

THE



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# generation

ALTERNATIVE REALITIES

Tuesday 13th November, 2007

Attend the Net Generation: Alternative Realities forum and find out what impact virtual worlds are having on consumers and business.

Our speakers will discuss what it means to have a virtual world presence through sharing their own experiences and providing real-world examples. We will also hear their perspectives on how the virtual world experience is changing the way we interact with each other – and the potential for virtual world activities to form part of the everyday lives of our future consumers and employees.

**speakers:** Dr Andrew Campbell, Lecturer in Psychology, The University of Sydney; Jason Romney, General Manager - Innovation, Telstra BigPond; Lisa Romano, Project Manager, Strategic Development, ABC Innovation, Australian Broadcasting Corporation; Mark Toh, PhD Candidate, The University of Sydney; David Holloway, AKA Lowell Cremorne - Editor in Chief, sloZ; Simon Henry, Group Product Manager, REA Group

**date:** Tuesday 13th November, 2007

**time:** 3.00pm - 5.30pm

**venue:** Gilbert + Tobin Lawyers, Level 37, 2 Park Street, Sydney  
Closest train station is Town Hall and the closest parking is at the Queen Victoria Building.

**cost:** \$100; \$50 for Watch subscribers

**more info:** [www.slatteryit.com.au/netgen07/](http://www.slatteryit.com.au/netgen07/)

## REGISTRATION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

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

COST:  \$50 - Watch Subscriber  \$100

PAYMENT METHOD:  Cheque  Credit Card Amount: \$ \_\_\_\_\_

Card No: \_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_ Expires: \_\_/ \_\_

MasterCard  Visa  Bankcard  Diners Club  American Express Amex ID No: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_ Signature: \_\_\_\_\_

\* Please make cheques payable to "Slattery IT". Please fax this form to 1300 651 486 or email [watch@slatteryit.com.au](mailto:watch@slatteryit.com.au).

\* Upon completion of registration, attendees will have their names on the door at the event. We do not issue physical tickets.

\* Given 72 hours notice of the event start time, we are happy to issue a full refund for any cancellation.

\* Should for any reason the event be cancelled, a credit will be issued to be redeemed at a future event.

[www.slatteryit.com.au](http://www.slatteryit.com.au)

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**Net Generation: Alternative Realities I PROGRAM**

- 3.00pm Registration and Second Life Demonstration  
Haven't had time to have a Second Life? We are going to give you a quick run-through to make sure you know how to survive in a virtual world. Understand how to use Linden dollars, how you can fly, attend a training session, buy a unique face, sit in a Frank Lloyd Wright house and make money out of developing virtual real estate!
- 3.30pm Keynote Presentation – The Impact of Virtual Worlds on Human Behaviour  
Dr Andrew Campbell - Lecturer in Psychology, The University of Sydney
- 4.15 pm Panel Discussion - Lives Lived Online – What Lies Ahead  
Panellists: Jason Romney, General Manager - Innovation, Telstra BigPond; Lisa Romano, Project Manager, Strategic Development, ABC Innovation, ABC; Mark Toh, PhD Candidate, The University of Sydney; David Holloway, AKA Lowell Cremorne - Editor in Chief, sloZ; Simon Henry, Group Product Manager, REA Group
- 5.30 pm Drinks and Networking

**Net Generation: Alternative Realities I SPEAKERS**



**Dr Andrew Campbell**

Dr Andrew Campbell is a Lecturer in Psychology at The University of Sydney and has been researching the use of the Internet, mobile phones and computer games and their impact on human behaviour for more than 10 years. Having worked internationally with experts in the area of Cyberpsychology, Andrew has obtained experience in how the Internet affect's society at large as well as individual behaviour.



**Jason Romney**

Jason has driven BigPond's Web 2.0-based innovation projects such as The Pond in Second Life and the RSS/widget service, I-Pond, since he returned to Telstra fifteen months ago after working as a barrister at the Victorian Bar. His role is to help Telstra become a technology-based 21st century communications and media company by identifying and implementing growth strategies.



**Mark Toh**

Mark Toh is a PhD Candidate at the University of Sydney. His Research project 'Video Games and Self Esteem' aims to examine the beneficial impact of video games on a child's psychosocial development. It also aims to examine if levels of a person's self- esteem will differ based on whether the self-esteem scale is referenced to an online or offline environment examines the positive effects video games can have on individuals despite contrary opinion. Please see below for a research synopsis.



**David Holloway** (AKA Lowell Cremorne)

David Holloway RN MNg Grad Cert (Comm) has been involved with collaborative internet technologies since 1994, predominantly in the creative arts (music and writing). He was the first Australian employed as an online facilitator for US-based music collaboration service Rocket Network in the mid-90's and has written on technology issues since 1999 for a range of Australian and USA publications. In October 2006 David founded SLOz, Australia's only dedicated Second Life news and community portal. David also writes for Crikey.com.au on Second Life.



**Lisa Romano**

Lisa Romano has had extensive experience in the media working for a range of broadcasters and publishers. With a background in journalism, in recent years she has managed a variety of large-scale cross-media projects for television. For the past year, she has managed interactive projects for the ABC and recently launched an interactive TV application for young teens called Roco iTV which features user generated content as part of the ABC's RollerCoaster program.



**Simon Henry**

Simon Henry is Group Product Manager for the REA Group. The REA Group operates in 10 countries and currently runs 16 portals and 4 print publications globally. Simon has worked with the REA Group for 2 years. He specialises in system design and product management. As Group Product Manager his role is to create the product roadmap and manage the product delivery for all sites and products offered by the company. He has also developed and implemented strategies driving the future direction of the company. Simon holds an MBA in Technology and Management and has over 13 years of hands-on experience with online systems.