## ukoln-logo-smallWednesday 26th June 2013

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| **09:30 – 17:00** | **Registration** | 3WN building |
| **10.15** | **Opening Session: Opportunities and Openness** Chair: Brian Kelly, UKOLN | Lecture Theatre 3WN 2.1 |
| **10:30 – 11:00** | **Opening of IWMW 2013 *Welcome to the University of Bath***,  ***Welcome to IWMW 2013***, Brian Kelly, UKOLN |  |
| **11:00 – 11:45** | **Plenary 1: *Open Education: The Business & Policy Case for OER***, Cable Green, Creative Commons |  |
| **11:45 – 12:15** | **Plenary 2: *Mozilla, Open Badges and a Learning Standard for Web Literacy***, Doug Belshaw, Mozilla Foundation |  |
| **12:15 – 14:00** | **LUNCH** |  |
|  | **Afternoon Session: Supporting Key Institutional** **Drivers** Chair: Marieke Guy, UKOLN |  |
| **14:00 – 14:45** | **Plenary 3: *Et tu MOOC? Massive Online Considerations***Kyriaki Anagnostopoulou, University of Bath |  |
| **14:45 – 15:30** | **Plenary 4: *Turning our Attention to Supporting Research*** Amber Thomas, University of Warwick |  |
| **15:30 – 16:00** | **Coffee** |  |
| **16:00 –17:30** | **Parallel Sessions: A** | Building 8W, level 2 |
| **17:30 – 19:00** | **Free Time** |  |
| **19:00 – late** | **Workshop Dinner** | Claverton rooms |

## Thursday 27th June 2013

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| **07:30 – 09:00** | **Breakfast** |  |
| **09:00 – 10:30** | **Morning Session 1: The User Experience** Chair: Colin Work, University of Portsmouth | Lecture Theatre 3WN 2.1 |
| **09:00 – 09:45** | **Plenary 5: Stop Trying to Avoid Losing and Start Winning: How BS 8878 Reframes the Accessibility Question**, Jonathan Hassell |  |
| **09:45 – 10:30** | **Plenary 6: *Adapting to Responsive Web Design*** David Cornforth, Jisc infoNet |  |
| **10:30 – 11:00** | **Tea/Coffee** |  |
|  | **Morning Session 2: The Changing Technical Landscape** Chair: Amber Thomas, Warwick University |  |
| **11:00 – 11:45** | **Plenary 7:** ***The Inside-Out University*** Martin Hamilton, Loughborough University |  |
| **11:45 – 12:30** | **Plenary 8:** ***Working With Developers*** Paul Walk, UKOLN |  |
| **12:30 – 14:00** | **Lunch** |  |
| **14:00 – 16:00** | **Afternoon Session: The View From Outside** Chair: Martin Hamilton, Loughborough University | Lecture Theatre 3WN 2.1 |
| **14:00 – 14:45** | **Plenary 9: *9am, 16th August, 2012: "What the fcuk just happened then?"*** Ranjit Sidhu, SiD |  |
| **14:45 – 15:30** | **Plenary 10: *Institutional Culture Is Crippling Your Web Strategy!***  Paul Boag, Headscape |  |
| **15:30 – 16:00** | **Tea/Coffee** |  |
| **16:00 – 17:30** | **Parallel Sessions: B** | Building 8W, level 2 |
| **19:00 – late** | **Drinks Reception at the Roman Baths** |  |

## Friday 28th June 2013

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| **07:30 – 09:00** | **Breakfast** | Note late start to allow time to checkout |
| **09:30 – 11:00** | **Morning Session 1: Institutional Case Studies** Chair: Helen Sargan, University of Cambridge | Lecture Theatre 3WN 2.1 |
| **09:30 – 10:15** | **Plenary 11: *IWMW and the Birth of a Content Strategist*** Richard Prowse, University of Bath |  |
| **10:15 – 11:00** | **Plenary 12: *The University in a Bind*** Dai Griffiths, University of Bolton |  |
| **11:00 – 11:30** | **Tea/Coffee** |  |
|  | **Morning Session 2: What Does The Future Hold?** Chair: Brian Kelly, UKOLN |  |
| **11:30 – 12:15** | **Plenary 13:** ***The Delicious Discomfort Of Not Knowing: How to Lead Effectively Through Uncertainty*** Neil Denny, allLD |  |
| **12:15 – 13:00** | **Plenary 14:** ***Conclusions***  Brian Kelly, UKOLN |  |
| **13:00** | **Finish** |  |

## Parallel Sessions

Session A takes place on Wednesday 26th June; session B on Thursday 27th June.   
All sessions run from 16.00-17.30.

**A1 Digital Storytelling**, Steve Boneham and Hanna Miettinen, Netskills

**A2 Analytics - What is Changing and Why Does it Matter?**, Adam Cooper, CETIS

**A3 How Responsive Do You Want Your Website?**, Helen Sargan, University of Cambridge

**A4 The Institutional Web Site and the Institutional Repository: Addressing Challenges of Integration**, Nick Sheppard, Leeds Metropolitan University and Stephanie Taylor, UKOLN

**A5 Living in Uncertain Times… or How to Become More Resilient**, Lisa Jeskins, Lisa Jeskins Training

**A6 Interfacing Google Analytics with Google Sheets for Primary and Secondary Data Analysis**, Martin Hawksey, CETIS

**A7 WordPress Beyond Blogging**, Mike Nolan, Edge Hill University

**A8** **Technical Project Management: Top Tips for Our Times**, Thom Bunting, UKOLN

**A9** **BOF: Optional slot**, Self-managed

**A10 Connections, Connecting, Connected**, Lynn Boyle, University of Dundee

**A11 Opening Up University Space Online Using Google Street View, Interactive Maps & Dynamic Web Design**, Edward Miller

**B1 A Practical Guide to Delivering Content Strategy in the UK**, Richard Prowse, University of Bath

**B2 Open Up: Open Data in the Public Sector**, Marieke Guy, UKOLN/Open Knowledge Foundation and Tony Hirst. Open University/Open Knowledge Foundation

**B3 Managing Your Professional Online Reputation**, Brian Kelly, UKOLN

**B4 Creating a Multimedia CV or Project Summary**, Kirsty and Rich Pitkin, TConsult

**B5 Adventures with Augmented Reality**, Marie Salter, University of Bath

**B6 Save Money and Make Things Better with Linked Open Data**,   
Chris Gutteridge, University of Southampton

**B7** **Getting the Best out of Consultants**, Owen Stephens, Owen Stephens Consulting

**B8** **BOF: Institutional Use of Social Media Services**, Christopher Eddie, University of Oxford.

**B9 IWMW: The Digital Story**, Mark Power, CETIS and Adrian Stevenson, University of Manchester

**B10** **Are We Too Easily Distracted by Shiny Objects?**, Colin Work, Portsmouth University