

## Table of Contents

1	Summary of the Report .....	3
2	Introduction .....	4
2.1	Why Did I Choose this Internship? .....	4
3	Description of the Company .....	4
3.1	Goal of the Conference for cocoate.com .....	5
3.2	Organisational Chart .....	5
4	Company's Market and Competitors .....	6
4.1	The Market .....	6
4.1.1	What is Second Life?.....	6
4.1.2	What Can You Do in Second Life?.....	6
4.2	The Market .....	7
4.3	The Competition .....	9
4.4	Future Challenges .....	9
4.4.1	Future Challenges for cocoate.com.....	10
5	Description of Each Task and Responsibility .....	10
5.1	Linden Lab Speaker Acquisition .....	10
5.2	Writing a General Speaker Invitation .....	11
5.3	Writing a General Sponsor Letter .....	11
5.4	Structuring and Writing Web Content .....	11
5.5	Press Releases in English and German .....	12
5.6	Writing Standard E-mail Sent to Potential Participants .....	12
5.7	Contacting and Guiding Speakers and Development of Contacts .....	12
5.8	Marketing Analysis of cocoate.com and Creation of Web Content .....	12
5.9	Marketing Analysis of fimidi and Creation Web Content .....	13
6	A Self Assessment and Reflection on What Was Learned .....	13
7	Business Environment and One's Own Personality .....	14
8	Acknowledgements .....	15
9	Sources .....	16
10	Annex 1: Description of Product/Service .....	17
10.1	Sponsoring Packages .....	18

10.2	Schedule .....	19
10.3	Pricing .....	22
11	Annex 2: Description of Competitors Product/Service .....	23
11.1	Düsseldorf .....	23
11.1.1	Programme.....	23
11.1.2	Prices.....	25
11.2	Munich .....	26
11.2.1	Programme.....	26
11.2.2	Prices.....	30
11.3	London .....	31
11.3.1	Programme.....	31
11.3.2	Prices and Discounts.....	36
12	Annex 3: Documents Illustrating each Mission, Tasks, Responsibility Covered .....	37
12.1	Speaker Request Form Linden Lab .....	37
12.2	Speaker Invite .....	39
12.3	Sponsor Letter .....	42
12.4	Press Releases in English (chronological order) .....	45
12.4.1	June 19, 2007.....	45
12.4.2	June 26, 2007.....	46
12.4.3	June 29, 2007 .....	47
12.4.4	July 3, 2007 .....	48
12.4.5	July 6, 2007 .....	49
12.4.6	July 10, 2007 .....	50
12.4.7	July 13, 2007 .....	51
12.4.8	July 16, 2007 .....	52
12.5	Standard E-mail .....	53
13	Annex 4: Certificate From Employer and Evaluation of Intern .....	54
13.1	Updated CV of Student .....	55

## 1 Summary of the Report

In the following report you will find a description about the company that I worked in. A main part will be a description about the tasks and responsibilities I had and how the tasks I was given were carried out during my internship. As the internship comprised several parts, I start firstly explaining the tasks relating to the Second Life conference and carry on with describing the tasks during the revision of the websites cocoate.com and fimidi.com.

The report also gives a short explanation of what Second Life is, what one can do with it and how this fits into the present market and competing situation. You equally find indications of possible tendencies about the future regarding the Second Life environment.

Subsequently, there is an evaluation about what I learned about management, work flows, responsibility and decision making as well as team work. This is done by assessing my behaviour and skills that I have developed and acquired during the company placement.

## 2 Introduction

The internship took place at cocoate.com EURL. Cocoate.com is a management consultancy whose main office is situated in Fitou (France).

I did my internship from 20th June 2007 until 3rd September 2007, supervised by Christine Graf, the managing director.

There were three parts to the internship. Firstly, I was part of the organisational team for the Second Life conference for the first two months. The second main part of the internship was to analyse the corporate website<sup>1</sup> from a marketing perspective concerning the web content. Thirdly, I also looked at the apartment rental website fimidi<sup>2</sup> from a marketing perspective.

