



Masterclass: Online community engagement for the public sector 22nd March, 2010 - Canberra

- ▶ An invitation to attend an exclusive masterclass: online community engagement for the public sector.
- ▶ Presented by Headshift.
- ▶ Featuring Robin Hamman and facilitated by Anne Bartlett-Bragg.

About this master class

This master class will address:

- ▶ How existing government activities can be undertaken with more impact, wider reach, and effectiveness using social media;
- ▶ Who should do it (and who shouldn't);
- ▶ The guidelines and roles a government agency will need; and
- ▶ Measuring success for different stake holders.

Location

National Library of Australia, Parkes Place
Parkes ACT 2600

Agenda

- 10.00am Registration
- 10.30am Introduction, Current Trends, Key Issues and Examples
- 11.30am Online Engagement in Practice
- 12.30pm Lunch
- 1.00pm Focus on Guidelines, Roles and Policies
- 1.30pm Roundtable discussion
- 2.30pm Wrap Up

Registration

- ▶ The registration fee for this master class is \$200 + GST per person. Lunch will be provided.
- ▶ To register, please contact James Dellow by email at james.dellow@headshift.com or **0414 233711**. Please note: This masterclass will be limited to a maximum of 20 participants.

<http://www.headshift.com/about/australia.php>

About Us

Headshift

Headshift is a specialist social business consultancy and development company, which has rapidly emerged as the UK/ European market leader in this sector and has now extended its global reach to Australia.

We work with a range of organisations to create successful online communication projects that exploit the power of social networking.

Headshift understands the real needs of people online. Our consulting team is made up of communications experts, ranging from sociologists and anthropologists to economists and marketing experts, and our visual department count some of the most exciting new designers in the field.

www.headshift.com

Robin Hamman

Robin leads the Social Media team in our London office. He has ten years experience of dreaming up, implementing and managing social media projects. Robin recently left the BBC after six years as Senior Community Producer, having taught his former colleagues how to use social media to engage with, and reach out to new audiences. Robin's role as the BBC's defacto social media guru sent him to all corners of the organisation and, most recently, he was the editorial and technical lead for the BBC's network of 50+ programme and presenter blogs.



Robin holds a teaching degree, an MA in Sociology, an MPhil in Communication Studies and a Post-Graduate Diploma in Law. He's also a Non-Residential Fellow at Stanford University's Cyberlaw Department and a Visiting Fellow in the Department of Journalism at City University London where he's also been teaching part-time since Autumn 2008.

He has also written about social media for UK's The Guardian and The Independent newspapers and has been interviewed on radio, television and in print in over a dozen countries.

Meet the authors behind the Government 2.0 Taskforce Online Engagement Guidelines ("Project 8"):

Anne Bartlett-Bragg

Anne specialises in the creation of innovative communication networks and learning environments with social media. Her design for the first national mentoring program (MentorNet) for young women entrepreneurs in 2007, developed entirely in social media - was a finalist in the Forrester Groundswell awards in 2008.



She is a PhD candidate, and holds numerous qualifications in the organisational learning and development field of practice: MEd (Adult Ed), BEd (Adult Ed), Dip HRM, Dip e-Learning, and Cert IV TAA.

Anne is also a sessional academic at the University of Technology Sydney, in the Faculty of Arts and Social Sciences, she is involved with the design, development, and delivery of qualifications and subjects in the organisational development context.

She is currently completing her PhD that has investigated the adult learners' experiences of developing networks through the use of weblogs or self-publishing technologies.

James Dellow

James Dellow is a Senior Business & Technical Consultant at Headshift.



He was awarded a Master of Business & Technology (MBT) from the University of New South Wales in 2005. His under-graduate qualifications are in public sector management and working at Headshift is allowing him to take an active interest in exploring the opportunities for Government 2.0 in Australia.

As a result, James is well known in the Government 2.0 community and has been an active participant in Public Sphere, BarCamp Canberra, NSW Public Sphere, the Local Government Web Network conference, Social Innovation Camp and was head "unorganiser" of Us Now Sydney.