



The University of Hertfordshire presents:

AN AUDIENCE WITH THE NEW
**INTERNET
PIONEERS**

TUESDAY 17TH APRIL / 5PM - 8PM

Time 5.30pm - 7.30pm
(Doors Open: 5pm / Networking until: 8pm)

**Location Auditorium / University of
Hertfordshire (De Havilland Campus)**

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Learn from innovative case studies, presentations and insightful comments from:

1. Ginicam – The wealth of knowledge

Speaker: Glen Richardson (COO)

In 2012 Ginicam™ will revolutionise the service industry. Individuals and businesses will buy and sell new skills in real-time using the GINI™ (a new digital currency). Video conferencing will no longer be a fad but a vital and essential tool for every home and business across the world.

Celebrities and business leaders will interact with their followers and fans, events will be broadcasted worldwide and educational institutes will instantly export their finest courses.

The knowledge revolution has arrived.

2. Soundation

Speaker: Bil Bryant
CEO Soundation Studio at
PowerFX Systems AB
CEO at PowerFX

Soundation Studio has all the functionality of a professional desktop DAW including real time effects, virtual instruments, automation, recording and more. It's all online and accessible through any browser.

The studio has over 600 free loops and samples. There is a sound shop for purchasing more to. Furthermore a premium sound library with over 6000 sounds is accessible for premium users.

Once a user has finished a track they can publish it to their profile and the track will get its own page with a waveform player and comment functionality. The user can also post their track to a group for even more exposure.

3. Winkball – Communicate Happiness

Speaker: Kieren Hill
(Business Development Manager)

WinkBall is the British new media company that specialises in capturing the public's passion for events as they happen using their worldwide network of video reporters.

WinkBall's reporters engage the public and businesses and then interactive video walls, blogs and messaging technologies are used to create the ultimate online presence.

By combining WinkBall's video technologies and reporter network, you can capture the passion of the public and offer them a truly participatory experience both here and abroad.

4. Groupon – The original daily deals site

Speaker: TBC

Groupon, launched in November 2008 in Chicago, features a daily deal on the best stuff to do, eat, see and buy in hundreds of cities around the world. Groupon uses collective buying power to offer unbeatable prices and provide a win-win for businesses and consumers.

5. Former Associate Editor of The Sun Online

Speaker: Gary Thompson

Gary has worked in national newspapers for 22 years and is a popular and widely respected figure in the media industry. He has a detailed understanding of what makes the world's press tick, having covered thousands of news stories during his time as a journalist and editor on Fleet Street.

In 2009, Gary was appointed Director of Product Development at News International's digital division, where he oversaw the launch of The Sun's best-selling iPad app, which went to No1 in the Apple App Store.

Gary later became Associate Editor (Digital) at The Sun, which saw him take charge of all areas of digital content for the UK's best-selling newspaper, including websites and smartphone apps - a role that brought him into direct contact with Rupert Murdoch.

Gary is also an accomplished author who co-wrote the autobiography of a leading rock star, which was published to critical acclaim in 2008 and serialised in the Daily Mail. In the past, he has held positions at Sunday Magazine & News of the World and he is a winner of a News Corporation Global Excellence Award for staff management.

6. Student Beans - exclusive student discounts and free stuff

Speaker: James Eder
(Director and Co-founder)

James Eder is the Co-founder and Director of The Beans Group who produce websites that aim to make life a little more awesome for young people. Their flagship website is studentbeans.com, a lifestyle portal for university students which includes the latest deals and discounts, money-saving advice and entertaining articles. The Beans Group recently expanded to include morebeans.com, a graduate site focusing on life after university.

James became one of the youngest entrepreneurs in the UK when he founded the business at the age of 22, two weeks before graduating from university.

Encouraging the next generation of entrepreneurs, James is a frequent speaker at conferences, schools and universities across the UK and internationally on subjects including marketing, entrepreneurship and establishing a successful brand. James is also a guest lecturer at the University of Birmingham.

7. Blottr - Breaking News in UK 24 Hours each day.

Speaker: Adam Baker (Founder)

Adam Baker is a serial technology entrepreneur, having founded 3 web businesses since 1999. His latest, Blottr, is changing the way news is gathered and reported globally and has grown into the largest network of citizen journalists in Europe. Adam is 37, married with two daughters and passionate about using web and mobile technology to innovate and lead change.

8. Amber Lee Ettinger (aka Obama Girl – pre-recorded interview especially for the event)

Amber Lee Ettinger is an American actress, Internet celebrity, and model. She first rose to fame as 'Obama Girl' in her Internet video "I Got a Crush... on Obama," in which she expressed her admiration of then-U.S. Senator Barack Obama. The video led to numerous sketch comedy appearances and interviews on Saturday Night Live, Geraldo at Large, The O'Reilly Factor, and Hannity.

Why should I attend? Take advantage of the opportunity to:

- Gain insight into the process involved in turning a good idea into an Internet phenomenon
- Understand the challenges facing Internet start-ups and established online businesses
- Unearth the secrets to staying ahead in such a competitive environment
- Discover what it takes to work for an Internet based company
- Openly discuss the future of the Internet with a panel of web experts

How many hours a week do you spend on the Internet? For most of us it has become such an essential tool that it would be very difficult to live without.

Since its humble beginnings in the 1960's it has become a haven for the pioneers and innovators of our generation.

At this conference we will be focusing on what it takes to be an Internet pioneer. Experts from both online start-ups and established businesses will tell their stories, share their experiences, and give an insight into what they believe the key ingredients are to achieving success on the Internet and staying at the top.

Finally, there will be an open discussion about the future of the Internet with audience participation.

For anyone remotely interested in the Internet, this is a fantastic opportunity to gain a better understanding into the nature of the industry, and to be inspired to become an Internet pioneer themselves.

Timetable

5.00 - 5.30	Registration and refreshments	6.25 - 6.35	The Sun Online Gary Thompson
5.30 - 5.35	Introduction Julie Newlan University of Hertfordshire Pro Vice-Chancellor (Enterprise) and Director of Marketing and Communications	6.35 - 6.45	Amber Lee Ettinger (Interview) Youtube Celebrity
5.35 - 5.45	Tech Start-up Guide Glen Richardson COO Ginicam	6.45 - 6.55	Blottr Adam Baker
5.45 - 5.55	Soundation Bil Bryant CEO	6.55 - 7.05	Ginicam - The wealth of knowledge Glen Richardson & Matthew Blakemore COO Ginicam and Business Development
5.55 - 6.05	Groupon – the pioneers of online Daily Deals Groupon Director (to be decided)	7.05 - 7.30	Future of the Internet debate Led by - Glen Richardson (COO Ginicam) Panel: All speakers and other Internet Analysts
6.05 - 6.15	Student Beans James Eder	7.30 - 8.00	Networking Opportunity
6.15 - 6.25	Winkball – Communicate Happiness Kieran Hill		

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**Thank you for
attending this event**