### 2.1 Why Did I Choose this Internship?

I personally started to discover Second Life in December 2006 and also through the association machm-it.org e.V.. I continuously heard and read about it during my semester abroad and found this new media very interesting. When I heard about the conference, I thought it a great potential to set a foot in the business and marketing world.

## 3 Description of the Company

Cocoate.com EURL was founded 1<sup>st</sup> February 2007 in France. The previous company offering similar services as cocoate.com, existed eight years in Germany and was closed at the end of the year 2006 due to a change of residence. The services of the company have now been modified and extended respectively.

The company consists of Christine Graf, the owner and managing director, and of Hagen Graf, who is responsible for IT solutions and programming. Freelancers are employed for further needs of services such as graphic design, programming and projects.

Cocoate is short for Consulting, Coaching and Teaching. In the branch of consulting, the emphasis lies on process optimization, harmonization of software applications, development of communication strategies and project management. Coaching concentrates on organisation and personality development. Christine Graf works here with the transactional analysis<sup>3</sup>. The third component of the business is the implementation of in-house courses, external workshops or on-line teaching. Among the teachings are IT-Trainings such as programming/scripting languages and learning management systems as well as Soft Skills.

---

1 [Http://www.cocoate.com](http://www.cocoate.com)

2 [Http://www.fimidi.com](http://www.fimidi.com)

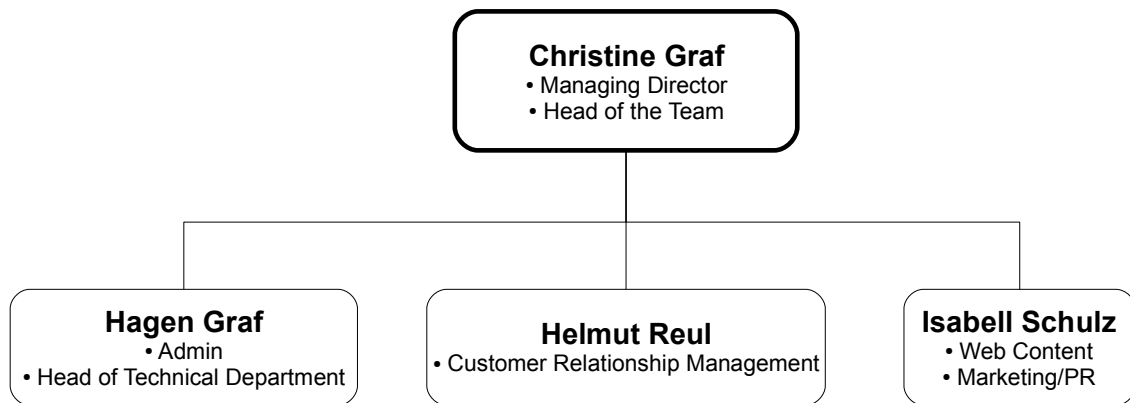
3 Transactional analysis is a social psychology developed by Eric Berne, MD (d.1970). Over the past four decades Eric Berne's theory has evolved to include applications to psychotherapy, counselling, education, and organizational development. (<http://www.eatanews.org>)

### 3.1 Goal of the Conference for cocoate.com

The goals for cocoate.com can be summed up to wanting to establish a name internationally within the Second Life milieu and to establish contacts from which the company could generate new assignments and projects with the focus on designing and realising SL presences and integrating these into company processes . Another aim was also to earn money with organising this conference, because a lot of effort and time went into the organisation.

### 3.2 Organisational Chart

During the time of the organisation of the Second Life conference, the organisational chart looked like the following:



We were a small team of only four people organising this conference. Every member contributed to the team and had their responsibilities. H. Reul was the one, that brought a number of contacts from the SL scene into the team. H. Graf programmed and set up the Content Management System Drupal, as he is the expert having written books and given trainings about the CMS Drupal; and was responsible for the organisation online. C. Graf, the managing director, is experienced with organising event internationally and strategically. The missing element was marketing (PR and web content writer), for which I was responsible.

