

MySource Matrix® 

# INTERNATIONAL USER CONFERENCE 2007

COLLABORATION, INNOVATION & LEARNING

13-14 September 2007  
Radisson Resort, Gold Coast QLD

## About the Conference

The conference is designed to bring the MySource Matrix user community together on an annual basis to provide best practice advice in all areas of content management and web technology. The customised program delivers functional, practical solutions to maximise the benefits of your investment with MySource Matrix. Held at the Radisson Hotel on the Gold Coast Australia, the venue will be conducive to collaboration, innovation and learning.

## Why you should attend

- To meet and liaise with industry leaders, topic experts and the user community
- To broaden your skill set and knowledge base - delivering more relevance to your organisation
- To gain efficiencies and best practice techniques in using MySource Matrix
- To ensure you are up to date with the latest MySource Matrix developments
- Be one of the first to see MySource version 4 - to be released in 2008

## Conference Pricing - Including gst

Full Registration	AUS\$ 1,395.00
Discount Price – 3+ delegates	AUS\$ 995.00

\* Please note above pricing does not include accommodation or transport to the event.

## How to register

Print out registration form and fax to us or Hotel network

Register on the Squiz Site:  
[www.squiz.net/news/mysource-matrix-user-conference](http://www.squiz.net/news/mysource-matrix-user-conference)

Or simply call us direct on: 02 8507 9900 or free call 1300 130 661

## 2007 Key Speakers:

### Tim Dale - Assistant Director Online Services, AGIMO

Tim is the project manager for [australia.gov.au](http://australia.gov.au) and promotes the Australian Government's Web Publishing Standards. Prior to his involvement in the web, Tim provided research and survey management services at the Australian Sports Commission and the Bureau of Tourism Research. The Australian Government Information Management Office (AGIMO) is working to make Australia a leader in the productive application of information and communication technologies (ICT) to government administration information and services.

### Matthew Travers - Senior Product Manager, [homesite.com.au](http://homesite.com.au)

Matthew Travers is a Senior Product Manager at the REA Group which operates leading real estate websites in eight countries. He is responsible for [homesite.com.au](http://homesite.com.au), Australia's number one home and garden website, and the renovation channels of sites including [realestate.com.au](http://realestate.com.au). Matthew has had more than 10 years experience in online media. In Australia, he has held senior product roles at News Digital Media and Sensis. His UK experience includes ESPNsoccer.net and AGENCY.COM. Matthew began his career as a print journalist. He has an undergraduate degree in journalism and post graduate qualifications in marketing.

### Neil Jarvis - Adaptive Technology Manager, Royal New Zealand Foundation of the Blind (RNZFB)

Neil has worked in the field of adaptive technology for nearly 20 years, firstly in the UK and, since 2004 in New Zealand.

He is also a totally blind person who uses the adaptive technology he has spent years working with, and was an early adopter of online services. The Adaptive Technology team which Neil leads at the RNZFB is playing an increasingly major role in advising business, Government agencies, local authorities and individual web developers on how they can make their sites both accessible and, just as importantly, useable to as wide a section of the population as possible.

## 2007 Key Speakers:

### Paul Carter - Principle, Captivaction

Paul Carter started his career in various areas including music, sound, video and - strangely enough - writing sketch comedy. But the advent of the Internet and Quicktime VR set him on a path that eventually led to the creation of Captivaction, a one-of-a-kind interactive and multimedia company. Paul's infectious passion for pushing boundaries has resulted in unique solutions such as Flythrough Interactive Virtual Tours, HarrierMap hybrid mapping and CaptivEYE interactive webcams. Many of Captivaction's clients include Squiz.Net clients, and when they're not collaborating on something, they're certainly keeping a close eye on what each other is up to.

