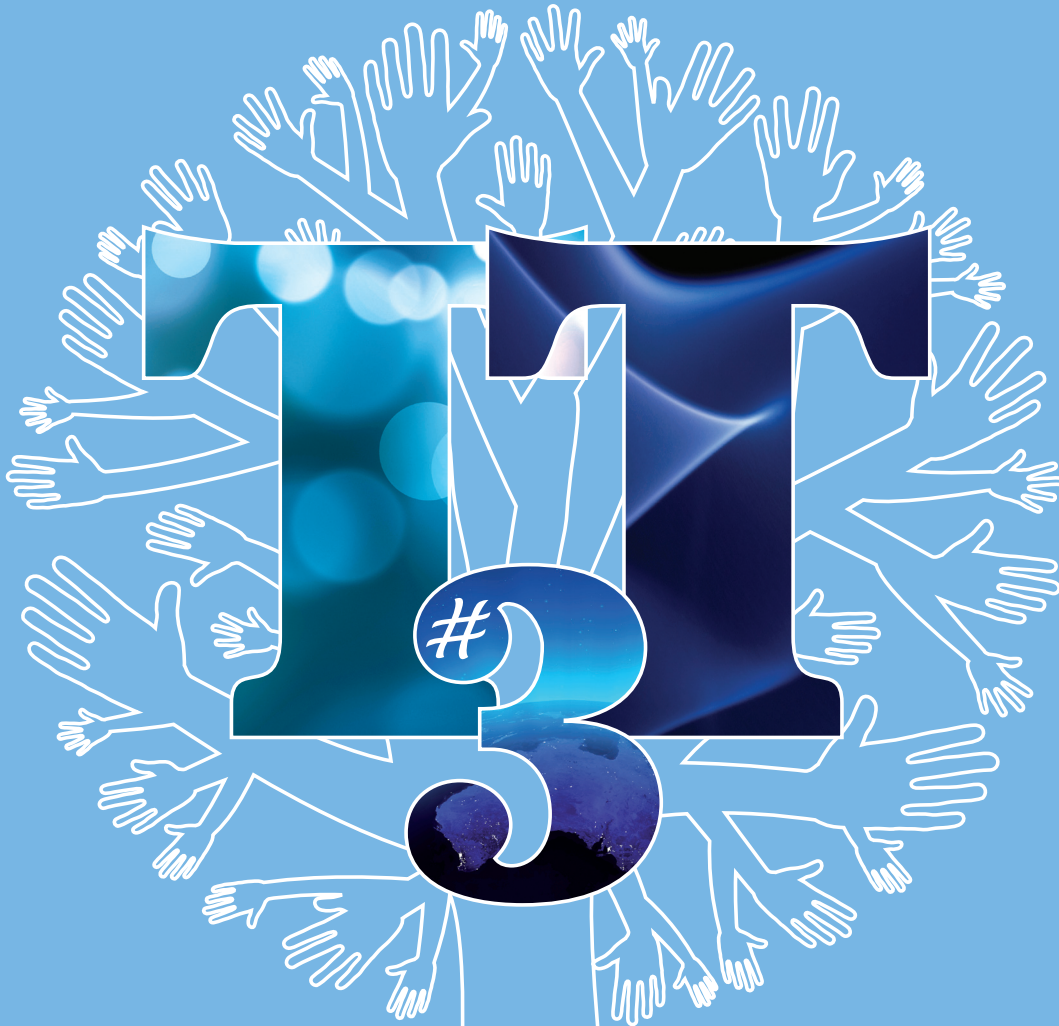


Think Tank 3 Program



CITY *of* PERTH

Think Tank 3 focuses on the future of digital media, & the successful commercial development of creative digital media concepts. It aims to inform digital media professionals of the opportunities available in Perth & encourage them to remain in Perth in the long-term. It also offers a great opportunity to rub shoulders with like-minded creative industry professionals.

TT3 will be chaired by Socialite Media's Tenille Bentley & will feature presentations from:

- Tim Elleston, Murdoch University
- Matthew MacFarlane, YUUWA Capital
- Richard Giles, Australian Web Industry Association
- Tina Wilson, ARTrinsic

Drinks and nibbles will be provided after the presentations and all attendees are encouraged to remain and enjoy the networking opportunities available.