## 4 Company's Market and Competitors

### 4.1 The Market

#### 4.1.1 What is Second Life?

Second Life<sup>4</sup> is a three dimensional virtual world created by Linden Lab<sup>5</sup>. Linden Lab was founded by Philip Rosedale in 1999 and is based in San Francisco. Second Life has gone public in 2003 and has grown to 9,107,882<sup>6</sup> residents from all over the world. The inhabitants are building their own virtual world of their own design following their imaginations. The creators of Second Life decided that on every created content in SL, people are eligible to the Intellectual Property Right.

Each inhabitant has an avatar, which is the persona in a virtual world. There is a handy map showing islands and their names, events, groups and other inhabitants.

Second Life has its own fully-integrated economy with the currency L\$ (Linden dollar) having an exchange rate of 268L\$ : 1\$<sup>7</sup>.

An island is a server, that can simply be rented. There are different prices according to whether you are and educational institution NGO or a business, in which case one will get a standard island. Therefore, a piece of land is simply space on a server, that makes you the owner of a piece of land in Second Life. One can build and store their virtual creations, as well as host events and businesses.

There are several ways for communicating with other inhabitants. Firstly, there is a simple direct chat and an Instant Messenger. VOIP (voice over IP) has also been previously introduced.

The SL creators set behavioural guidelines known as the Big Six. These are: Intolerance, harassment, assault, disclosure, indecency, disturbing the Peace.<sup>8</sup>

#### 4.1.2 What Can You Do in Second Life?

In-world inhabitants have the possibility to create their own world and participate actively in the development of Second Life. Usually, the first step for a consuming avatar is to buy/rent a piece of land (which is server space in real life), on which they build a house, garden, lake, furniture etc. to mark their presence and territory.

The avatar can be dressed differently. According to wants and taste, the individual can buy a t-shirt from a Haute Couture shop or American Apparel (which was the first online clothes store in Second Life). The avatar has the possibility, of course, to buy anything it likes, from cars to perfumes or wigs to hugs.

---

4 <http://www.secondlife.com>

5 <http://www.lindenlab.com>

6 As of 25<sup>th</sup> August 2007

7 As of 25<sup>th</sup> August 2007

8 "Community Standards" [Linden Lab](http://secondlife.com/corporate/cs.php) <http://secondlife.com/corporate/cs.php>, date: 26th August 2007,

On the other hand, there are businesses and (international) companies that use Second Life as a new marketing channel. Mercedes Benz, IBM, Springer AG and many more use the virtual world to present and test (new) real life products and foster customer relations. Another approach is to let the users create ideas and campaigns in the name of the company like Coca-Cola did. Second Life also presents a cheap media for recruitment events.

Furthermore, there are also educational institutions, among them a lot of universities, that use this new channel as a means of teaching and learning. Communities such as Berlin or Holland – which has been created through a joint initiative of Dutch small and medium-sized and big enterprises – equally play a big part in Second Life allowing individuals to belong to a group and participate and get in contact with each other through a different media.

There are many other ideas and services emerging in Second Life, such as radios, TV, dance clubs, trade fair construction companies, just like in real life. Everything in Second Life is user-generated content (resident-generated). One can create anything imaginable and then sell it to others if one wishes to.

## 4.2 The Market

The situation regarding Second Life is similar (or maybe exactly the same) to the one, when businesses and individuals started going online a decade ago. Second Life is still at the beginning of its technology adoption life cycle, that is, at the beginning of the tornado stage, ready to be adopted by even more businesses and individuals. It becomes inevitable to not engage oneself with Second Life even though it might not be as user-friendly and mass-compatible right now. Many individuals and businesses shy away from the virtual worlds and many arguments are similar to those when the Internet started to become consumer-compatible. 3-D virtual worlds are the next step after the Internet and Web 2.0. It is an additional marketing channel for businesses, institutions and governments.

