

2005 Web for Development Conference
"Telling the Development Story to the World"

May 9-11, 2005

Room J-B1-080, World Bank, Washington, DC

AGENDA

DAY ONE

MONDAY, MAY 9, 2005

8:15-9:00 AM **Registration & Breakfast**

9:00-9:15 AM **Welcome Remarks**

Mohamed V. Muhsin, CIO and Vice President, World Bank

9:15-9:55 AM **Keynote Address: "The Value of Joint Efforts"**

Ahmad Fawzi, Director, News and Media Division, Department of Public Information, United Nations

9:55-11:15 AM **Session I: Making Key Connections — A Content Odyssey**

We all use the Web to explain development, but are we really publishing content in a way that motivates and engages key audiences? Equally important, do our institutional managers understand the potential of the Web for achieving business and operational objectives? This session will identify the 3-5 key results we want from our sites, and how to achieve them.

Panelists:

- **Nicole Frost**, *Sr. Communications Officer, World Bank*
- **Earl Mardle**, *Principal, KeyNet Consultancy*
- **Alex McKenzie**, *Sr. Information Officer, Operations & Evaluation, World Bank*
- **Christopher Strebel**, *Web Manager, UNESCO*

Moderator: Michael Gruber, *Project Manager, UNOPS*

11:15-11:30 AM **Coffee Break**

11:30-12:50 PM **Session II: Web4Dev as a Catalyst for Action**

How can we go beyond sharing information within Web4Dev, and move to client services? There is an opportunity to develop a "rapid response" strategy that could maximize our ability to respond to emergency situations across all our sites—whether they are natural disasters like the Asian Tsunami or urgent calls for attention to a development priority. This session will describe how other organizations are coordinating "rapid response" mechanisms through the Web, and explore how the Web4Dev Community could collaborate on developing a joint mechanism.

Panelists:

- **Craig Duncan**, *ReliefWeb Project Manager, United Nations*
- **Rachel Murray**, *Project Manager, WHO*
- **Margaret Arnold**, *Program Manager, Hazard Management Unit, World Bank*

Moderator: Robert Valantin, *Manager, Development Information, World Bank*

12:50-2:10 PM **Lunch & Table Talks**

Announce Web related issues/topics you would like to discuss and invite others to gather around as you chat over lunch.

- 2:10-6:20 PM** **Session III: Unlocking Successful Content -- The Gerry McGovern Approach**
- The seminar with Gerry McGovern is designed to take our content to the next level by selling ideas more effectively and converting words into action. Gerry has spoken about Web content in 31 countries and to some of the world's largest and most sophisticated organizations. His Web content approach is about prioritization, making difficult choices, and understanding the simple but profound processes that drive actions. Gerry promises an extremely practical class, without jargon, but with lots of examples and useful exercises. You will learn unique but simple techniques that can help you prove that your site is delivering real value.
- 6:30 PM-8:00 PM** **Cocktail reception**
MC 12 floor Welcome remarks by **Sudhakar Kaveeshwar**, Program Manager, Informatics
gallery Program, World Bank

DAY TWO

TUESDAY, MAY 10, 2005

- 9:00-11:15 AM** **Session IV: Unlocking Successful Content (con't)**
- This continuation of Gerry McGovern's Web content approach expands on identification of your most important readers, their most important tasks and the techniques you can use to align your site with them.
- 11:15-11:30 AM** **Coffee Break**

- 11:30-12:50 PM** **Session V: Local Experiences, International Potential**
- Making full use of the Web within developing countries introduces a wholly separate set of challenges — slower access speeds, lower Internet penetration, regulatory issues, language barriers, etc. This session will look at what types of content local organizations need from international organizations, and whether it is possible to reach further with the Web or with other means such as CDs, local radio, etc. It will also explore opportunities for working more closely with local groups.
- Panelists:**
- **Julian Casasbuenas**, President, Colnodo
 - **Antonella Quacchia**, Head of Web Development Unit, International Labor Organization
 - **Kibruyisfa Achameyeleh**, Multimedia/Web Cluster Leader, United Nations Economic Commission for Africa
- Moderator: Subhash Bhatnagar**, Professor, Indian Institute of Management

- 12:50-2:30 PM** **Luncheon**
Keynote Address:
Jeff Jarvis, Founder, BuzzMachine

- 2:30-4:15 PM** **Session VI: Parallel break-out groups**
- Room J-B1-080** **1. Performance-Driven Web management**
- This session covers three fundamental tools for improving the performance of your site — advertising, analytics and new media. It will explore the methods that allow us to reach the right people, with the right message in an increasingly cluttered environment. It will examine advertising strategies that are proven to work for non-profits — search engines, ppc campaigns and other traffic-building strategies. Measuring site effectiveness will be covered in the analytics segment: What analytics technologies are available and at what cost? How to craft a

compelling Web analytics strategy? What are the key metrics that will allow us to understand how our sites are used and by whom? Finally, we will focus on how our sites can embark on a "new media adventure" by using blogs, RSS and other new technologies.

