

CALL FOR PAPERS – PROPOSAL DOCUMENT

Web 2.0 ii Event – Interface & Innovation
3rd & 4th December 2009
London

As this is a European event, it is requested that all papers be presented in English following the guidelines as stipulated below and submitted to Neo Carol Matee at neo.matee@web2events.com by September 30th 2009. We welcome calls from potential speakers. You may contact Neo Carol Matee at: +34 932 723 726.

Please submit your papers in English

Event Overview:

The rise of social media and new and innovative ways to engage clients in business means there are more choices for any business professional to interact. However, with all these choices what is the best move for your business?

With so many choices faced by SME's to enterprise businesses, knowing what is out there, what works best is paramount to the budget holder. One of the major challenges faced by SMEs and Enterprises are the feasibilities in adopting and successfully deploying Web 2.0 into their business. The next hurdle is what strategy to take and then down which channel. With so many choices even experienced decision makers are caught up in the noise.

This conference tackles two themes: **Interface** - how users interact with new web developments; **Innovation** - what are the emerging trends in the internet and deploying credible business needs to end clients. Can you make business critical decisions on deploying new web innovations? The innovation stream will feature the audience to vote on 6 new web innovations and to invited venture capitalists.

SECTION I: PRESENTER INFORMATION

All presentations are limited to a maximum 3 persons per topic and below is the information required per presenter:

- Name
- Credentials (MD, PhD etc.)
- Job Title
- Organization
- Country
- Email
- Telephone
- Cell phone

Biography of presenter's professional background and photograph (100- 300 words)

Presenter's Public Speaking Experience (max. 300 words). If this applies to you, please list the last 3 presentations made at either international conferences or any television appearances you might have made.

Cont/....

SECTION II: PROPOSED PAPER (max. 40 minutes)

Session Title (as short as possible, maximum 10 words)

Topic Category (please select 1 only)

Please find below a list of topic categories for the Web 2.0 ii Event hosted by Aries Forth. Under each category there are session suggestions which papers may focus on. The proposals that focus on the practical aspects and lessons learned from gained experience will have preference over the rest.

Web 2.0, what's in it for you

- Web 2.0... what lies ahead
- Monetization of the web / Top 10 Web 2.0 activities for eCommerce
- Best Practice Web 2.0
- Round Table Discussion: Search Engine Optimization & Pay per Click Advertising

Mobile Web

- Emerging trends in Online innovation
- Impact of web, 3g & VOIP on mobile & Marketing Potential this represents
- Round Table Discussion: Virtual Interaction

Social Networking

- Importance and Future outlook
- Best Practice Case study

Virtualization of Data & Risks Involved

- Does the future lie in the clouds?
- Cloud Computing: Total Cost of Ownership
- Round Table: Security considerations & Protection against Fraud

Browsers & Web Operating Systems

- Browser Wars
- Web Operating Systems

6 of the Best

- An Entrepreneur's Perspective: What it takes to succeed (*for this particular paper I'm looking for one of the top 100 web 2.0 entrepreneurs*)

Proposal Content: 3-4 bullet points summarizing what you will be talking about

Learning Objectives: 3-5 bullet points describing what it is attendees will walk away with after your presentation.

Extract – max. 600 words:

Include how you went about identifying the problem, the approach taken to overcome it, challenges faced along the way and the outcomes.