### Angus Sprott - Online Tourism Consultant, Tourism Tropical North Queensland (TTNQ)

Recently becoming an online consultant, Angus has just completed a major project with TTNQ and Townsville Enterprise Ltd to re-launch their web portals. Prior to this he worked at Tourism Tasmania for 14 years reaching the position of Manager Online Tourism. Adding to his credentials, Angus also sat on the National Online Steering Committee for the Australian Tourism Industry, significantly influencing the online space for destination marketing organisations.

### Mark Henley - Web Infrastructure Developer, Griffith University

Mark Henley is a Web Infrastructure Developer within the Development Services team of Enterprise Information Systems at Griffith University. He was an analyst / technical developer for Griffith's implementation of MySource Matrix. He is now responsible for the infrastructure and application administration of Griffith's corporate web technologies including MySource Matrix CMS.

### Pat Birgan - Web Services Manager, Australian Sports Commission (ASC)

Pat Birgan has nine years experience in website management and development and prior to the ASC, managed websites for QR (Queensland Rail). Before moving into the "web space", Pat completed a bachelor's degree in Human Movement Studies from the University of Queensland and so is well positioned to provide insight into developing web solutions for sport. Pat coordinated the Australian Sports Commission's contribution to several features and assets in MySource Matrix, including image metadata functionality and the comments asset. During Pat's two years at the ASC he has managed the development of several community focussed websites.

### Bruce Aylward - CEO, W 3 A

W 3 A (World Wide Web Accessibility) is a company based in Wellington, NZ. We help organisations to make their websites more accessible to everybody, regardless of their ability. Our services include training in website accessibility, consulting and auditing of websites for compliance with the WCAG and government specific standards in the UK, Australia, NZ and the USA. Bruce is the founder and CEO of W 3 A. He has over 15 years experience in the ICT industry as a solutions architect, technical expert and consultant. He worked on a number of large projects, mainly in Telecommunications and Transport. These projects included aspects of human interaction design, internationalisation, accessibility and usability.

### Ash Donaldson - Principle, Produx Pty Ltd

For more than 12 years Ash Donaldson has been practising, promoting and studying all aspects of human-centred design. During this time, he has been successful in designing products, services and strategies for public and private organisations of all levels.

Having served as: Australia's first federal court Expert Witness in Human-Computer Interaction (HCI); an expert contributing to the International (ISO) standards and Australian Standards (AS) for Human Factors, Accessibility and Usability; the inaugural UPA World Usability Day leader for Sydney; and Chair of the Australian HCI conference (OZCHI), Ash is also a respected figure in his field.

### Aleks Bochniak - Portal Administrator, Enterprise Information Services, Griffith University

Aleks Bochniak is the lead developer for Griffith University's Intranet implementation. The project will be an integration of MySource Matrix CMS and PeopleSoft Enterprise Portal. He has 6 years experience in internet technologies, ranging from web programming to information system implementation and portal administration.

# Conference Day 1

## Thursday 13 September 2007

8:00am Registrations from 8:00am  
Coffee & tea

8:50am Welcoming address from Squiz Managing Director:  
John-Paul Syriatowicz

### 9:30am Designing the User Experience

User experience is more than just a usable website; it's how an organisation is perceived. User experience starts the first moment someone encounters a brand, and ends the last time they interact with the organisation. It determines the most critical factor for success in a competitive market: what people will say about your organisation. The presentation will cover:

- The foundations of User Experience
- Uncovering real requirements
- Creating the right experience on the web
- Designing the whole User Experience

**Speaker:** Ash Donaldson, Principle - Produx Pty Ltd

### 10:15am Case Study Presentation – Tourism Tropical North Queensland (TTNQ)

In late 2005 Angus Sprott's services were engaged to analyse the IT system needs for TTNQ and Townsville Enterprise Ltd (TEL). He was asked to deliver a 3-5 year plan and implementation for a new web portal, incorporating a CMS and CRM across both platforms, as well as online booking technology. There were many challenges along the way including the high profile launch of the 'Change your latitude' campaign in March 2007 requiring a complete website re-design in 3 months. Key points to be covered include:

