

Mike Seyfang – List of recent public speaking engagements

2007 – May 11

Social

Connecting Up, 2009 - Brighton Novotel, Sydney

A brief tour of social networking tools with a view to developing strategies, plans and techniques for participating in online conversation with your stakeholders. Building on the ClueTrain assertion that "markets are conversations", and taking cues from face to face conversation in "real life" we will take a brief tour of social media tools - paying more attention to those which help us listen. By the end of this session you should be able to begin listening for online conversations relevant to your work, and hopefully you will figure out how to gain some benefit from the old saying 'you have two ears and one mouth - use them in that proportion'

[Mikes Cua09 presentation](#) .

2008 – November 18

Introduction to Web2.0 - Social / New Media

South Australian Museum, Adelaide

Extremely brisk overview of Web2.0/NewMedia tools, a quick introduction to Seb Chan of Powerhouse Museum / Flickr Commons fame. Part of an afternoon workshop for staff of the museum.

[Link](#) .

2008 – November 13

Inverting Education - it's upside down miss Pat Edayz08 Keynote, Adelaide

A brief tour of the Social Web followed by an exercise in thinking upside down. Let's imagine ways to use the subversive, disruptive powers of the Read/Write web for good instead of evil.

[Link](#).

2008 – September 29

NewMedia is turning your business models upside down

Wine2030 Conference - National Wine Centre, Adelaide

Very brisk overview of Web2.0/NewMedia tools, a quick look at the effects on Research, Teaching & Learning, Government and Marketing followed by some analysis by inversion.

[Link](#).

2008 – September 22

Life Tools

ARATA Adelaide Convention Centre

A story of a bloke his mate & their shared connections given to the 'Assistive Technology - creating value through participation' conference of the Australian Rehabilitation & Assistive Technology Association (ARATA) at the Adelaide Convention Centre.

[Link.](#)

2008 – August 29

**NewMedia in Research, Teaching & Learning
CLPD the University of Adelaide**

Lunchtime talk on how Web2.0 might impact life at University. Basic introduction to all one might want to know about the Read/Write Web but be afraid to ask. Three examples from Research (open access publishing, open science & open notebook chemistry) and three from Teaching & Learning (lecture podcasts, social networking vs formal courseware & an open course experiment).

[Link.](#)

2008 – May 2

**21st Century Learning (Symposium of Reason)
Hosted by Education.au Adelaide**

Short presentation from the point of view of a parent of two teenage children at this all day forum to address policy around new media activity in Education. Convenor / Chair - [Joan Russell](#)

Participants: Daniel, Riana, Karl Goetz, [Graham Wegner](#), [Michael Coghlan](#), [Mike Seyfang](#), [Al Upton](#), Jeannine, Peter Simmonds, Alison Kershaw, Garry Putland, Tom Cotton.

Recordings via [MikeSeyfang](#) or mirrored in 21st Century Learning [Moodle group](#).

[Link Wiki](#)

2008 – February 8

**Web2.0 BootCamp
LitFuse**

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. Billed as ‘an introductory training session on Web 2.0 technologies on 8th February 2008. Web 2.0 technologies includes podcasting, blogging, video-casting and social networking.’

[Link.](#)

2007 – November 20

**New Media
Water Industry Alliance SA**

Short twenty minute presentation based on published title ‘Audio Podcasts, online learning communities, living laboratories, blogs... new words for your dictionary?’ Presented as a lively journey from the world of web sites and e/mail to the uncharted terrain of read/write culture. A combination of slides, screen shots of basic blog, podcast and rss functions and short video segments featuring material from the PitchFest event (<http://www.litfuse.com.au/fusebox/pitchfest>). [Link.](#)

2007 – November 15

Combined (global geek and extraordinary) podcast Second Life

An experiment in podcasting from within Second Life went surprisingly well and received a lot of attention. As co-host of the extraordinary everyday lives podcast I played an interesting role in facilitating the live recording of an episode combined with the global geek podcast. Several people interested in the podcast network attended after spontaneous invitations via twitter – taking on the role of live studio audience. [Link](#).

2007 – August 29

New Communications Media NRM Facilitators Workshop (SA)

Introduction to new communications media for the Natural Resource Management (NRM) facilitators workshop held in Adelaide, South Australia. A blend of my August 21 and June 13 presentations with an emphasis on the basics of blogs and a call to action by investigating RSS readers (e.g. reader.google.com). Informal demonstration of RSS subscription to both blogs and podcasts during an extended afternoon tea break. [Link](#).

2007 – August 21

Will Youtube/Myspace invert your business model?

EO – Entrepreneurs' Organization

Present to local chapter of the entrepreneurs' organization www.eonetwork.org on the potential opportunities afforded by emerging web trends. After a personal reflection into my own journey into all things new media / web2.0, examine fundamentals that underpin the read/write web and suggest a series of perspective 'inversions'. For example the emergence of Vendor Relationship Management (VRM) as an inversion of Customer Relationship Management (CRM). [Link](#).

