



**tuanz**

# BUSINESS INTERNET CONFERENCE & AWARDS 2007

## MOVING YOUR BUSINESS ONLINE – THE TIPPING POINT IS UPON US

Web sites have developed a long way in a short time. Initially considered little more than technological curiosities, corporate sites became an on-line brochure, then a shop front, and increasingly now, an interactive customer relationship marketing vehicle and a major marketing asset. The stage has been reached when organisations must migrate their business presence online and fully embrace emerging Web technology to remain competitive.

This two-day conference and awards programme will help you help your company do just that. If you are responsible for Web presence, strategy, marketing, security, design, e-commerce, back-end integration, software or related application, this event is a must.

## CONFERENCE WEDNESDAY 7 AND THURSDAY 8 NOVEMBER 2007

Register now and plan to:

- Catch up on the latest trends and emerging internet-related technology
- Increase your knowledge and understanding of internet-related technology
- Network with peers and industry leaders, and
- Ultimately become more successful in maximising your organisation's marketing investment

## AWARDS WEDNESDAY 7 NOVEMBER 2007

Enter and you will:

- Be able to pit your interactive masterpiece against the industry's finest
- Be in the running for extensive PR exposure
- Stand to gain some serious creative industry kudos

FOR FURTHER DETAILS AND TO ENTER THE AWARDS ONLINE, VISIT [TUANZ.ORG.NZ](http://TUANZ.ORG.NZ)

ENTRIES CLOSE 5PM WEDNESDAY 10 OCTOBER 2007

**WEDNESDAY 7 AND THURSDAY 8 NOVEMBER 2007**

RENOUF FOYER, MICHAEL FOWLER CENTRE,  
WELLINGTON CONVENTION CENTRE  
111 WAKEFIELD STREET, WELLINGTON



# DAY ONE – WEDNESDAY 7 NOVEMBER

9:30 am	Registration and coffee	
10:00 am	<b>Welcome from the Chair</b>	
10:15 am	<b>KEYNOTE DAY ONE</b> <b>Setting the Scene</b> <b>Jock Phillips, Editor, Te Ara online encyclopedia, Ministry of Cultural Heritage</b> <b>Selwyn Feary, Founder and Director, Shift</b> <p>When your subject is New Zealand, what is the business case for going online? Learn how the Ministry of Culture and Heritage and Tourism New Zealand both created award-winning websites. You will find that the hoops these organisations had to jump through in order to achieve an ongoing creative web presence have much in common with the entrepreneurial experience.</p>	
11:30 am	Morning Tea	
11:50 am	<b>Broadband Adoption</b> <b>Ernie Newman, Chief Executive, TUANZ</b> <p>Since 2002 TUANZ has been passionately promoting the potential of high speed Internet access to enhance workplace productivity and improve people's lifestyles. Ernie will reflect on some of the work that has been done, the economic reward that awaits us once the connectivity and content are in place, and the contribution everyone can make to unlocking the benefits of broadband.</p>	
12:20 pm	<b>qv.co.nz – Knowledge is Power</b> <b>Steve Langridge, General Manager, QV Online</b> <p>Who knows what is actually happening in the property market? It used to be that Real Estate agents and property professionals were the only ones who had access to all property and sales information and the house buyer or seller was in the dark. In 1999 QV provided access to their database via the net and passed some of that power back to the consumer. Steve will look at the lessons QV has learnt in building and growing a successful e-commerce website in the NZ market; what has worked for QV and just as importantly what hasn't. What are the challenges now facing e-commerce sites - and where's the online real estate market heading?</p>	
1:00 pm	Lunch	
1:45 pm	<b>WORKSHOP 1A</b> <b>Usability</b> <b>Dave O'Brien, Optimal Usability and Steven Joyce, Jason's Online</b> <p>Millions of Web sites offer users information, goods, services, and entertainment. But many of these sites are difficult to use, don't work properly, and ultimately don't attract or keep users. By following a usability process, users' abilities to find information and satisfaction with Web sites improve significantly. Your panellists will lead a discussion on how to develop a plan aimed at maximising the efficiency and usability of your online presence.</p>	<b>WORKSHOP 1B</b> <b>SaaS – What Next?</b> <b>Rod Drury Xero, Tim Norton PlanHQ</b> <p>From small start-ups to large enterprises, software as a service (SaaS) is changing how software is designed, developed and consumed. This session discusses different SaaS architectures as well as some emerging best practices in developing SaaS applications. Have a better understanding of what a SaaS architecture is and how it differs from "on premise" software.</p>
2:25 pm	Change Over	
2:30 pm	<b>WORKSHOP 2A</b> <b>Serious Broadband for Serious Business</b> <b>Chris O'Connell, Radar Guidance</b> <b>Coral McClennan, CityLink</b> <p>This interactive workshop will consider the connectivity options open to business users - from fibre optic cable to wireless networks. Delegates will get the opportunity to discover what can be achieved with rich media and streaming video when a business has a serious broadband connection.</p>	<b>WORKSHOP 2B</b> <b>e-Govt. Working with Guidelines</b> <b>Rowan Smith, State Services Commission,</b> <b>Hayden Vink, Usability Professionals</b> <b>Association, Pete McVicar, Ministry for the Environment, Dave Sparks, SparksInteractive</b> <p>Standards based Web development doesn't mean the end to creativity and flair. The panel will help those with an interest in online content development to make good use of existing best practice guidelines and explain how these guides are evolving and have already translated into some of New Zealand's most interesting, useful and interactive Web sites.</p>
3:15 pm	Afternoon Tea	