- Timeline management and software flexibility – Achieving a 3 month turnaround for consumer site
- System integration and membership management – With open source product Sugar CRM
- Custom development for platform integration with the Australian Tourism Data Warehouse and V3 booking systems
- Project outcomes and learnings

**Speaker:** Angus Sprott, Online Tourism Consultant - Tourism Tropical North Queensland

### 10:30am Morning refreshments & networking break

### 11:15am Understanding and Using Website Standards – Australian Government Information Management Office (AGIMO)

Standards help you to build better websites and manage them successfully. They also help you to identify, understand and comply with your legal obligations e.g. accessibility, privacy and copyright. Find out more about your legal obligations, and hear about emerging standards and web best practices. Areas covered include:

- Website Standards
- Privacy
- Accessibility
- Security
- New Government Web Publishing Guide

**Speaker:** Tim Dale, Assistant Director Online Services - AGIMO

### 12:00pm Going Interactive

Captivaction Pty Ltd started out making websites in the mid '90s, but soon found their niche in creating and producing specialised interactive solutions for web and multimedia. These days they spend more time working with web developers - like Squiz.Net - allowing them to expand the services they offer. Paul Carter is the founder of Captivaction, and will present a range of case studies, some of which were produced for integration with MySource Matrix based websites. Topics covered will include:

- Amplifying a website's ability to connect intellectually and emotionally with the visitor.
- HarrierMap Hybrid Mapping
- CaptivEYE Interactive Webcam
- 3D Flythrough Interactive Tours
- Photographic Flythrough Interactive Tours
- Object Spins
- Integrated Productions
- MySource Matrix Integration

**Speaker:** Paul Carter, Principle – Captivaction

### 12:45pm Lunch

### 2:15pm Case Study Presentation – homesite.com.au Responding to rapid growth

In March 2007 homesite.com.au, an ongoing client of Squiz.net was acquired by realestate.com.au. With close to 4 million unique browsers per month, realestate.com.au is one of the most popular website's in Australia.

homesite.com.au had already experienced dramatic growth with the aid of solutions from Squiz to become the most popular home and garden website in Australia. The potential integration into realestate.com.au, and the accompanying traffic, was a huge opportunity but also a big challenge for the current solution. Matthew Travers from homesite.com.au provides the business background and Jerome Bonnet from Squiz explains the technical solutions that have given homesite.com.au the capability to integrate with every realestate network globally. Solutions covered will include:

- Abstracting presentation from information - one Matrix website forms the core of a multitude of integration solutions
- "Plug & Play" or similar hardware solution with failover and resource planning to meet over 600 searches per minute and over 20M hits per day
- New proven database replication techniques to meet high volume content editing across many public application servers

**Speaker:** Matthew Travers, Senior Product Manager - homesite.com.au & Jerome Bonnet, Account Manager - Squiz

# Conference Day 1

## 3:00pm Case Study Presentation – Griffith University

For a better web presence content needs to be clear, concise, relevant and implemented within an enhanced information architecture. For better web publishing roles need to be content based and technical free. Griffith University have implemented a MySource Matrix CMS for decentralised publishing with centralised control. This tool has facilitated the implementation of content templates and a web style guide to create a user centred corporate web presence and creation of an organisational intranet. So how do you engage your organisation to embrace this ambitious change?

- Information architecture
- Training
- Change management and support
- Infrastructure, our truth serum
- Future expectations

**Speaker:** Mark Henley, Web Infrastructure Developer - Griffith University & Aleks Bochniak, Portal Administrator, Enterprise Information Services - Griffith University

## 3:45pm Afternoon tea

## 4:15pm First Public Preview of MySource 4

Be one of the first to see MySource 4, the next version of the MySource CMS. While not feature complete, this preview release will showcase the improvements made to content editing interfaces and tools, setting them apart from other products on the market. In addition, you'll see:

- A radically overhauled architecture designed for speed and flexibility
- A new Ajax interface
- An improved WYSIWYG editor with true inline content editing and preview
- Wizard-based content creation and much more!