Panelists:

- **Pierre Guillaume Wielezynski**, *Communications Associate, World Bank*
- **Andrew Macintyre**, *WebMaster, OECD-NEA*

Moderator: **Pierre Guillaume Wielezynski**, *Communications Associate, World Bank*

Room J-B1-075

2. Toward multilingual sites

Providing multilingual content is a major challenge for institutions. The ability to offer information in several languages is more than simply translating content. It requires continuous editorial decisions, juggling of budgetary resources, maintaining relationships with suppliers of translation services, strict quality control and much more. This session will look at some of these issues and discuss best practices for building multilingual Web sites.

Panelists:

- **Soad Sommeryns**, *Head of Multilingual services, United Nations*
- **Zeina Afif**, *Multilingual Web Coordinator, World Bank*
- **Yousef Elbes**, *Head of Multilingual Services, WHO*

Moderator: **Soad Sommeryns**, *Head of Multilingual services, United Nations*

Room J-6-044

3. Search Challenges: Are you finding your information?

Emerging approaches for better search optimization, and a growing variety of search engines, can pose a challenge for managers who are concentrating on producing content. Strategies for taking advantage of search have been developed by several organizations, and may help show your best content to increase visibility — the key to survival in a competitive marketplace of ideas.

Panelists:

- **Luisita I. Guanlao**, *Lead Information Officer, World Bank*
- **Lilia Vázquez**, *Chief, Web Unit, United Nations*
- **Steve Hamby**, *Architect, Software AG*

Moderator: **Luisita I. Guanlao**, *Lead Information Officer, World Bank*

4:15-4:30 PM

Coffee Break

4:30-6:00 PM

**Session VII: Information Technology and Communications:
Working Together in Web 2.0**

The Internet is entering a new phase. Dubbed Web 2.0, its benchmarks are participation and performance. This session will take a close look at the trends, tools and skills every "Web worker" needs to know about. We'll examine a case study on using metrics to engage management more fully in using the Web, the "survival guide" to online communications, and the top 10 trends that are changing the Internet.

Panelists:

- **Pierre Guillaume Wielezynski**, *Communications Associate, World Bank*
- **Vamsee Krishna Kanchi**, *Information Officer, Eastern Europe, Central Asia Region, World Bank*

Moderator: **Ricardo Castro**, *Information Officer, World Bank*

Note: This is a joint session with the World Bank's 4th Annual Global Communications Conference, an annual event for the Bank's worldwide communications staff. As both conferences coincide, it is a unique opportunity to expand the discussion to both groups.

9:00-10:25 AM

Session VIII: Is the Private Sector Really that Different?

What the development community calls communities, the private sector calls customers. Are they different? We all seek support for programs or try to convince users of the merit of our ideas. How information is presented ultimately determines the outcome, whether it is increased sales or support for projects and programs. This session will compare the motivations, techniques and objectives of commercial firms, and contrast them with the results obtained by development institutions.

Panelists:

- **Lauren White**, *Business Development Director, Bearing Point*
- **Pamela Johnson**, *Co-founder and Exec. Vice President, Voxiva*
- **Reed Kramer**, *CEO, AllAfrica Global Media*

Moderator: Rakesh Asthana, *Senior Manager, Corporate Information Systems, World Bank*

10:25-10:45 AM

Coffee Break

10:45-12:20 PM

Session IX: Technology and the Tools We Need

With more than a decade spent building sites and wrestling with the technology, we can now choose from among a growing number of resources that have the potential to provide low-budget, high-impact solutions for broadening the impact of our sites. This session will look into ways to make our sites "sing" and "gee-whiz" stuff now available or coming down the road.

Panelists:

- **Terri Youngblood**, *Founder & CEO, Accessible Systems, Inc*
- **Rodolfo Quevenco**, *Editor, International Atomic Energy Agency*
- **Carmelle Cote**, *GIS Specialist, World Bank*
- **Reto Haeni**, *CEO, Digital Solutions for Humanity*

Moderator: Chris Spence, *Director of Technology Programs, NDI*

12:20-1:45 PM

Luncheon**Keynote Address:**

Gerry Rice, *Communications Director, External Affairs, World Bank*

1:45-2:25 PM

Session X: Summary & Where do we go from here?

This plenary session will report on the outcomes and conclusions obtained during the Conference, and will devise a plan of action for how the Web4Dev community will continue to work together. Issues to be covered include:

- Hosting organization and location for the next Conference
- Working procedures for the Web4Dev community
- Next steps on the Rapid Response project

Moderator: Robert Valantin, *Manager, Development Information, World Bank*

2:25-2:55 PM

Closing Remarks

Mohamed Muhsin, *CIO and Vice President, World Bank*

3:00 PM

Conference closes