



# Hong Kong Computer Society - Seminar - "Beyond Web 2.0"



**Date:**

2 July 2008 (Wednesday)

**Time:**

6:00 p.m. – 7:30 p.m.  
(Presentation plus Q&A)

**Venue:**

Lecture Theatre, 1/F., HKPC Building,  
Hong Kong Productivity Council, 78 Tat  
Chee Avenue, Kowloon, Hong Kong

**Who Should Attend:**

Professionals from both commercial and government organisations including:

- CIO's, CTO's, COO's, CFO's
- IT Directors, IT Managers
- Architects, Planners, Strategists,
- Business Analysis
- Technologists

**FREE ADMISSION** (HKCS member only)

Non-HKCS member: \$100

Seats are limited (reserved on a first-come-first-served basis).

**REGISTER NOW!**

**CPD Hours: 1.5**

*This event is co-organized by:*

**Gartner**

**Presentation Overview:**

Although the Web 2.0 name is popular and represents the Web of today, the world seems hungry for 3.0, whatever that is. While Web 2.0 suffered from being perhaps overly broad, the special interests driving 3.0-mania have the opposite problem – they are often too focused. We'll look at the future of the Web including cloud computing, Software as a Service, the mobile web, and other candidates for "3.0". Regardless of what the next big buzzword is, the Web will remain one of the major catalysts in technology and one of the major sources of innovation.



**Gartner Expert:  
Mr. David Mitchell Smith**

**David Mitchell Smith** is a Vice President and Gartner Fellow in Gartner Research, where he specialises in the impact of catalytic technologies such as the Internet, Web 2.0 and consumer technologies. During his 12-plus years at Gartner, he has played a leadership role in several of the company's efforts in these areas and is currently leading efforts to analyse the impact of consumer technologies on IT. He has served as the lead Gartner Analyst covering major vendors such as IBM, Sun and AOL and currently is lead on Microsoft. Mr. Smith is often quoted in publications, such as the Wall Street Journal and the New York Times, and has frequently been a guest on CNBC. In 2002, AdWeek's Technology Marketing magazine named him the most influential industry analyst.

Mr. Smith has more than 20 years of experience in the IT industry. Prior to joining Gartner, Mr. Smith was a service director for Unix and advanced operating environments at International Data Corp. (IDC), where he was the lead analyst for open systems and software architectures. Before IDC, he held various marketing and engineering positions at Digital Equipment Corp., including responsibility for the company's Unix competitive analysis program. Before Digital, Mr. Smith spent several years working as a programmer at a small timesharing operation in Boston, Massachusetts.

For interested parties, please kindly complete this form and send it to HKCS by fax at 2834-3003 or by email at [membership@hkcs.org.hk](mailto:membership@hkcs.org.hk) on or before **30 June 2008**. For more information, please contact Mr. Law Chi Chun at 2834-2228.

## Reply Slip

I would like to attend the HKCS Seminar – “Beyond Web 2.0” on 2 July 2008 (Wednesday).

Name: \_\_\_\_\_ HKCS Membership No.: \_\_\_\_\_ (if applicable)

Company Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_

Payment:  **HKCS Member** - FREE  
 **Non-HKCS Member** - \$100 per person

Request for an Official Receipt:  Yes, please send to: \_\_\_\_\_  
 No

Credit Card  VISA  MASTER

Credit Card no.: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Expiry Date (mm/yy): \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Cheque

Bank Name: \_\_\_\_\_ Cheque No.: \_\_\_\_\_

### Remarks:

1. Please complete this form and send it to HKCS by fax at 2834-3003 on or before 30 June 2008.
2. Please send a crossed cheque with an appropriate amount made payable to “**Hong Kong Computer Society**” and send to: Unit 1801, Tai Tung Building, No. 8 Fleming Road, Wanchai, Hong Kong (Attn: Mr. Law Chi Chun)
3. Please note that registration will be completed when HKCS receives faxed copy of the reply slip with Credit Card information OR cheque for the enrolment fee.
4. All Credit Card information is kept confidential and will be destroyed after use.

For official use only

Registration Confirmed



Handled by: \_\_\_\_\_ Date: \_\_\_\_\_

**Hong Kong Computer Society** 香港電腦學會

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Founder Member

South East Asia  
Regional  
Computer  
Confederation



### Nomination:

I would like to nominate the following staff to attend the HKCS Seminar – “Beyond Web 2.0” on 2 July 2008.

Staff Name: \_\_\_\_\_

This nomination is submitted by:

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_