

Kate Carruthers is an expert and forecaster in online collaboration, social media, digital integration, unified communication, email and search marketing.

She is the principal of Digital Business Group which specialises in providing organisations with innovative and leading edge digital strategic planning and solutions. Kate is also a Lecturer in Accounting Information Systems at Macquarie University

Kate has worked with leading organisations such as AMP, GE and Westfield to develop and implement their corporate web and e-commerce solutions. Kate helps enterprises with innovation around the use of technology as a business application, and expertly marries technology, marketing and business development.

She develops strategic digital marketing strategy and tactics that drive profitability, and trains teams in the use of web technology including web 2.0, social media, and social networking.

In her presentations, Kate offers first hand experience in the role of web 2.0 technologies at enterprise level; the challenges, risks and power these technologies have in assisting with internal and external communication.

She is deeply involved with open source and web 2.0 online communities. As a technology forecaster she is active in monitoring and tracking developments in web 2.0, enterprise 2.0, social media, and online collaboration.

Kate can present a 20 - 40 minute keynote address, or 2 hour to one-day workshops and training sessions.

## Speaking topics

### Enterprise 2.0 – What is it and why should businesses care?

- How Enterprise 2.0 can improve the way you do business
- Some of the challenges and risks associated with implementation of Enterprise 2.0
- How to integrate Enterprise 2.0 with existing business systems
- Key strategies for successful Enterprise 2.0 adoption

### Using web 2.0 technologies to assist internal communication – the challenges, risks and benefits

- Web 2.0 in practice: effectively employing social media as a communication tool
- Understanding the impact of Web 2.0 on group communication
- Persuading management to have confidence about the use of new media
- Managing the risks associated with Web 2.0 and user-generated Content
- Outlining practical examples of how a company can enhance internal communication through user-generated content

### Digital Marketing and Strategic Foundations

- Changing nature of consumer media consumption
- Creating an ecosystem that supports your brand
- Synthesising different media

### What is the future of technology?

Technology is changing fast. Six months ago we thought twitter related to a bird but now is the latest social media platform. So what is around the corner? How can businesses keep up to date with the latest? Kate is a technology forecaster. She knows what is around the corner by actively in monitoring and tracking developments in web 2.0, enterprise 2.0, social media, and online collaboration.

**Digital Strategy** – how to take a business strategy and turn it into an online/digital business strategy.

**Social Media** – What is social media? Why are people interested in social media? How can people use and manage social media? From an enterprise perspective, how can people monetise social media?

**Online Collaboration** – How people can work on specific projects together and collaborate online. How has collaboration come about? What technologies can organisations use to effectively collaborate?

**How to Build a Blogging Network** – Why is blogging important for business? Who can you implement a blogging strategy and build a network? What are some cultural norms of blogging?

**Westfield Fashion Facilitation: In Centre and Online** – A case study on the extremely successful interactive and experiential digital marketing techniques, integrated marketing campaign for Westfield.

### Previous speaking engagements

- Technologists as revolutionaries - Bar Camp Canberra, 19<sup>th</sup> April 2008
- Fashion Facilitation: In Centre and Online. Case Study: Interactive and experiential digital marketing techniques – BRW Digital Leaders Forum, March 21<sup>st</sup> 2008
- Web 2.0 in practice – effectively employing social media as a communication tool
- Demonstrating the strategic importance of Internet Communication, Ark Group Conference Melbourne February 2008
- Ad:tech panel – February 2008
- Online Collaboration for Business: Frameworks for Success - Online social networking and business collaboration world 2007, Sydney, December 2007
- Approaches to Online Collaboration - Sydney, September 2007
- 10 Things I Have Learned – Maxims for Life and Business - FITT Lunch Sydney, 28<sup>th</sup> June 2006

More information: [www.digbiz.com.au](http://www.digbiz.com.au), [www.katecarruthers.com](http://www.katecarruthers.com), blog  
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