3:35 pm	<p><b>News Online</b></p> <p><b>Bernard Hickey, Head of Digital, Fairfax Media</b></p> <p>Bernard Hickey is a financial journalist who is currently Head of Digital for Fairfax Media in New Zealand. Responsible for the online presence of one of this country's largest media companies, Bernard is spearheading a major transformation in the way traditional media deliver news. The website stuff.co.nz not only features articles taken from daily newspapers The Dominion Post and The Press, it also contains a selection of blogs, video and audio casts. Through his own blog "Show me the money" on stuff.co.nz, Bernard continues to add his informed voice to the ongoing national conversation about financial, government and economic issues. In this session Bernard will discuss how, if a traditional industry such as the newspaper business can embrace online Web 2.0 tools, then so can any business.</p>
4:10 pm	<p><b>User Generated Content</b></p> <p><b>Mauricio Freitas, Geekzone</b></p> <p>Mauricio Freitas has extensive experience in the IT business. Before starting the highly successful Geekzone, Mauricio worked for a system integrator in the telecommunications industry. This background coupled with a desire to share his experiences, led Mauricio to set up Geekzone in 2003. Mauricio's enthusiasm and expert knowledge has seen Geekzone emerge as the country's number one technology site, drawing more than 500,000 unique visitors monthly. In his session "User Generated Content" Mauricio will guide the audience through the transformation of the web into a platform where users can voice their concerns, discuss their ideas and influence the market and social relations through the extreme exposure the medium provides to users in this highly connected world.</p>
4:50 pm	<b>Closing Remarks</b>
5:00 pm	<b>First Day Concludes</b>
5:30 pm	Cocktails / Hors d'oevres
6:00 pm	<b>Awards Presentations</b>
8:30 pm	<b>Awards Finish</b>

## DAY TWO – THURSDAY 8 NOVEMBER

9:00 am	Registration and coffee
9:20 am	<b>Remarks from the Chair</b>
9:30 am	<p><b>KEYNOTE DAY TWO</b></p> <p><b>Who are all these people?</b></p> <p><b>Allan Dib, Managing Director - Pacific, Neilson//Netratings, Sydney</b></p> <p>Everyone knows that millions of people across all demographic, age, nationality and interests groups regularly use the internet for all manner of reasons. For many of us it stops there – but if you are doing business online you really need to know a whole lot more than that. Allan will provide insight on who is using the internet, how they use it and what they are using it for. Whether the blogging phenomenon is hype or reality and what all this might mean for your business. He provides some tips to help maximise your online presence and reports on overseas trends.</p>
10:10 am	<p><b>The Quiet Achiever – video on emerging platforms</b></p> <p><b>Jason Paris, Head of Emerging Business TVNZ</b></p> <p>One of the fastest growing technologies that has been made possible by the availability of faster internet speed and increasing bandwidth is video on demand. Everyone is familiar with the YouTube phenomena and aware of TVNZ's recent introduction of TVNZ ondemand. Jason looks at the platforms New Zealand consumers use to watch video, the content they are watching and the challenges in the on-line video space in the industry. He will tell you how video has been performing for TVNZ, and provide an insight on how he sees this translating into revenue streams for the company and its partners.</p>
10:50 am	Morning Tea
11:10 am	<p><b>Interactive &amp; Digital Advertising</b></p> <p><b>Michael Gregg, Trade Me</b></p> <p>The Internet offers highly targeted opportunities to serve brand advertising, to direct online audiences to your site, alongside unprecedented measurability of campaign activity. Local advertising veteran, Michael Gregg will offer insights into local interactive advertising trends and case studies from recent successful local campaigns. Michael has spent over a decade in the advertising industry, recently as Director - Interactive at Clemenger BBDO and now as Advertising Director at Trade Me.</p>