The top 100 companies of the world<sup>9</sup> such as IBM, Cisco, BMW or ABN Amro have seen the potential of Second Life quite early and are represented in Second Life for already several years. Now more international and national smaller companies join the virtual world. However, a lot of businesses only go in-world (meaning into the virtual world) because everyone else is and they do not want to be left behind, like it was the case in the mid-nineties with the Internet and web presences. Consequently, many Second Life presences are overdone, unthought and simply useless, as a certain interactivity between the visitor/consumer and the company on the respective islands is missing. Several companies offer visiting hours several days a week. However, those visiting hours are only weekdays during real world working hours, especially at the time, when

---

9 "The Global 2000." [Forbes.com LLC](http://www.forbes.com/LLC)<sup>TM</sup>, 29 Mar 2007. 31 Aug 2007. <[http://www.forbes.com/lists/2007/18/biz\\_07forbes2000\\_The-Global-2000\\_Rank.html](http://www.forbes.com/lists/2007/18/biz_07forbes2000_The-Global-2000_Rank.html)>.

Second Life's inhabitants are busy themselves in the real world.

Germany is the second largest community after the U.S. in Second Life. That is why a lot of event organisers see the potential of Second Life conferences or community events in Europe with the focus on Germany. That is why, the slconference 2007 was supposed to take place in Berlin. Berlin is easily reachable by plane and train and Berlin has a rather big community and many businesses that engage in Second Life.

Why a Second Life conference? Second Life is at the moment the most known 3-D virtual world. The aim was to link real life and virtual life and to discuss about their implications and impacts on each other. We wanted to offer a neutral platform where people and companies involved in Second Life as well as inexperienced individuals encounter new business opportunities and learning environments, share knowledge, expectations and experiences.

Even though a lot of businesses confirmed the liking of organising a Second Life conference that is not directed to the in-world consumers but to businesses and their decision-makers themselves, very few are willing to support those conferences. Even Linden Lab, who is assumed to be interested in both community and business events, chose community over business, as it still seems too risky and unclear what path Second Life will really go and how successful it will be. Often, a joint event was proposed. This seemed impossible as decision-makers do not want to mingle with consumers and vice versa. These are two different approaches to the potential of Second Life and virtual worlds in general.

Another difficulty, that we had to deal with was the fact, that speakers coming from Germany have a different approach to speaker's fees than those coming from abroad. They usually have an understanding, that they do not have to pay a fee but are paid by the organisation of the conference in order to hold a presentation. They do not see it as a means of advertising and networking for themselves, nor an investment for their future career but as a matter of course to be asked. The reason for introducing a fee was to raise a bar for ensuring a certain quality at the SL conference.

In the end, we came to the conclusion, that it was too early for a Second Life conference in Germany with the goals we had, namely to offer a platform where people can exchange experiences, knowledge and ideas and also network. Due to a lack of sponsoring, the conference had to be cancelled. Shortly after, the community event in Düsseldorf (described below) announced the cancellation of their event too. This shows, that the time is not ripe for a SL conference or a community event yet.

During the organisation of the conference, we realised that not only interest existed for Second Life but also for other 3-D virtual worlds such as Trinity by Metaversum.

### 4.3 The Competition

Whilst organising the Second Life conference slconference 2007, there were announcements of other Second Life conferences that were going to take place around the same dates as ours. I will give an overview of the competitive situation during that time.

A week after our team announced the slconference 2007, the Second Life Community Convention 2007 Deutschland (SLCC07) publicised their event. The focus of SLCC07 at the beginning was directed towards the community of the three dimensional virtual world, having a completely different target group, whereas our conference covered five different tracks (Business & Marketing; Education; Art, Design & Scripting; Community & Citizenship, Other World – Beyond SL) targeting business people and decision-makers. SLCC07 tried to also attract business people and introduced this track additionally at a later time.

Our main channel was the slconference 2007 website and all necessary information such as prices, sponsors and speakers had been published right away. The website of SLCC07 hardly gave any information about the aforementioned points. Consequently, we got positive feedback from the target group we wanted to appeal to.