Details

Tuesday 29th March 2011 at Perth Town Hall
Doors open at 5:30pm for 6:00pm start
Networking drinks & nibbles provided

To register

Visit: <http://www.perth.wa.gov.au/web/Business/Business-Support-and-Economic-Development-/Business-Support/Creative-Industries/Think-Tank-3/>



Tenille Bentley
Socialite Executive, Socialite Media

MC for the evening



Tenille Bentley is the founder of Socialite Media and The Global Good Foundation a charitable organisation setting a global standard on the rehabilitation methods for people impacted by domestic violence. She was awarded the top 30 under 30 Australian Leading Entrepreneurs of the Year and State Finalist in the Telstra Business Woman of the Year , she appears in the national publication Who's Who of Australian Women and nominated for the WA Business News Top 40 under 40 Business Leaders.

From the early age of 18, Tenille has an impressive track record in property investing, an award winning music career. She has also built and run three businesses within the first year of her entrepreneur life – one of which saw a turnover of \$400K in the first 6 months, and her philanthropic work with the Global Good Foundation, positions her well to achieve her objective of empowering others and bringing together world leaders to assist with this process. Tenille's formal education includes Marketing and Financial Services.

She found that companies had a keen interest in social media, but actually didn't have time to achieve this as part of their marketing strategy because of the time intensity of using social media. Many people were impressed with how much she achieved through social media that this got her to thinking... there is a strong need in the market – you see, there are social media marketers that provide advice and send you on your way... but there aren't many entities that will actually do the work for you as a personal assistant and thus Socialite Media was born.

Tim Elleston
Head of Digital Media, Murdoch University

Topic: *What digital media means today.*



Tim Elleston is a highly accomplished and motivated individual with significant experience in all aspects of online communications. He has a track record of developing highly motivated teams of individuals that accomplish amazing things.

Before coming to Australia as the Head of Retail e-commerce at BankWest in 2007, Tim co-founded WebFeat, a leading Canadian digital agency in 1997.

Now as Head of Murdoch's Digital Media Team, Tim is responsible for the development of Murdoch University's online presence and the creation of a cohesive, user-friendly and brand-centric system for a broad range of users.

Tim is an advocate of using online behavioural analytics to reveal trends which can be used to optimise online communications. His areas of expertise include web analytics (Omniture, WebTrends, NetNielson, Google Analytics), SEO, SEM, Email marketing, Social media, Online communications, and marketing.

Think Tank 3 will be Tim's second Think Tank event, after providing some excellent insights into the role web analytics can play in audience engagement through his presentation, Elephants and Analytics, at Think Tank v2.0.



Matthew Macfarlane
Investor & Entrepreneur

Topic: *Commercial opportunities for digital media and how to make your idea investment ready.*



Matt has been both an investor and an entrepreneur in early stage ICT startups. He spent 11 years in Europe working in the telecommunications market, initially as a consultant and then as principal for large scale mergers and acquisitions. During this time he travelled extensively for business, ultimately working on opportunities in over 25 countries.

Matt was head of international business development at Swisscom and led a US\$300m investment into Malaysian-based Mutiara Telecom (now DiGi.com) during the mid-90s. Whilst at Deutsche Telekom he managed a team that was negotiating over US\$50bn in active acquisitions. His last role in Europe was with global data-communications company Equant NV as Head of M&A, where he led the company's sale of a controlling stake to France Telecom in a US\$8bn subscription and merger transaction. Matt subsequently led the negotiation with SITA to replace a network Joint Venture with what became the largest outsourcing contract in the world (worth over \$2bn per annum).

Upon returning to his home town of Perth he co-founded the Web 2.0 start-up Vibe Capital that launched the Minti.com website community in early 2007 aiming to become "the world's largest parent-to-parent advice-opedia". Minti now enjoys over 10,000 unique visits per day and the proprietary vibEngine software developed by Vibe Capital has been licensed internationally. Matt was instrumental in raising over \$2.7m in funding for Vibe Capital; and he led the company's equity investment in the digital agency Market United Pty Ltd and the subsequent sale of that stake to Q Ltd.

Matt is a co-founder and Investment Director of Yuuwa Capital and has a particular interest in new technology investments including software, web based developments and communications. Matt received his Bachelor of Commerce qualification at the University of Western Australia, is a member of the Institute of Chartered Accountants in Australia and is a Graduate Member of the Australian Institute of Company Directors. Matt currently holds seven directorships.