11:50 am	<p><b>E-Mail Marketing</b></p> <p>Gemma Cullen ,General Manager, MessageMedia</p> <p>Everyone loves to receive e-mail! Using e-mail as an effective marketing tool in an opt-in world requires an ability to harness the tremendous personal impact of the channel while respecting corporate and individual sensitivities to unwanted sales pitches and security. Gemma will provide an insight into where e-mail marketing is today and where it is going and take a look at its role in fast response sales, brand awareness, relationship development and list building.</p>
12:30 pm	Lunch
1:10 pm	<b>Workshops – In-depth examination and critiques of Award Winners – Judging Panel</b>
3:00 pm	Afternoon Tea
3:20 pm	<p><b>Marketing with Mobility</b></p> <p>Deborah Crowe, Managing Director, Run The Red</p> <p>Mobile marketing is now becoming a regular part of the marketing mix of many companies here and overseas. A common example is the numerous “text-to-win” campaigns. These and more sophisticated approaches support and simplify the move to the interactive nature of traditional media marketing campaigns in providing the ability to tie the mobile channel in with other channels. The mobile offers tantalising marketing opportunities with immediate measurability not possible with traditional advertising. Deborah will take you through practical examples in the New Zealand market and take a look at overseas trends.</p>
4:00 pm	<p><b>Panel Discussion: Blogging your Customers</b></p> <p>Ernie Newman (TUANZ), David Farrar (Kiwiblog), Mauricio Freitas (Geekzone)</p> <p>If you’re looking to start up an online conversation with your customers then a blog is the ideal forum. Not only does it provide a platform upon which to articulate your view to the world, it’s also is an effective means of reaching the all important Generation Y demographic.</p> <p>But beware; once something is published on the web you lose all control, leaving your company or organisation wide open to adverse publicity, or even defamation.</p> <p>Hear about the benefits – and the pitfalls – of this powerful form of communication from some of the country’s leading bloggers – David Farrar, Mauricio Freitas and Ernie Newman.</p>
4:45 pm	<b>Closing Remarks from the Chair</b>
5:00 pm	Networking Drinks
6:30 pm	<b>Conference Finish</b>

## THE AWARDS CALL FOR ENTRIES

Entries are now open for the TUANZ Business Internet Awards. There are eleven awards up for grabs – all focused on recognising and encouraging excellence in New Zealand’s interactive industry.

These awards were designed to highlight NZ Website managers, developers and designers who are reaching international acclaim and offer a vehicle for them to market their achievements

These awards are open to any organisation or individual who produced an interactive media product within the last 12 months, including, but not limited to Website, CD-ROM, Kiosk, Internet, Extranet, LAN/WAN and VPN Technologies, SMS, MMS, CDMA, GPRS, WAP or 3G

### THE AWARDS ARE:

- **EDUCATION AWARD** sponsored by Terralink
- **ADVERTISING/PROMOTION AWARD** sponsored by Clemenger-BBDO
- **ENTERTAINMENT AWARD**
- **e-COMMERCE AWARD**
- **EXPERIMENTATION AWARD**
- **USER GENERATED CONTENT AWARD** sponsored by CityLink
- **SaaS AWARD** sponsored by Fronde
- **BEST TERTIARY STUDENT AWARD** sponsored by Shift
- **CRAFT AWARD**
- **BEST OF THE BEST AWARD** sponsored by Renaissance

**It is simple to enter – all entries are submitted online at [TUANZ.org.nz](http://TUANZ.org.nz)  
Entries close 5pm Wednesday 10 October 2007**



CLEMENGER BBDO FRONDE



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# THE CONFERENCE

ABOUT THE KEYNOTES...

## DAY ONE:

**JOCK PHILLIPS**, General Editor, Te Ara



Jock Phillips is the General Editor of Te Ara, the Online Encyclopedia of New Zealand in the Ministry for Culture and Heritage. He took up this position after serving for 13 years as New Zealand's Chief Historian. Jock has taught American and New Zealand History at Victoria University, where he founded and was the first Director of the Stout Research Centre for New Zealand Studies.

He has written or edited ten books on New Zealand history, of which the best known is *A Man's Country: The Image of the Pakeha Male - A History*.

**SELWYN FEARY**, Founder and Chairman of SFX Limited and Shift Limited



He is a director of Aquamerino Ltd and on the advisory board of Victoria University's Master of Communications degree course.

