ICA Workshop Running Sheet

Workshop:	**Workshop 16 - Archives, Web 2.0 and beyond**
Date:	**Friday 24 August**
Time:	**9.00am to 4.00pm**

Registrations	40	**Maximum**	40

Location / Venue:	Room 1, 80 George St, Brisbane
Venue information	Enter using the 80A George St entry. 80A George Street is located between Margaret and Mary streets, Brisbane. This is a short walk of 1.6km (1 mile) from the Brisbane Exhibition and Convention Centre via the Victoria Bridge. Delegates to make their own way to the venue.

Name	Position	Organisation
Presenters		
Brad Headland	Assistant Director, Websites	National Archives of Australia
Tom Voirol	Global Head of User Engagement	Reading Room
Rose Holley	Senior Project Manager – Software implementation	National Archives of Australia
Workshop assistant(s)		
Geoff Mason	Assistant Director, Access Innovation and Systems	National Archives of Australia
Zoe D'Arcy	Director, Digital and Online Access	National Archives of Australia
Shaun Rohrlach	Director, Communications and Programs	National Archives of Australia
Tara Nichols	Marketing Officer	National Archives of Australia
Sponsor and other acknowledgements		
Reading Room Australia		

Speaker profiles
Brad Headland
14 years at National Archives of Australia managing web services. Previously 13 years in commercial television as producer director. Advocate of open metadata standards for providing wider access to archival collections. Active participant in Web 2.0 and social media communities associated with archives, libraries and museums.
Tom Voirol
User experience design, information architecture, social media strategy, business strategy, content management systems, change management, records and document management and process optimisation.
Rose Holley
Rose has worked in libraries and archives in the UK, New Zealand and Australia for 25 years. She is a digital specialist and for the last 12 years has been project managing large collaborative digital projects in New Zealand and Australia, including the National Library of Australia's Newspapers Mass Digitisation Program and the Trove discovery service. Her blog focuses on crowdsourcing and harnessing the knowledge, expertise and enthusiasm of volunteers to liberate library and archive collections http://rose-holley.blogspot.com.au/ . Rose is a project manager

at the National Archives of Australia.
Geoff Mason
Geoff Mason is a respected member of the Australian Government 2.0 community. For the last six years Geoff has played a key role in driving several major Australian Government online projects and initiatives. Although when you talk to him, he is most proud of the open government community work he undertakes in his spare time such as GovHack, and the continual push to improve open data and transparent government practices. Geoff is currently focusing his attention on promoting the data and the benefits of the Digital Humanities industry.

Draft Running Sheet		
Time	**Activity**	**Notes**
8.00am	Confirm and test AV set-up: confirm presenter's requirements Check room set-up and any required workshop resources Establish registration area and clarify direction to workshop room	Workshop assistant and presenters
8.30am	Check names off list. Note any changes, paying attention to spelling (for certificates) and title	Workshop assistant
9.00am	Workshop commencement time	

9.00am	Workshop facilitator:
	  welcomes delegates, especially international delegates
	  introduces the workshop
	  introduces the workshop presenters
	
	Workshop facilitator advises of break times and locations, emergency exits, and location of amenities.	

9.05am	Workshop facilitator invites first presenter to speak **Tom Voirol – Reading Room** Building online communities and leveraging opportunities for crowdsourcing activities from the online community.	During the morning session, workshop assistant to transcribe attendees names onto participation certificates
10.30am	Break for morning tea	
10.45am	Workshop facilitator calls participants back to the workshop room. Group activity: Building an online community. Web 2.0 projects that delegates have worked on that can be shared with the workshop? Selected short 5 minute presentations about Web 2.0 projects that have been implemented, or are in planning stages. What is the project set up to achieve? What have been its challenges and successes? Group reports and global discussion forum	
12.30pm	Break for lunch	
1.15pm	Workshop facilitator calls participants back to the workshop room. Workshop facilitator invites second presenter to speak **Rose Holley – Building and managing online communities: A case study – Australian Newspapers and Trove** The presentation will showcase the immensely successful Australian Newspapers service and Trove http://trove.nla.gov.au .These services harnessed a vast online community through crowdsourcing and then engaged with their community in innovative and rewarding ways. Trove was shortlisted for the International Digital Strategies for Heritage (DISH) Award for crowdsourcing and inspiring in December 2011. Rose Holley, the Project Manager from 2007-2012 will provide first-hand examples of how online community engagement evolved over 5 years, and give attendees an in-depth understanding of the secrets to success.	
2.15pm	Break for afternoon tea	
2.30pm	Workshop facilitator calls participants back to the workshop room. Group activity: Problems identified and solved in building online communities. Continuation of morning group activity. Global discussion forum	

Draft Running Sheet		
Time	**Activity**	**Notes**
3.30pm - 4.00pm	Wrap up. Workshop facilitator thanks the presenter, advises participants to collect certificates, and closes the workshop.	