

Mike Seyfang – Recent Project List

GoLiveIndonesia - social media architecture for ambitious new venture seeking to raise the profile of economic reform policy and research on the world stage.

Australian Science Communicators (SA) - social media workshop 'blogging 101 & beyond' at the RiAus in Adelaide.

MemoryBoxBackup - social media consult for exciting new IT startup based in Adelaide. Their innovative 'reverse peer-to-peer' cloud backup service will benefit from a strong sense of community which can be enhanced through effective engagement through online social media.

The University of Adelaide - Third twelve month part time appointment. Four days per week as social media consultant to the Executive Dean, Faculty of Sciences with funding through the Environment Institute and the Institute for Photonics and Advanced Sensing (IPAS). Notable projects include the free iPad for all first-year science students and the 'textbook free' initiative.

WIA the Water Industry Alliance - brief consult in conjunction with a community builder contractor to architect and implement new social media strategy in conjunction with deployment of new customer relationship management (CRM) and web infrastructure.

Google and Mobilizy - planning social media powered citizen science initiatives on the river Murray and along the Heysen trail. (Details not yet public).

The University of Adelaide - Second twelve month part time appointment. Two days per week as social media consultant to the Executive Dean, Faculty of Sciences. Two days per week for the Executive Dean, Faculty of the Professions.

InFusion consulting - design and implement social media components of client events.

IPAS the Institute for Photonics and Advanced Sensing - in addition to my University of Adelaide consultancy, work with director, Professor Tanya Monro on the launch of the Institute, projects in the Arts community and trans-disciplinary research awareness.

Adelaide thinkers in residence - architect social media enhancements to online coverage of residencies. Infect Genevieve Bell residency with various web2.0 initiatives, including the SASStories campaign.

SAMDB - the South Australian Murray Darling Basin Natural Resource Management board - sow seeds for citizen science initiatives through work on geo-tagging flickr photos in a database and through training in audio podcast techniques.

Connecting up Australia - highly successful social media 'infection' of the 2009 Connecting Up NonProfit technology conference in Sydney.

University Senior College - prepare and deliver professional development workshops around social media or web2.0 and teaching.

TAFE - keynote the 'Edayz09' conference.

Connecting up Australia - assist this not for profit organisation with strategy and planning for online components of its annual events.

The University of Adelaide - Twelve month part time appointment as New Media Consultant to the Executive Dean, Faculty of Sciences with special secondment to Professor Tanya Monro, Chair of Photonics & director of the Centre of Expertise in Photonics.

LitFuse – Web2.0 Bootcamp. Prepare and deliver a full day ‘Web2.0 BootCamp’ in conjunction with LitFuse. Each participant has a networked computer and is taken on a very hands on journey through RSS readers, Blogs, Podcasts and more.

Water Industry Alliance – PitchFest & Follow up presentation (podcast and video online)

Education.au Limited – longer term engagement to address a range of strategic initiatives including Edna.tv and labs.edna.edu.au.

LitFuse – facilitate design, procurement, development and implementation of litfuse.com.au in conjunction with In Fusion consulting and Jaba Multimedia.

SAMDB NRM Board and InFusion consulting. Design, procure and build audio recording and new media infrastructure for InFusion consulting. Setup and train two key staff in the process of recording, post production and publishing of audio podcasts – with ‘hands on’ assistance at a public event in Mt Barker in July 2007.

Education.au Limited – another short engagement to help staff from various business units improve their podcasting skills. Help events team to complete audio post production and publishing from the successful Jimmy Wales events and plan for the next event with Danah Boyd in August 2007.

LivingLaboratories – design and build new media infrastructure to support ‘Living Laboratories’ workshops to be held in 2007. Use this infrastructure to publish podcasts from one such workshop in June, 2007. Prepare and deliver a short talk about ‘Online Learning Communities’ at this workshop. Record, post-produce and publish podcasts of key talks from the day. Follow up with general new media consultation for future use of this infrastructure.

CISA – Connecting Up 2007 Conference, New Media services. Take care of conference blogging, podcasts and other RSS based media monitoring activities. Record, post-produce and publish audio podcasts for major keynote sessions on the day they were delivered. Recruit, monitor and nurture a community of bloggers. Design and conduct a workshop in which each participant creates their own blog.

