



## and Cass Centre for Charity Effectiveness

### Web 2.0 The What? The Why? The How?

More and more organisations are taking the plunge into Web 2.0. While the world has gone YouTube/MySpace/Facebook-crazy, the Third Sector is experiencing a mild flurry of excitement. This interactive seminar will provide an introduction to Web 2.0 and most importantly show practical applications for charities of all sizes.

Using case studies from third sector organisations you will hear how Web 2.0 technologies are being incorporated into charities' communications strategies. The seminar will provide a true Web 2.0 experience with live blogging, a podcast plus other surprises.

### Programme

**What is Web 2.0? Is it just a buzzword?**

Introduction to Web 2.0 terms – what does it actually mean and explanations using non-technical language

**How can it work for us?**

Examples from the voluntary sector on how Web 2.0 is being used to improve charity communications

**Content, Content, Content**

There's no point using new technologies unless you have something to say

### Who should attend?

- Communications, campaigns and marketing staff
- Fundraisers
- Web Managers
- Frontline workers
- Chief Executives

**Date** Tuesday 16th October 2007

**Time** 6.00pm Registration. Prompt 6.30pm start until 9.00pm

**Price** £30 including light refreshments

**Venue** Centre for Charity Effectiveness, Cass Business School  
106 Bunhill Row, London EC1Y 8TZ, (Room 2006)

Advance tickets only – limited capacity

### Confirmed Speakers

**Host: Denise Fellows**

Head of Consultancy and Development, Cass Centre for Charity Effectiveness

**Steven Buckley**

Head of Information and International Communications, Christian Aid

**Clive Holtham**

Professor of Information Management, Director, Cass Learning Laboratory

**Kate Fox**

New Media Manager, Mersey Basin Campaign

**Dr Kat Arney**

Senior Science Information Officer, Cancer Research UK

**The Web Team**

Breast Cancer Care

**Jude Habib**

Creative Director, sounddelivery