2007 – July 19

Web2.0 in Education Panel

CEGSA Conference

Part of a panel addressing the question 'the world has changed, so why haven't we'. Informal talk with demonstration of web2.0 tools using mobile phone with wireless internet connection in the classroom. The inability to access key sites or use innovative tools like 'fring' formed the basis of some lively discussion and subsequent conversation via blog posts of some leading figures in education worldwide.

2007 – June 13

Online Learning Communities

Living Laboratories workshop – Enterprise House, Adelaide

Short talk about Online Learning Communities to a group of Natural Resource Management people. After initial poll of the audience, re-configure the emphasis of the talk to the basics of new media and social web (based on the cluetrain manifesto) with a call to action for the activists in the room.

2007 – May 15

Starting your blog (and potentially podcast / vidcast)

CISA – CU07 – Hyatt Regency, Adelaide

Double length interactive workshop at CISA's Connecting Up 2007 Conference. Lead a room full of people who have never blogged before through the perilous journey of creating their first blog on one of two free blog platforms (spaces.live.com / wordpress.com). Fifteen participants successfully created their first blog and began to explore interaction between blogs with their peers. Form a support group with follow up for two weeks after the event.

2007 – April 4

How can 2 work for you?

CEGSA – AGM – Education Development Centre, Adelaide

Presentation to the Annual General Meeting of the Computers in Education Group, South Australia. Short talk and video mashup to spark conversation about the big issues around new technology and schools.

2007 – Feb 28

The world is flat because somebody ran over my dog

Archer College – first annual conference

Thought provoking talk comparing the journey of Thomas Friedman toward his book 'The World is Flat (a brief history of the 21st century) with my own journey with LearnDog. Friedman 'woke up' to the realisation that his framework for understanding global commerce was out of date. I stumbled onto a rather flat playing field of opportunity for a (new) Media Company that seeks to help kids.

2007 – Feb 13

Introduction to Podcasting

Microsoft Unlimited Potential Conference

A very well attended session that tried to bring participants up to date with the opportunities that Not for Profits could exploit in growing their communities of interest. Included examples of international connections with key players from the Microsoft community affairs community. Due to feedback from audience, covered the foundations of PodCasting – RSS and Blogs as well as related technologies like Video Casting. [Link](#).

2006 – September

I.T. Career Advice

Solution City / EXCITE

Part of a panel that presented to then discussed IT careers with young South Australian students. My role was that of provocateur as part of a group of five local success stories from within the IT industry. [Link](#).

2006 – September

Podcasting and Mashups

DECS SA – All you wanted to know about web2

Following the highly successful blogging masterclass held at South Australia's Technology School of the Future (TSOF) – a free workshop covering 'everything you wanted to know about web2 (but were afraid to ask). A small community of interest called 'net2blazers' formed and presented various elements of web2 including tags, wiki, blogs, podcasts, flickr, audio/visual mashups and start pages. [Link](#).

2006 – August

Web2.0 Workshop

Education.au – So what’s changed event

Creative facilitation of a workshop where participants brainstormed the impact of Web2.0 technologies on education from their perspective. Information was collected on butchers paper at tables, then photographed and shared on line with flickr. Subsequent discussion and synthesis of ideas via blogs. [Link](#).

2006 – June

Podcasting – Dave and Mike

ALIA/ALLG – Connect to communities through blogs and podcasts

David (LifeKludger) Wallace and Mike Seyfang deliver their connecting to communities through blogs and podcasts presentation to ALIA - Australian Library and Information Association and the ALLG - Australian Law Librarians Group at the Barr Smith Library, University of Adelaide. Third time this presentation has been delivered. [Link](#).

2006 – June

Learndog and Podcasting

TSOF for DECS SA Podcast special interest group

Short presentation on the use of podcasting by LearnDog – a Not for Profit Media company that aims to help kids through recognition of vocational skills. I compared LearnDog’s proposed recognition services to an example by a previous speaker – “ensure that every kid who publishes something makes at least one connection - (possibly with the only other person in the world who cares about what they say)”. [Link](#).

2006 – June

Podcasting – Dave and Mike

eTeachers – Technology School of the Future (TSOF)

David (LifeKludger) Wallace and Mike Seyfang deliver their connecting to communities through blogs and podcasts presentation to a group of ‘eTeachers’ at the Technology School of the Future - Adelaide. Second time this presentation has been delivered. [Link](#).

2006 – May

Podcasting – Dave and Mike

CISA Connecting up 2006 conference

David (LifeKludger) Wallace and Mike Seyfang deliver their connecting to communities through blogs and podcasts presentation to CISA at the Hyatt Regency ballroom in Adelaide, South Australia. [Link](#).