**Speaker:** Greg Sherwood, Product Development Manager

## 5:00pm Closing Remarks

## 6:45pm Squiz Innovation Awards Dinner

### Squiz Innovation Awards Dinner

Your registration also includes a seat at the **Squiz Innovation Awards Dinner**. Prizes will be awarded for clients who demonstrate excellence in MySource Matrix implementation & website innovation. This will be an entertaining evening and a fantastic opportunity to meet and network with other users.

At the event you will also receive important information for the User Workshop on Day 2.

#### Award Categories:

1. Largest overall contribution to the MySource Matrix community
2. Best Matrix Install
3. Simplest editing interface
4. Most accessible web site

# Conference Day 2

## Friday 14 September 2007

### 9:30am Web 2.0 – Designing usable Web 2.0 applications to improve citizen-centric approach

Good content facilitates communication and the exchange of information. It should be managed to extend its reach and engage the audience in a dynamic conversation. Treated in this way, content improves over time rather than degrades. Web 2.0 optimised technologies try to engage the user by making the experience fun and rewarding, and asks the users to invest their creativity in order to build resources.

- Utilising Web 2.0 applications such as wikis, blogs, RSS and podcasting to build citizen-centric online communities
- Supporting your web content and business processes using best technologies
- Providing a greater capacity for interaction with web users
- Developing a strong business case based on articulating tangible benefits

**Speaker:** John-Paul Syriatowicz, Managing Director - Squiz

### 10:15am Case Study Presentation – Australian Sports Commission Using MySource Matrix as a platform to build community sites

The Australian Sports Commission, like many government agencies, is exploring collaborative technologies. The Sports Knowledge Network and National Coach and Athlete Career & Education Online are two projects that showcase how MySource Matrix can help build community sites where users can contribute their own content and remain connected with other users. Some of the features of the project sites include:

- Configuring RSS feeds
- Managing a profile space
- Keeping track of favourite topics
- Tagging content for improved discoverability

**Speaker:** Pat Birgan, Web Services Manager - Australian Sports Commission

### 11:00am Morning Tea

### 11:30am MySource Matrix Tips, Tricks and Shortcuts

MySource Matrix has a powerful administration interface and a flexible feature set, but even the most seasoned administrator may be unaware of some of the features that the CMS provides. Learn to master MySource Matrix and its administration interface by:

- Improving the performance of your system
- Making better use of the asset map for asset administration
- Customising the administration interface with preferences
- Utilising features you didn't know existed

**Speaker:** Greg Sherwood, Product Development Manager

### 12:00pm Website Accessibility – Can you buy your own can of baked beans?

The internet provides an unprecedented level of access to information and services, everything from schools to local government to buying a can of baked beans. And everybody can access the Internet so everybody has access to these services, right? Nope! For about 25% of the population there are barriers on the Internet that makes it difficult or even impossible to access some of these services.

- Who is affected? This is not just a disability issue
- What does the law say?
- The principles of accessible design
- Content is important too!

**Speaker:** Bruce Aylward, CEO - W 3 A Ltd.

### 12:25pm Access to websites – how design makes all the difference

Have you ever asked yourself who is actually accessing your website? Do you have a typical user in mind when you design your site? Or do you expect that anybody who wants to can get the information they need and which you want them to have from your site? Believe it or not, not everyone enjoys the same access to your websites. The presentation will outline:

- The kinds of barriers to access faced by a wide range of users and how you can ensure that you don't raise those barriers
- The difference between a well-designed website and a poorly-designed site from my perspective as a blind person who uses a screen-reader
- The kinds of techniques you can use to make my experience a good one which will make me want to come back to your site again and again

**Speaker:** Neil Jarvis, Adaptive Technology Manager - Royal New Zealand Foundation of the Blind

### 12:50pm Lunch

### 2:00pm User Workshop

### 3:30pm Closing Remarks – Questions and further discussion