Richard Giles
Vice Chairperson, Australian Web Industry Association

Topic: *Likely developments and trends in digital media & useful resources to take away.*



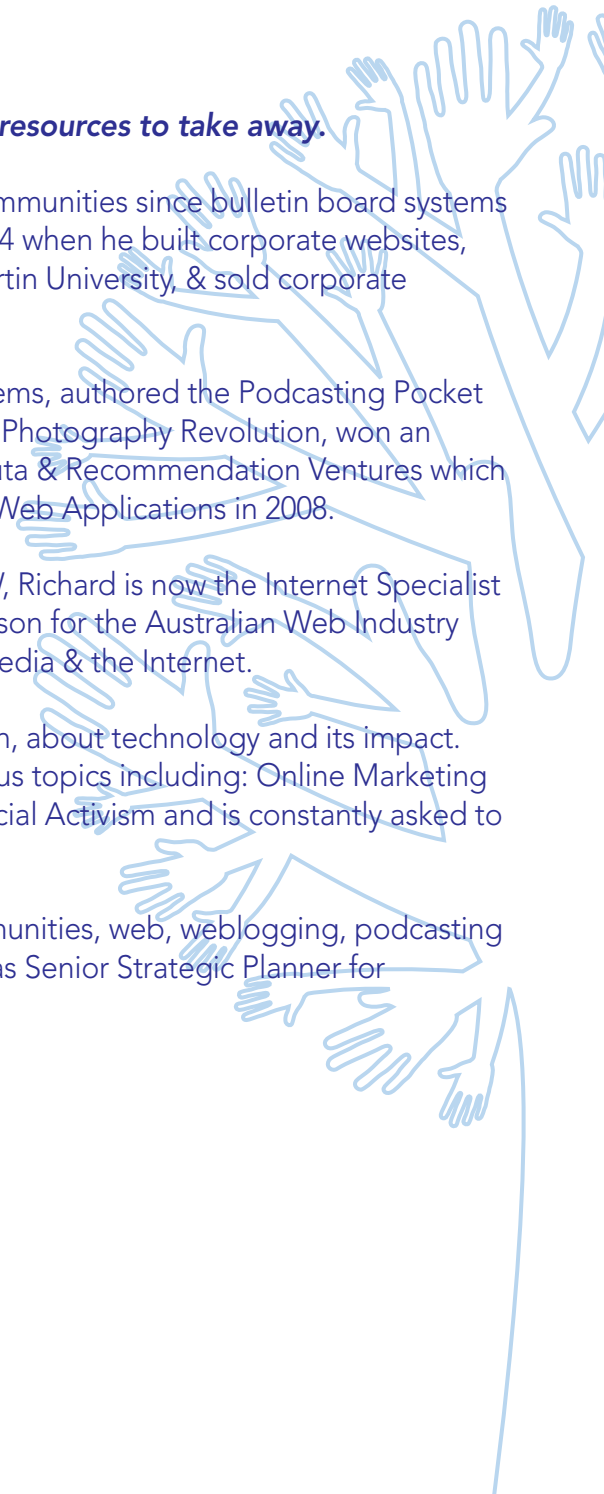
Richard has been involved in online communities since bulletin board systems in the eighties, & the Internet since 1994 when he built corporate websites, lectured about online commerce at Curtin University, & sold corporate Internet connections.

He has since worked for Sun Microsystems, authored the Podcasting Pocket Guide & How to Use Flickr: The Digital Photography Revolution, won an award for podcasting, & launched Scouta & Recommendation Ventures which were listed in BRW's Australia's Top 10 Web Applications in 2008.

Called "the network marketer" by BRW, Richard is now the Internet Specialist for the CPSU/CSA, is the Vice Chairperson for the Australian Web Industry Association, & consults to a number of organisations about social media & the Internet.

Richard has presented at a number of events, on radio and television, about technology and its impact. He can cover a variety of topics and has recently presented on various topics including: Online Marketing Campaigns, The Internet & Public Relations, Game Mechanics & Social Activism and is constantly asked to lecture at a range of universities.

Richard's specialties include internet, online marketing, online communities, web, weblogging, podcasting & other emerging technologies. He has recently started a new role as Senior Strategic Planner for Adaptor Pty Ltd, a company focused on mobile communications.



Tina Wilson
Executive Director, ARTrinsic Inc.

Topic: Perth: Opportunities and Advantages.



Executive Director Tina Wilson is very much the public face of ARTrinsic Inc, but she is also the driving force behind it. A fine artist herself, having painted people such as Bryce Courtenay and ex-premier Brian Burke, frustrated by the lack of opportunity for artists in Western Australia, she persuaded a group of committed individuals to form a non-profit organisation dedicated to helping WA artists make their mark on the international arts scene.

With a vision fuelled by her drive and enthusiasm, it has taken just three years to develop one of the richest portraiture prizes in Australia. An event which continues to grow from strength to strength whilst engaging with the community at large and empowering our youth – The City of Perth Black Swan Prize for Portraiture.

Tina's extensive experience within the creative arts industry across Australia spanning 15 years has led to a passion to help make a change to the cultural face of Western Australia, working with other arts organisations to help meet a shared creative goal.