Another conference was held by Euroforum in Munich on 17<sup>th</sup>/18<sup>th</sup> July 2007. This conference was aimed at business people and decision-makers of big German affiliated groups and featured important speakers. Though the participation fee, as all speakers received remuneration, amounted to € 1,699 for the two conference days.

Furthermore, the IQPC (International Quality and Productivity Center)<sup>10</sup> in London is currently organising Achieving Real Business Growth Through Second Life® for the end of September 2007 and would have been a tough competitor, as the conference has similar goals as ours. They contacted us to work together on acquiring speakers, sponsors and participants, to share experiences we made with them about topics, target groups and price range. In return, two of the slconference 2007 team members may attend their conference for free of charge.

### 4.4 Future Challenges

Second Life is a phenomenon that is about to pass into the tornado stage. To make it user-friendly, the technological part of the virtual world needs still to be developed. It is still not very user-friendly for newbies, that do not know much about computers. Every other week, one needs to update the software in order to be able to go in-world. Another problem is that, only a certain traffic on islands can be assured, i.e. only a certain number of avatars can be on a piece of land or island at the same time. Otherwise the boost time prolongs extremely and Second Life freezes or crashes. Furthermore, SL inhabitants can only contact companies or a contact person via chat. There is no possibility yet to contact via a contact form like people are used to from websites. As a

<sup>10</sup> <http://www.iqpc.com>

consequence, it is too complex and complicated to implement business work flow processes in SL, as it is not as easy and normal as on corporate websites. These are all barriers for a newbie to never enter Second Life again.

Second Life also faces competition (Twinity by Metaversum) and the challenge will be to differentiate themselves from the others in future.

#### **4.4.1 Future Challenges for cocoate.com**

As the company just re-opened in France, it has to settle down and build up a reputation again. Christine Graf would like to expand the field of coaching in France and also needs to come to terms with the French language.

In addition, cocoate.com is offering one-site trainings for which training packages have to be conceived. With these training packages comes the apartment rental website fimidi, that is integrated in the concept of the training packages.

Otherwise, the clientele has been transferred, as most were/are international clients. New clients can be acquired fairly easily as most of the work is done through online work and travelling is not as much of an obstacle.

## **5 Description of Each Task and Responsibility**

The main mission during the internship was to organise a Second Life conference that was going to take place in Berlin from September 16 to September 18, 2007. My responsibilities were marketing/Public Relations and the creation of web content on the slconference 2007 website<sup>11</sup>. The purpose of the modified and newly added content for this website was to be clear, easily understandable and also motivating. I tried to persuade potential participants, speakers and sponsors to take action and sponsor or take part in the conference.

Furthermore, I analysed two websites from a marketing perspective: cocoate.com and fimidi.com. The goal was to make the websites more international adding languages (German, English, French) as well as to give a clear structure to the websites with an easy navigation. Content was edited and added such as About Us, Portfolio and Mission.

As the new company head office offers teaching seminars on-site, fimidi, the apartment rental platform has been connected to cocoate.com. This website went through a similar transformation like cocoate.com. Various sites were edited and translated, likewise in three languages.

### **5.1 Linden Lab Speaker Acquisition**

The task, to acquire a speaker from Linden Lab based in San Francisco, already started in San

---

<sup>11</sup> <http://www.secondlife.eu>

Francisco. Conveniently, I was still in the city and I decided to simply go to the responsible PR company Lewis PR<sup>12</sup> to announce our conference and to get a contact person working for Linden Lab in order to then request a speaker from Linden Lab. It helped the relationship between the PR firm and cocoate.com because I had personal contact with one representative. I filled out a speaker request form (→ annex 3) and the Lewis PR representative and I stayed in contact for several weeks afterwards until a decision about sending a speaker and sponsoring the conference was made.

In the slconference 2007 team, I was responsible for this relationship management, due to the personal encounter and my language skills, and pressed on the final decision in order for the slconference 2007 team to make decisions based on the result. Unfortunately, the outcome was negative and we had to bow out on getting support from the creator of SL.