MBC – Middle East Broadcasting Corporation - Lead international team in development of a business plan that will enable community development from viewing audience of a very popular television station. Building from a mailing list resulting out of a competition, develop new media style web infrastructure to support development of this community with a view to commercialization. Provide some follow up assistance with recruiting following successful presentation of business plan.

Education.au limited – short engagement to wind up and review the first successful innovative ‘Proof of Concept’ project and begin a second.

Lodestar – business development in new market sector.

Education.au limited – one term of Web2.0 workshops, a two week contract to build new media capabilities into national and international events, a six month contract to lead internal ‘Emerging Technology Group’ through strategic takeup of emerging technology and innovative processes. Lead business and technical teams into a culture of innovation through Proof of Concept project(s). Resulting in very effective corporate blogs (both internal and external), good integration with existing web infrastructure (including the moodle based Edna groups) and world renowned podcasts.

Microsoft – various Web2.0 extensions to community building, both technical and procedural. Review and extend existing web portal while beginning work on a strategy to utilise emerging

social web tools and technology. Project manage development of new RSS capability and problem solving around hosted sharepoint infrastructure.

Archer College – corporate blogging, new media and ad-hoc architectural advice. Set up and nurture corporate weblogs with integration to existing website. Lead internal team in formation of policies and procedures that will ensure effective use of this new medium. Show leadership and best practice modelling for podcasts and other new media experiments. Also ad-hoc assistance with architectural advice on internal systems such as telephony and computer servers.

SA Department of Education and Childrens Services (DECS) – one term of Web2.0 workshops. Run in parallel with similar work at Education.au limited. Delivered to the recently established group of ‘eTeachers’ utilising staff and infrastructure from Technology School of the Future (TSOF). As a side benefit – help establish and nurture the informal ‘net2blazers’ group within DECS with a view to supporting the growing community of teachers who see the potential for social software in education.

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Older projects in the middle here for historical reference. Only ever publish the PDF of page 1 as recent projects.

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Make the last page(s) the 'sticky important projects'

Adelaide Bank – platform reference architecture, world tour and team leadership.

ArtLab adopt a monument – an innovation centre project that delivered more than just a website

Mobility Joint Development Project – DAIS - This project enabled the South Australian Government to obtain early access to, and influence the development of, Microsoft Mobile Information Server (MMIS) codenamed airstream.

Executive Knowledge System – for DTF. A challenging project that had significant impact on development of the MSF (Microsoft Solutions Framework) based project methodology for Innovation Centre Proof of Concept projects (or PoC's). A great example of hard deliverables from a seemingly 'soft' project – project approval and funding through key stakeholder engagement, establishment of a successful business partner in South Australia and more.

Whole of Government directory design – lead various teams in development of an architecture for a scalable Whole of Government Active Directory.

Innovation Centre – envision, establish and run the first series of Proof of Concept Projects.

<http://www.innovationsa.net>.

Exchange 'platinum' spec review – as a result of feedback to the Microsoft developer teams in Redmond from the SAGEMS project I was invited to take part in the final and formal specification review for the 'platinum' version of Exchange Server that shipped as Exchange Server 2000.

SAGEMS – take over the role of lead architect from pilot team to production implementation.

This was the first major whole of government deployments of Microsoft Exchange Server in the world. South Australian Government Electronic Messaging Service.

Adelaide Brighton Cement – CemNet. Ferntree, national WAN of LANs based on Novell Netware. 1995.

The Munge Brothers – Random Access Consulting. Lead an extremely bright team of Apple 'System Engineers' into the uncharted waters of fee for service consulting. Heaps of cutting edge projects that are re-finding life in 2007 and beyond: digital video editing and mashups (on10.net), the Internet (prior to www and web2.0), Daily Newspaper (before blogs and rss), Publish and Subscribe web services (before rss), DataMunging (turning data into information) using SQL database, DAL and excel (before Excel pivot table integration with olap servers), Proof of Concept projects (PoC). 1991.

Manager, End User Computing – Elders Pastoral. Lead a small team into the uncharted waters of rapid prototyping, iterative development and dynamic contracts. Develop some cutting edge project methodologies and practices utilising latest (4GL – 4th generation language) technology tools. So successful that I was 'ex-communicated' from the ivory tower of 'Information Technology' and 'banished' to work for senior executives who ran profitable business units.

Office Automation – Lensworth Finance then Elders. Move from traditional computer programmer, to the emerging world of office automation – word processors, personal computers and e/mail. Responsible for one of the world's largest networks of midrange and mainframe computers running Office Automation software.

