

THE



generation

ALTERNATIVE REALITIES

Thursday 4th September, 2008

As more and more consumers are embracing online communities and virtual worlds, how will alternative realities impact on the way we do business in the future?

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

Jeff Brookes, Regional Director Asia Pacific, Sulake

date: Thursday 4th September, 2008; 5.00pm - 7.00pm

venue: Minter Ellison, Level 23, 525 Collins Street, Melbourne

cost: \$100; \$50 for Watch subscribers (inc. GST)

more info: www.slatteryit.com.au/NetGen08-VIC/

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.

* 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.



Net Generation: Alternative Realities
Tuesday 13th November, 2007
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Net Generation: Alternative Realities | PROGRAM

- 5.00pm Registration and Second Life and World of Warcraft Demonstration**
Haven't had time to have a Second Life or play a role-playing game? We are going to give you a quick run-through to make sure you know how to survive in a virtual world.
- 5.30pm Presentation – The Impact of Virtual Worlds on Human Behaviour**
Dr Andrew Campbell, Lecturer in Psychology, The University of Sydney
- 5.45pm Building Alternative Reality Communities**
Jeff Brookes, Regional Director Asia Pacific, Sulake
- 6.00pm Presentation – Lives Lived Online – What Lies Ahead**
Jason Romney, General Manager – Innovation, Telstra BigPond
- 6.15pm Panel Discussion**
Panellists: Jason Romney, General Manager - Innovation, Telstra BigPond
Dr Andrew Campbell, Lecturer in Psychology, The University of Sydney
Jeff Brookes, Regional Director Asia Pacific, Sulake
Moderator: Paul Kallenbach, Partner, Minter Ellison
- 7.00pm Drinks and Networking**

Please note the Program is subject to change.

Net Generation: Alternative Realities | 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.



Jeff Brookes

Jeff Brookes is Regional Director Asia Pacific of the Sulake Corporation, an interactive entertainment company specialising in developing, publishing and distributing multiplayer online communities and games. The most important asset for Sulake is the Habbo Hotel an online game designed for teens that currently operates across 31 countries and has over 100 million Habbo avatars registered. Jeff heads Sulake's business across Australia, New Zealand, Singapore, Malaysia and Japan and was also responsible for setting up and launching Sulake Australia in 2004.