## **5.2 Writing a General Speaker Invitation**

As I was responsible for the web content and other contents relating to marketing, I wrote a general formal speaker invitation letter (→ annex 3), that was sent out via e-mail. Parallel to the speaker invitation, I constituted a potential speakers list by researching for existing companies in SL<sup>13</sup> and also using the existing contacts cocoate.com and Helmut Reul already had. This speaker invitation was then personalised by each team member.

## **5.3 Writing a General Sponsor Letter**

The sponsor letter had the same aim as the speaker invitation. It should be informative and persuasive and also name the benefits of sponsoring the slconference 2007. The approach to companies was very similar to requesting speakers. Though we were more selective on what companies we would send the letter to. Large international companies were chosen, as well as start up firms, that possibly still had a budget for supporting this conference financially.

## **5.4 Structuring and Writing Web Content**

A main responsibility was to write web content on the slconference 2007 website. I wrote the inviting opening text, that would show on the front page the first couple of weeks. I corrected the already existing content for its grammar and spelling such as the registration page and table contents. The originally four tracks (the fifth topic "Other Worlds – Beyond SL" was added later) had to be described.

As things developed further, I also wrote and corrected respectively speaker profiles and session description out of the information given to the admin or found on other websites such as

---

<sup>12</sup> <http://www.lewispr.com>

<sup>13</sup> <http://www.nbhorizons.com/list.htm>

LinkedIn<sup>14</sup>.

### **5.5 Press Releases in English and German**

Writing press releases was one of the main responsibilities and the most challenging task. Press releases were written and published twice a week on various German and English speaking platforms (→ annex 3).

### **5.6 Writing Standard E-mail Sent to Potential Participants**

As we were only a team of four people organising the conference, we decided to develop a newsletter type system to address potential participants, where all of the team members inserted existing contact information and added new ones. For this purpose, I wrote a standard e-mail text in English, French and German.

We divided Europe into geographical areas, with emphasis on Germany and added marketing agencies and educational institutions to our list of contacts. Furthermore, I also added venture capital companies, that could yield interest in Second Life.

Marketing Agencies were especially interesting for us, as these are currently the main actors and users of Second Life. Educational institutions have not been targeted before and there is great potential for them in Second Life. Finally, having a couple of venture capital companies attending the slconference 2007 may have been an incentive for other companies to join the event as well as an opportunity for the venture capital companies themselves.

### **5.7 Contacting and Guiding Speakers and Development of Contacts**

Originally, I was not responsible for this part. However, with the increasing international interest and the international orientation of the conference, I communicated successfully with English and French speakers and potential sponsors; among them known international acting financial services companies, universities and marketing agencies.

At the same time, I also guided speakers through the website and explained how they could use the Content Management System Drupal using examples such as changing their profile or publishing blog entries on the slconference 2007 website.

### **5.8 Marketing Analysis of cocoate.com and Creation of Web Content**

My task was to analyse the website from a marketing perspective. I saw that the home page was leading directly to one of the three services of cocoate.com, which may lead to confusion. Therefore I suggested a welcoming page with a corporate mission that would lead to the three areas Consulting, Coaching and Teaching.

Furthermore, the description of the three areas had to be updated and I suggested adding

---

<sup>14</sup> <http://www.linkedin.com>

more content and detail to the descriptions. Also, I thought that the page About Us was too impersonal and edited it. In order for the corporate website to appear professional, a portfolio with references was added.

The translations in French and English had to be improved and redone respectively as to be able to attract more international clients.

A further idea, coming from the managing director, was to complement the descriptions of Consulting, Coaching and Teaching with clear, expressive pictures, for which I did research, too.

I could access the admin site and make the necessary modifications myself.

### **5.9 Marketing Analysis of fimidi and Creation Web Content**

I also looked at fimidi from a marketing perspective. It was natural, that the website would be translated into English and French, as it is for national and international tourists.

Most of the content was already existent in German such as the description of the apartments and the surrounding area, terms of hire as well as travel tips. I suggested to change the welcoming page and wrote a (persuasive) welcoming text, keeping the images, which has filled the page before. Images of the region were added to make it more attractive and to give the visitors a visual idea beforehand. The journey description and location of Fitou was first under the travel guide section. It was moved to the main menu for easy navigation purposes.

