

# TENTATIVE SCHEDULE

9am	<b>Welcome and Introductory Panel Discussion</b> Why are blogs becoming so ubiquitous? What is unique about the Australian blogosphere?			
10:15am	<b>Coffee Break</b>			
10:30am	<b>Citizen Journalism</b>	<b>Legal Issues</b>	<b>Business and Corporate Blogging</b>	<b>Workshop: Getting Started with Blogging</b>
10:30am		What can I say without defaming someone?		
11am		What can I take from other websites and blogs?		
11:30am		Encounters with the law (or the threat of it)		
12noon				
12:30pm	<b>Lunch</b>			
1:30pm	<b>The Politics of Blogging</b>	<b>Blogs and Education</b>	<b>Blogs, Creativity and Creative Commons</b>	<b>Building a Better Blog</b>
1:30pm	Right, left or centre?	Why blog in education?	What is Creative Commons?	Improving content
2pm	Who cares?	Examples and reflections	How can I use Creative Commons on my blog?	Improving design
2:30pm	A politician's perspective		Showcasing Creative Commons and blogging	Making money
3pm	Blogging the 2007 Federal Election	Should academics blog?		Podcasting and vodcasting
3:30pm	<b>Coffee Break</b>			
4pm	<b>The future ... for blogging</b> What's next?		<b>The future ... for your blog</b> Promoting your blog and building traffic	
5pm	<b>Closing Reception</b>			

- *Australia's first user-generated conference for the blogging community*
- *Modeled on the successful BloggerCons in the United States*

- Speakers include:**
- *Professor William Fisher (Director, Berkman Centre for Internet & Society at Harvard Law School)*
  - *Senator Andrew Bartlett (The Bartlett Diaries)*

## BASIC FACTS

- Thursday 8 March 2007
- Held at the State Library of Queensland
- Multiple streams and sessions
- Estimated 100-150 attendees
- Conference website
- Conference sessions available as podcasts
- Free registration
- Media invited to attend
- A video "confessional booth" for attendees to record their thoughts

## CONFERENCE PHILOSOPHY AND FORMAT

Adapted from the BloggerCon IV Format by David Winer.

The will be an unusual conference. We generally won't have speakers, panels or an audience. We will have discussions and sessions, and each session will have a discussion leader.

### The discussion leader

Think of the discussion leader as a reporter who is creating a story with quotes from the people in the room. So, instead of having a panel and an audience we just have contributors. We feel this more accurately reflects what's going on. It's not uncommon for the audience at a conference to have more expertise collectively than the people who are speaking.

The discussion leader is also the editor, so if he or she feels that a point has been made they must move on to the next point quickly. No droning, no filibusters, no repeating an idea over and over.

The discussion leader can also call on people.

### Think of it as a weblog

Think of the conference as if it were a weblog. At the beginning of each session, the leader talks between five and fifteen minutes. He or she will introduce the idea and some of the people in the room.

Then he or she will facilitate the discussion among all the contributors in the room, inviting others to comment and asking questions of others. It is hoped that everyone who would like to contribute to the discussion will be able to do so in the allotted time.

We have a limited amount of time, and a group of participants whose time is valuable. The leader's job is to make sure the show stays interesting, even captivating. If it gets boring people will leave the room and schmooze, or read their email, or whatever. So the leader's job is to keep it moving. Sometimes this may mean cutting people off.

### How to prepare

Since every person in a session is considered an equal participant, everyone should prepare at least a little. Think about the subject, read the comments on the Conference site. Follow weblogs from other people who are participating. Think about what you want to get out of the session, and what questions you wish to raise, and what information or points of view you'd like to get from the session.

### Everyone is a journalist

This will be an unusual conference in that almost everyone participating writes publicly. So we assume that everyone present is a journalist.

### On the record

All conversations, whether to the entire room or one-to-one, unless otherwise stated, clearly and up front, are *on the record and for attribution*. You do not need to ask permission to quote something you hear at the conference. Of course you may ask for permission to quote, and you may choose not to quote things you hear.

### It's a user's conference

Most technology conferences are centered around the vendors. This is not like those conferences. Here, vendors are welcome, and we hope they will help by sponsoring in some way, but they participate mainly *by listening*.

Most of the people who will be talking are users. These are the revolutionaries. Vendors make a living by creating tools that these people use to change the world. So much attention is focused on technology. At this conference we turn it around and focus on what people are doing with the technology.

### Internet access

Wireless internet access will be available. Each session will also be hopefully be webcast, audio only. You are welcome to bring your own recording equipment and cameras are allowed. You are free to record it and broadcast it any way you like as long as you don't interfere with the sessions in any way.

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### ABOUT THE QUEENSLAND UNIVERSITY OF TECHNOLOGY

Queensland University of Technology (QUT) is one of Australia's largest universities, enrolling 40,000 students, 12 per cent from overseas. QUT is the largest provider of bachelor degree graduates into full-time employment in Australia each year and its graduate employment rate is well above the national average for Australian universities. QUT is known as “a university for the real world” because of its close links with industry and relevant teaching and applied research.



### ABOUT THE ARC CENTRE OF EXCELLENCE FOR CREATIVE INDUSTRIES AND INNOVATION

The ARC Centre of Excellence for Creative Industries and Innovation (CCI) was established in July 2005. It is the first Centre of Excellence funded outside the science, engineering and technology sectors. The ARC Centre of Excellence in Creative Industries and Innovation drives the development of an Australian creative innovation system to maximise the national economic and cultural benefits of digital content industries. It integrates research across a range of disciplines to develop new modes of access and distribution for user-led innovation.

