



Sammy Ofer School of Communications



July 1st-2nd 2007

»» Blogference

@Sammy Ofer School of Communications, IDC Herzliya, Israel

Second day schedule, July 2nd, 2007:

- 09:30-10:30 workshop no 3 **Workshops running simultaneously:**
Next generation of communications and information management - Web logging as an inner organizational tool [Chais Auditorium, CL05].
- workshop no 8 **Creating Passionate Users: What makes a popular blog?** [Ivcher Auditorium.
From idea to execution and distribution, Ask A Ninja, workshop no 10, will take place in Alpern Auditorium.
- workshop no 20 **The Transition from Print Journalism to Opening an Anonymous Blog and the Roads Traveled with my Blog Since the Last Day of 2005**, Dvorit Shargal, will take place in room C209.
- workshop no 1 **"Blogging as a new business reality": Breakfast with Guy Rolnik** [Closed Session].
- 10:30-10:45 **Coffee Break**
- 10:45-11:45 workshop no 2 **Workshops running simultaneously:**
The Interaction between blogs, bloggers and Enterprises - Om Malik [Chais Auditorium, CL05].
- workshop no 18 **How to Manage a Popular Blog** [Alpern Auditorium].
- workshop no 19 **The Final Word on Shooting Home Video** [Single Camera Studio].
- workshop no 23 **Linkbaiting Techniques in Web 2.0 and Traditional Media** [Room C209].
- workshop no 7 **The World Around Your Blog, Microsoft** [Auditorium CL03].
- workshop no 13 **The Shifting Legal Landscape of Blogging (Or how not to get to prison just for writing a blog)** [Room C108].
- 11:45-12:00 **Coffee Break**
- 11:30-13:00 **Panel: The Bloggers' Ethical Role of Conduct** [Ivcher Auditorium].
- 12:00-13:00 workshop no 4 **Workshops running simultaneously:**
The Marketing Power of Blogs [Chais Auditorium, CL05].
- workshop no 16 **Politics on the Net** [Room C209].
- workshop no 12 **Blogs @Microsoft** [Auditorium CL03].
- workshop no 21 **Become the Master of the New Sound- Wave (beginners)** [Radio Studio].
- workshop no 24 **How Can I Make My Mom Watch Internet TV?** [Room C108].



13:00-14:00	Lunch Break
14:00-15:00	<u>Workshops running simultaneously:</u>
workshop no 11	Capturing Innovation - Om Malik [Chais Auditorium, CL05].
workshop no 5	Corporate Blogging - Creating a Blog to Suit Your Organizational Objectives [Ivcher Auditorium].
workshop no 10b	From Idea to Execution and Distribution [Alpern Auditorium].
workshop no 19b	The Final Word on Shooting Home Video [Single Camera Studio].
workshop no 14	New Diplomacy through New Media? [Room C209].
workshop no 17	A Daily Newsblog Production - Rocketboom [Auditorium CB01].
15:00-15:15	Coffee break
15:15-16:15	<u>Workshops running simultaneously:</u>
workshop no 6	Ask the VC's Blog [Chais Auditorium, CL05].
workshop no 15	Developing and Distributing of Low-Budget Productions - Something to be Desired [Alpern Auditorium].
workshop no 22	Become the Master of the New Sound- Wave (advanced) [Radio Studio].
workshop no 9	How did Gawker and Wankette Become the World Leading Gossip Blogs - Jessica Coen [Auditorium CB01].
15:15-16:30	Panel: Future Trends in the Blogosphere Scene [Ivcher Auditorium].
16:15-17:15	Closing Cocktail , open to all conference participants [IDC's Sculpture Garden].