



Institutional Web Management Workshop 2007: Next Steps for the Web Management Community



Monday 16th July 2007

10:30 – 11:45	Registration	Desk in Vanbrugh Foyer
11:00 - 11:45	Using York Wifi (Optional drop-in session for delegates with laptops)	Lecture Theatre (V/045)
11:45 – 12:30	Lunch	Vanbrugh Dining Room
12:30 – 14:15	Opening Session: What Is A Community? Chair: Brian Kelly, UKOLN	Lecture Theatre (V/045)
12:30 – 12:45	Welcome to York Dr Miranda Stevenson, Deputy Director of the National Science Learning Centre	
12:45 – 13:30	Plenary 1: Sustainable Communities: What does 'Community of Practice' mean for Institutional Web Managers? Dr Steven Warburton, School of Law, King's College London (45 min)	
13:30 – 14:15	Plenary 2: Let the students do the talking... Alison Wildish, Head of Web Services, Edge Hill University (45 min)	
14:15 – 15:00	Discussion Group 1: Community	For room location see discussion group allocation sheet
15:00 – 15:30	Tea/Coffee	Vanbrugh Dining Room
15:30– 17:00	Parallel Sessions 1	For room location see parallel session allocation sheet
17:00 – 19:00	Free Time	
19:00 – late	Social Event 1: Workshop Dinner	Vanbrugh Dining Room

Tuesday 17th July 2007

08:00 – 09:00	Breakfast	Vanbrugh Dining Room
09:00 – 10:30	Morning Session: Getting Technical #1, Chair: Helen Sargan, Cambridge University	Lecture Theatre (V/045)
09:00 – 09:45	Plenary 3: Building Highly Scalable Web Applications Jeff Barr, Amazon Web Services (Senior Manager, Web Services Evangelism) (45 min)	
09:45 – 10:30	Plenary 4: Can Your Website Be Your API? Drew McLellan, allinthehead.com (45 min)	
10:30 – 11:00	Tea/Coffee	Vanbrugh Dining Room
11:00 – 12:30	Morning Session cont.: Getting Technical #2, Chair: Jeremy Speller, UCL	Lecture Theatre (V/045)
11:00 – 11:45	Plenary 5: The Promise of Information Architecture Keith Doyle, Salford University (45 min)	
11:45 – 12:30	Plenary 6: Trends in Web Attacks Arthur Clune, University of York (45 min)	

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12:30 – 13:30	Lunch Opportunity to visit exhibition	Vanbrugh Dining Room Vanbrugh Junior Common Room & Vanbrugh Foyer
13:30 – 15:00	Afternoon Session: A Viral Marketing Vision, Chair: Patrick Lauke, University of Salford	Lecture Theatre (V/045)
13:30 – 14:15	Plenary 7: Marketing Man takes off his Tie: Customers, Communities and Communication, Peter Reader, University of Bath (45 min)	
14:15 – 15:00	Plenary 8: Social Participation in Student Recruitment Paul Boag, Headscape (45 min)	
15:00 – 15:30	Tea/Coffee	Vanbrugh Dining Room
15:30 – 17:00	Parallel Sessions 2	For room location see parallel session allocation sheet
17:00 – 19:00	Free Time	
19:00 – 20:00	Social Event 2: Drinks Reception, National Rail Museum	Pick up coaches from "Campus North" car park at 18:45
20:00 – late	Free time in which to have a meal at a restaurant or visit local pubs	

Wednesday 18th July 2007

08:00 – 09:15	Breakfast/Check Out	Vanbrugh Dining Room
09:15 – 12:30	Morning Session: Conclusions, Chair: Stephen Emmott, LSE	Lecture Theatre (V/045)
09:15 – 10:30	Panel Session: Dealing with the commercial world: Saviour or Satan?	
10:30 – 11:00	Tea/Coffee	Vanbrugh Dining Room
11:00 – 11:45	Discussion Group 2: Community	For room location see discussion group allocation sheet
11:45 – 13:00	Workshop Conclusions and details of IWMW 2008	
13:00	Workshop Close	