## **6 A Self Assessment and Reflection on What Was Learned**

It was the first time I had to write press releases. I quickly learned how to structure it and I adapted fairly easily, having learned about different writing styles during my studies. The difficulties that I had was to translate from English into German. Not having lived in Germany since a couple of years now and not having to use terms, that I regularly use in the English language, made it difficult for me to translate the texts and I spent a fair amount on doing so.

During the internship, I received a crash course in web 2.0. Web 2.0; the change of the world wide web into an information platform, where end-users also determine the content through weblogs, RSS feeds or other platforms such as YouTube or Facebook. I equally learned about user behaviour in relation to web 2.0. People give personal information away on platforms such as MySpace and Facebook without thinking about the use of that data; the music and film industry has changed tremendously since the success of YouTube and podcasts. Similarly, most people consider Second Life as a game and see it as a toy for self-actualisation without realising that they create new marketing niches for businesses.

Being in contact with important potential speakers and sponsors, I had to learn how to talk professionally on the phone. I have not done this before in this kind of context, where a lot was at

stake such as reputation and money. The managing director gave me tips on how to connect with the people on the other end and what their comments could mean, i.e. an invitation to present myself and my position in the company.

I also had to adjust to the working hours. At the beginning of the organisational processes, we worked ten hours a day every day in order to achieve our goals. There was a deadline (23<sup>rd</sup> July), that we had to respect, i.e. we had a date until when we could still cancel the conference without any financial losses.

Reactions to speakers' demands and other queries had to be quick, as to assure a quick process within the organisation of the conference. Hence, internal communication had to work smoothly and quickly. Sometimes the simplest utterance could cause a major misunderstanding or discussion about what was meant.

I had difficulties to communicate my ideas with good arguments. This may have been due to the personal relation I have with the managing director and the admin. It made it very hard for me to differentiate family and work situations.

## **7 Business Environment and One's Own Personality**

As I was working most of the time together with family members, I had difficulties differentiating situations concerning work and family. It was a new business environment for me in which I could maybe safely learn. On the other hand, it was very strenuous for the relationships, as we were together almost 24/7. Often I took comments too personally, not differentiating the tone of voice; though they related to the work.

Thanks to the CMS and web 2.0, it was possible to work in different countries while organising an international conference. For example, I have never spoken Helmut Reul face to face, as he was situated in Berlin during the time of the organisation. Web 2.0 makes it possible to use it for Public Relations effectively and generate attention very quickly. As soon as going public with the website, there was a response within only days.

Regarding the team, there was one team member, that did not contribute like we wanted him to. Therefore the other team members ended up taking over some work and splitting it. This led then again to longer working hours, as we had to respect the deadline (mentioned above).

## 8 Acknowledgements

First of all, I would like to thank Christine Graf for offering me the opportunity of this internship and for believing in me, that I would manage all the tasks. She patiently explained of “how to...?” and what is best not to do.

I also would like to thank Hagen Graf, who, despite our differences, often used me as a test subject for his creations. He introduced me to Content Management Systems and also inspired me with changes for my own working style.

Furthermore, I would like to thank all the people who translated our very first press releases into several languages; among them Spanish, Portuguese, Russian and Danish.

## 9 Sources

“Achieving Real Business Growth Through Second Life®”. IQPC. 29 Aug 2007.

<<http://www.iqpc.com/cgi-bin/templates/genevent.html?topic=233&event=13629>>.

“Community Standards” Linden Lab. 26 Aug 2007. <<http://secondlife.com/corporate/cs.php>>.

“Programm”. EUROFORUM Deutschland. 29 Aug 2007.

<http://www.euroforum.de/ProduktTitel.aspx?pnr=P1102026&content=program1>

“Programm”, “Tickets/Registrierungen”. Newton21. 29 Aug 2007.

<<http://www.slcc2007.de/programm/>>.

