloitte & Touche

12:30 Lunch break and networking

13:30 Introduction of new Top Level Domains

- The new generic top level domains
 - How this will work exactly?
 - Benefits and issues
 - Cost and viability
- The new adult only domains
- Protecting your brand in these spaces

Debbie Marriott, Director, Bowman Gilfillan

14:15 Libraries and Web2.0 – Seriously?

- What is Lib 2.0?
- Lib 2.0 strategies for libraries
- Past, present and future
- Why Web 2.0 in libraries?
- Challenges

Christelle Steyn, Library Web Manager, University of Pretoria
Janice de Wee, Information Specialist, University of Pretoria

15:00 Break – refreshments and networking

15:30 Google Panda – The New SEO

- Why focus on Google?
- What is Google Panda?
- 23 Questions from Google
- How to overcome Panda?
- New web design quality guidelines
- Factors more important than organic rankings
- Future of online marketing
- What steps to take next?

Dewaldt Huysamen, SEO and Google expert, iLead Online

16:15 Internet security, viruses and the importance of this

- Background
- E-mail, browsing and social networking's contribution to malware
- Interesting viruses and how they affected the computing world
- Who writes viruses and why?
- An insight of who is funding viruses
- Why use quality AntiVirus software?
- Firewalls and digital signatures

Grayford Holton, Marketing Manager, Holton and Associates

17:00 End of day

Day 2 10 November 2011

08:00 Arrival refreshments

08:30 Social Media Marketing

- Understanding social media marketing
- Social media marketing – business to business
- Social media marketing – business to consumer
- The truths of social media marketing

Maliza Booysen, Social Media Strategist & Consultant, Thiink

09:15 Is Social Media, the 'Go To' online marketing answer?

- The difference between social media platforms
- How to use what, where?
- Common mistakes
- A common ground between platforms

Jonathan Houston, Online Marketing Manager, Talooma

10:00 Break – Refreshments and networking

10:30 LinkedIn lessons – the future of business networking

- Online business networking past, present and future
- Open networking: Value creation
- Weapons of influence
- Branding and positioning yourself as an expert
- Leadership in a technology driven world

Ramon Thomas, Chief Trainer, Ramon Thomas Training Company

11:15 Web 2.0 and social media in the finance industry

- Social revolution to business evolution, how did we get here?
- What does this mean for the financial industry and the financial consumer?
- The champions and the challenges
- A look into the future, the shift from Social Media to Social Business

Annette Muller, Digital Consultant, DCS Digital Consulting Services

Day 2 continues...

12:00 Lunch break and networking

13:00 Trade Marks and Copyright Aspects Relating to Social Media

- How trademarks and copyright relates to Social Media
- Authorised and unauthorised use of trademarks in Social Media
- Infringement and fair use of copyright in Social Media
- Useful tips when using brands in Social Media
- Precautions when using third parties' works

Andrew Papadopoulos, Trademark Director, DM Kisch

13:45 f vs. g+

- A bird's eye view into Facebook and Google+
- What does each social platform mean for users
- What does each social platform mean for business entities
- The positives of both platforms
- The negatives of both platforms
- Platform weighed up, the light, short and depth of each
- The future of Facebook and Google+

Maliza Booysen, Social Media Strategist & Consultant, Thiink

14:30 Break – Refreshments and networking

15:00 Rapid WEB Application Development - technologies that will drive WEB3.0

- What is Web 3.0?
- What can we expect from Web 3.0
- Web 2.0 vs. Web 3.0
- Tools that will speed up Web 3.0 takeover

Jan Mostert, Founder, MyCee Technologies

16:00 End of day
End of Conference

About Us

Alpha Omega Events was founded by Gert Botes in July 2011 together with his wonderful wife Melissa Botes. Gert studied Event Management and was always the event planner amongst his friends. He worked as a conference producer at one of South Africa's top conference organising companies shortly after finishing his studies where he moved up the ranks to a project manager in no time.

His passion for events and technology grew tremendously during this time and therefore he decided to start Alpha Omega Events.

Alpha Omega Events specialises in technology and web related conferences, seminars and workshops but is not limited to this. AO Events strive to produce and host top-class events which will benefit attendees greatly. AO Events will also build long lasting relationships between attendees and create worthy networking opportunities.

Gert's other big passion is concerts and Melissa's is expo's therefore Alpha Omega Events will be organising and hosting concerts and major expo's in the near future.



Marketing Opportunities at the South African Web 2.0 Conference with an exhibition alongside the conference

This is your opportunity to brand/promote your company or product as a active player and leader in this internet industry among a very specific and niche focused audience. You will also place your company's profile above the profile of your greatest competitor in this rapid developing industry.

Sponsorship/Marketing opportunities includes but are not limited to:

Exhibition stands
Name badges
Delegate flash drives

Branding of refreshment area
Branding of registration area
Promotional inserts

Delegate folders
Conference bags
Banners etc.

Do you have any connection with internet industry in any way or more than one ways then this is the best way to reach the right target audience at the same time. Please contact us for further information or visit www.aoevents.co.za for full marketing proposal under our event page.



Registration Form

THE SOUTH AFRICAN



CONFERENCE

the past present and future (Web3.0)

Delegate/s

Mr/Mrs/Ms
(First Name in full & Surname)

Position

Email address

Mr/Mrs/Ms
(First Name in full & Surname)

Position

Email address

Mr/Mrs/Ms
(First Name in full & Surname)

Position

Email address

Organisation

Name.....Vat no.

Person dealing with accounts

Email address

Postal address code

Phone Date:

Registration fee

R 3 995 pp

3 or more delegates from the same organisation will receive 10% discount pp.

Amount to be paid:.....

Methods to register



info@aoevents.co.za



071 287 0059



PO Box 4483
Honeydew, 2040

Please note

Registration does not include transport and accommodation.

In order to guarantee your place, payment should be made within 3 days of receiving invoice from Alpha Omega Events. Payments must be received before the date of the event.
Alpha Omega Events reserves the right to refuse admission where evidence of payment in full cannot be shown or paid on the day of event.

All speakers and topics are confirmed at the time of going to press.

However, Alpha Omega Events reserves the right to alter this programme at any time without notice, change the venue or dates if necessary.

Cancellations

A replacement is always welcome. If replacement is not possible a 50% refund will be given for cancellations received in writing one week prior to the event.
Full refund will be given for cancellations received in writing two weeks prior to the event.

Approving manager

Mr/Mrs/Ms
(First Name in full & Surname)

Position Signature.....

Email address