

# Mike Seyfang – List of recent public speaking engagements

## **2011 – July**

### **Apple xWorld 2011 - Sydney**

Presentation on the iPad Enhanced Learning for First-year Sciences (E.L.F.S.) for the Faculty of Sciences at the University of Adelaide. Highly acclaimed visual narrative of the project since its inception back in 2005 to the end of the first semester of 2011.

[Link](#) .

## **2011 – May**

### **Family Business Forum - Adelaide**

Social media presentation to the South Australian chapter of the Family Business Forum arranged by Dr Sam Wells from the Business School at the University of Adelaide.

## **2011 – April**

### **GoLiveIndonesia - Blogging workshop**

Take a room full of Indonesian economics students through the process of creating a free wordpress.com blog, crafting that elusive first post, comments & trackbacks. Use google reader to subscribe to RSS feed of each blog in the class to encourage ongoing participation. Facilitated by the GoLiveIndonesia project in conjunction with the school of economics at the University of Adelaide.

[Link](#) .

## **2011 – March**

### **Blogging 101 & Beyond Workshop**

Take a room full of science communicators through the process of creating a free wordpress.com blog, crafting that elusive first post, comments & trackbacks. Use google reader to subscribe to RSS feed of each blog in the class to encourage ongoing participation. Facilitated by the SA branch of the Australian Science Communicators at the RiAus.

[Link](#) .

## **2010 – December**

### **Community science forum - Renmark**

Letting the world know about your place - how to leverage online social media to develop a voice and put your community on the world map.

[Link](#) .

## **2010 – November**

### **Four in forty: public science - RiAus Adelaide**

Ten minute presentation on 'making all science information and why' as part of a lunchtime four presentations in forty minutes sponsored by the Environment Institute at the University of Adelaide and the Department for Water.

[Link](#) .

## **2010 – October**

### **Community science forum - Karoonda**

Letting the world know about your place - how to leverage online social media to develop a voice and put your community on the world map.

[Link](#) .

## **2010 – September 18**

### **Supercharge your science - Cairns & Townsville**

In conjunction with distinguished professor Bill Laurance and professor Corey Bradshaw as part of the annual 'celebrating research' programme at James Cook University. In the context of inspiring and informing scientists about communicating their work in scientific literature, the media and online, I presented 'Social Media for Supercharged Science'.

[Link](#) .

### **2010 – August 18**

#### **Community Engagement - Alumni Advisory Committee**

Co-presented with digital marketing strategist for the Alumni Advisory Committee at the University of Adelaide. Discussion of my early experiments with social media at the faculty of sciences combined with background information and strategic advice helped committee members to see the links from marketing and fringe activity to core business.

### **2010 – May 18**

#### **Social Media for Serious Scientists (V1.2)**

Presentation to researchers from the Institute for Photonics and Advanced Sensing at the University of Adelaide.

[Link](#) .

### **2010 – May 3**

#### **Social Media - Student Services**

Presentation to senior executives from a university student services division.

In which we examine possible impacts of social media on a student services organisation. First half explores social media in general terms, then from my perspective shaped by work in research labs at a university and concludes with some suggestions in the realm of student services. The second half was a facilitated discussion using SWOT analysis and my own QUADRANT diagrams with lots of examples of great social media work by our own, and very Australian ABC.

[Link](#) .

### **2010 – March 17**

#### **New Media for Serious Scientists**

##### **WAITE - research group**

Presentation on ways online Social Media could help a researcher with a career in science.

The brief:

New Media technologies are changing the way people use the internet for work, as well as social interactions. While the tools have become very popular as a way of keeping in touch with friends, they are also being used for more serious purposes, such as sharing experimental information, sharing and refining scientific ideas and building scientific profiles.

[Link](#) .

### **2009 – October 12**

#### **Social networking as a tool for managing ecological assets**

##### **NRM Science day - National Wine Centre**

Quick demonstrations of interesting uses of online social media designed to get the audience thinking about creative ways to manage ecological assets. Due to time constraints we did not explore much about the ways PEOPLE are sharing online, or the TOOLS (devices) they use. Instead we looked at interesting uses of online photos, particularly when rich meta-data such as date, time and location can add value through tools such as Google earth.

[Link](#) .

### **2009 – May 11**

#### **Web2.0 & beyond for Non-Profits**

##### **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](http://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 21<sup>st</sup> 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](#).