Selwyn has a background in television production design and computer graphics. Highlights include conceptualising, the TV One Weather fly-by, elections graphics and design planning the interior of the TVNZ's Television Centre, Auckland.

The Internet increasingly puts the customer or user in control. Shift has been helping businesses transform their online communications and has new services created out of factoring information to knowledge.

## DAY TWO:

**ALLAN DIB**, Managing Director – Pacific, Nielsen//NetRatings, Sydney Australia



Allan is responsible for the development of NetRatings' business in Australia and New Zealand. With support from NetRatings' holding organization The Nielsen Company, he works closely with business partners, industry associations and all internet market players in defining the best possible digital intelligence for the market place. Based in Sydney, Australia, Allan leads a growing team of 20 highly skilled sales, business development, research and analytical staff.

Allan joined Nielsen//NetRatings in May 2007 and brought over 15 years internet marketing and research management experience to his role. He recently served as Vice President Brand and Communications for GfK Custom Research North America, where he was in charge of the Centre of Excellence for Advertising Effectiveness Research in New York. Prior to his time at Nielsen//NetRatings, Allan managed the Manhattan office for Ipsos-ASI, and prior to that he worked at the NFO World Group (now TNS) in Sydney

Allan holds a Bachelor of Information Management Degree from the University of Melbourne and undertook post graduate studies in Change Management.

# TUANZ BUSINESS INTERNET CONFERENCE & AWARDS 2007

## REGISTRATION FORM

Please complete and return to TUANZ or register online at [tuanz.org.nz](http://tuanz.org.nz). Registrations close on Friday 26 October 2007\*

### Please register the following people:

Company name: \_\_\_\_\_

Postal address: \_\_\_\_\_

**Attendee 1** Name: \_\_\_\_\_ Job title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate two choices for Day 1:  Workshop 1A  Workshop 1B  Workshop 2A  Workshop 2B

**Attendee 2** Name: \_\_\_\_\_ Job title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate two choices for Day 1:  Workshop 1A  Workshop 1B  Workshop 2A  Workshop 2B

**Attendee 3** Name: \_\_\_\_\_ Job title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate two choices for Day 1:  Workshop 1A  Workshop 1B  Workshop 2A  Workshop 2B

**Attendee 4** Name: \_\_\_\_\_ Job title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate two choices for Day 1:  Workshop 1A  Workshop 1B  Workshop 2A  Workshop 2B

### TUANZ members

(no.) tickets (Conference & Awards) @ \$995 + gst

(no.) tickets (Awards only) @ \$105+gst

(no.) tables of 10 (Awards only) @ \$945+gst

### Non-members

(no.) tickets (Conference & Awards) @ \$1295 + gst

(no.) tickets (Awards only) @ \$135+gst

(no.) tables of 10 (Awards only) @ \$1215+gst

### Payment details:

Invoice with purchase order number: \_\_\_\_\_

Cheque attached

Charge credit card  Mastercard  Visa  AMEX  Diners

Card number: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Expiry date: \_\_\_\_\_ Signature: \_\_\_\_\_



Telecommunication Users Association of New Zealand Inc.  
PO Box 33 1014, Takapuna, North Shore City, Auckland 0740  
Phone: 09 488 1888 Facsimilie: 09 489 9515

### Cancellation and late fees:

\*A Late Fee of \$100 per person for any Conference booking, and \$25 per person for any Awards booking applies after this date. Cancellations: Should you be unable to attend a substitute delegate is welcome at no extra cost. Alternatively, a refund less \$100 per person (Conference) and \$25 per person (Awards), will be made for cancellations received in writing up to Friday 26 October. Regrettably there will be no refunds after this date. TUANZ reserves the right to make any amendments that it may deem to be in the best interest of the Conference.

### Liability for postponement or cancellation of the event:

TUANZ is not responsible for any loss or damage as a result of a speaker substitution, alteration, cancellation or postponement of this event. If the event is altered, rescheduled, postponed, cancelled or rendered inadvisable, impracticable or impossible due to a fortuitous event or unforeseen occurrence TUANZ shall not be liable for any loss or damage directly or indirectly arising from a failure to perform any term of this contract. For the purposes of this clause a fortuitous event shall include an Act of God, fire, armed conflict, disaster, civil commotion, government restrictions and/or regulations, riots, terrorism or an act of terrorism; any emergency, curtailment, suspension and/or restriction on transportation facilities/means of transportation or any other cause beyond the reasonable control of TUANZ. No refunds will be made.