MEASURING ONLINE SOCIAL INITIATIVES:
HOW ORGANISATIONS CAN UNDERSTAND, IDENTIFY AND EVALUATE STRATEGIES THAT DELIVER VALUE IN A WEB 2.0 WORLD
THURSDAY 12 – MONDAY 16 MAY 2011
This course may be limited to 8 - 12 participants

FEATURING
Ari Lightman - Practice Professor of Digital Media and Marketing at Carnegie Mellon University.

ADVANCED EDUCATION PROGRAM
Carnegie Mellon University - Australia’s Advanced Education Program offers elite, practical and relevant professional development for executives and busy professionals. By selecting from a diverse range of Specialised Certifications or Executive Workshops, participants can ensure their skills are current and competitive, without the commitment of full-time or part-time study. This course may be available for credit towards a Masters degree from Carnegie Mellon University - Australia. However, an increased registration fee commensurate with our degree programs may apply. Please contact the Admissions Office for more information on admissions@cmu.edu.au.

For more information on the Advanced Education Program, please visit www.cmu.edu.au/AEP.

ABOUT THE COURSE
This course provides executives with a comprehensive understanding of issues and trends occurring within social communities, including user generated content, how real-time aggregated social data is shifting corporate reaction time, and planning for changes in consumption patterns. The course will impart tacit knowledge through exercises and discussions regarding how to measure collected social data to find meaning and trends, as well as a segment out different key markets.

The class will deal with several questions managers have in evaluating social strategies including:

• How do you effectively measure activity to understand return and evaluate success?
• How do you map high level corporate strategies to online social tactics?
• Why should an organisation tap into or develop online communities and what are the challenges in keeping them engaged and proactive?
• What are the regulatory and legal challenges (privacy and security) associated with collecting, using and disseminating data collected from social campaigns?
• What are the benefits and challenges associated with incorporating location and context awareness into social data?
• How do you use internal and hybrid (internal/external) communities for innovation and collaboration?
• What are the issues in adopting a community and collaboration mindset within the enterprise and what are the challenges in rolling out new enterprise 2.0 technologies?
• What are the large-scale societal shifts occurring as social network usage continues to grow and permeate our culture?

You will evaluate case studies, tools, platforms and best practice where companies have successfully used social campaigns to achieve corporate objectives. You will also examine the lessons learned from companies which either ignored or missed opportunities to create engagement and interaction with key stakeholders through social channels. Specific subjects covered will include: citizen journalism, social media analysis, innovation and expert communities, location based services, semantic web and crowd sourcing.

ABOUT CARNEGIE MELLON UNIVERSITY’S SPECIALISED CERTIFICATIONS
Our unique suite of Specialised Certifications feature hand-picked courses from the demanding curriculum of Carnegie Mellon University’s top-ranked master degree programs. What’s more, courses are led by Carnegie Mellon University’s influential faculty and special lecturers from around the world. Neither the context nor the format sacrifices Carnegie Mellon’s reputation for delivering world-class educational opportunities.
MEASURING ONLINE SOCIAL INITIATIVES
THURSDAY 12 – MONDAY 16 MAY 2011

REGISTRATION DEADLINE
Thursday 28 April 2011
This course may be limited to 8 - 12 participants.

COST
Tuition AUD $1500 incl. GST ($1200 incl. GST for South Australian Government Employees).

Contact our Admissions Office to find out if you are eligible for tuition fee assistance.

ABOUT ARI LIGHTMAN

Ari Lightman is a Practice Professor of Digital Media and Marketing at Carnegie Mellon University. He teaches on assessing and measuring the impact of emerging technologies. Through his classes, Lightman has taught executives from various companies including eBay, Adidas, Warner Bros., Thomson Reuters, Verizon, HP, Bayer Corporation and Progressive Insurance.

Lightman has more than 15 years experience in new technology development and commercialisation. He is the founder of Broadside Consulting, which provides consulting services to companies and organisations regarding collaboration, innovation and new technology development. Earlier in his career, Lightman was a member of several successful high-tech entrepreneurial ventures where he was integral in raising more than $60 million in venture financing, securing key partnerships and sales, and spearheading several initiatives from product management to business development.

Lightman began assessing the opportunity for Web 2.0 and social media analysis as a management consultant working with wireless carriers. He has developed communities and digital media strategies for companies and organisations within healthcare, chemical industry, telecom industry, consumer packaged goods market, and the financial services space. In addition, he has worked with leading research universities to put together strategies and processes for building expert communities to accelerate technology commercialisation.

Lightman studied a Bachelor of Science majoring in Biology at the University of Toronto, a Master of Science majoring in Engineering from the University of Pittsburgh and his Masters of Business Administration from Carnegie Mellon University.

VENUE
Carnegie Mellon University – Australia
220 Victoria Square, Torrens Building, Adelaide

REGISTER TODAY
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E admissions@cmu.edu.au
F +61 (0) 8 8211 9444
W www.cmu.edu.au

PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>Thursday 5 May</td>
<td>Participants receive pre-course reading materials</td>
</tr>
<tr>
<td>Thursday 12 May</td>
<td>3pm – 7pm Course commences (light refreshments provided)</td>
</tr>
<tr>
<td>Friday 13 May</td>
<td>9am – 6pm Course continues (meals provided)</td>
</tr>
<tr>
<td>Saturday 14 May</td>
<td>10am – 6pm Course continues (meals provided)</td>
</tr>
<tr>
<td>Sunday 15 May</td>
<td>10am – 5pm Course continues (meals provided)</td>
</tr>
<tr>
<td>Monday 16 May</td>
<td>9am – 12pm Course concludes (meals provided)</td>
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SURNAME
FIRST NAME
TITLE
DATE OF BIRTH
EMAIL
CITIZENSHIP
POSTAL ADDRESS
MOBILE
OFFICE (DIRECT)
ORGANISATION
ORGANISATION’S ADDRESS
DEGREE IN PROGRESS
PAYMENT WILL BE MADE BY
- CHEQUE
- EFTPOS
- EFT

PLEASE LET US KNOW IF YOU HAVE ANY SPECIAL REQUIREMENTS, INCLUDING: DIETARY, MOBILITY ACCESS OR OTHER.

THIS COURSE MAY BE LIMITED TO 8 - 12 PARTICIPANTS

QUESTIONS ABOUT THE ADVANCED EDUCATION PROGRAM

Irina Ferouleva
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TO REGISTER

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Payments must be received 72 hours prior to the course commencement by cheque or transfer of funds

EFT Payment to: ANZ Bank
Account Name: Carnegie Mellon University, Tuition a/c
Account No: 837038545
Bank BSB Code: 015010
Bank Address: 121 King William St, Adelaide SA 5000 Australia

CARNEGIE MELLON UNIVERSITY - AUSTRALIA

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