“The Global 2000.” Forbes.com LLC™. 29 Mar 2007. 31 Aug 2007.

<[http://www.forbes.com/lists/2007/18/biz\\_07forbes2000\\_The-Global-2000\\_Rank.html](http://www.forbes.com/lists/2007/18/biz_07forbes2000_The-Global-2000_Rank.html)>.

## 10 Annex 1: Description of Product/Service

The slconference 2007 was planned to take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel. It was divided into a one-day workshop and a two-day conference. We also wanted to include the “Berlin Round Table” as one of the evening events.

The event had an international focus. For this reason, the workshops and sessions would take place in English.

There were five different tracks: Business & Marketing; Education; Art, Design & Scripting; Community & Citizenship and Other Worlds – Beyond SL.

We calculated around 100 participants for the day of the workshops, and around 300 participants for the two conference days. They would mainly come from the European area.

For the slconference 2007, we offered different means of sponsoring. Firstly, we had the sponsorship packages with silver, gold and platinum sponsoring. Secondly, we offered banner space to companies on the conference website. A third way of sponsoring the event, was to sponsor a speaker, as some did not have the means to pay the travelling expenses and the conference fee.

## 10.1 Sponsoring Packages

	Platinum (limited for 1)	Gold (limited for 3)	Silver (limited for 5)
	10.000 €	5.000 €	2.000 €
Keynote	X		
Logo on webpage, from booking on, unlimited	X	X	X
Day branding	X	X	
Session branding	X	X	X
Exhibition	X	X	X
Free entrances for complete conference	5 persons	2 persons	1 person
Designation on the badges	X		
Designation on the T-Shirt	X		
Designation on the bag	X	X	
Company kiosk in SL	X	X	X

## 10.2 Schedule

### Workshop: September 16, 2007

08.00 – 09.30 am	Registration Workshop Day			
09.00 – 09.15 am	Welcoming & Program of the Day (Foyer)			
	Class room <b>Ehrlich I</b> <b>Business &amp; Marketing</b>	Class room <b>Ehrlich II</b> <b>Education</b>	Class room <b>Einstein I</b> <b>Art &amp; Design &amp; Scripting</b>	Class room <b>Einstein II</b> <b>Community &amp; Citizenship</b>
09.30 - 11.00 am	<a href="#">Successful Planning and Implementation of Events and Product Presentation in SL</a>	Slot 2	<a href="#">Interfaces - from Second Life to Real Life and vice versa</a>	Slot 4
11.00 – 11.15 am	Refreshment Break			
11.15 - 12.45 pm	<a href="#">Creating a Marketing Concept by Embedding Virtual Worlds in a Media Mix</a>	Slot 6	<a href="#">Advanced LSL- Scripting with interoperability to 3rd Party- Systems</a>	Slot 8
12.45 – 02.15 pm	Lunch			
02.15 – 03.45 pm	<a href="#">Virtual Entrepreneurship Part I</a>	Slot 10	<a href="#">How to Build &amp; Establish a Sound Basis for Selling Virtual Goods in Second Life</a>	Slot 12
03.45 – 04.15 pm	Refreshment Break			

04.15 – 05.45 pm	<a href="#">Virtual Entrepreneurship Part II</a>	Slot 14	Textures & Objects with Photoshop	Slot 16
06.00 – 07.00 pm	<a href="#">Speaker come together</a> Salon Panorama I, II, III			
07.00 – 09.00 pm	<a href="#">The Berlin Second Life – Round Table</a>  <i><a href="#">I want to attend!</a></i> Salon Panorama I, II, III			

### Conference, Day 1: September 17, 2007

08.00 – 09.30 am	Registration Conference Days			
09.30 – 09.45 am	Welcoming & Program of the Day (Döblin I+II)			
09.45 – 10.45 am	Keynote (Döblin I+II)			
	<b>Ehrlich I Business &amp; Marketing</b>	<b>Ehrlich II Education</b>	<b>Döblin I Art &amp; Design &amp; Scripting</b>	<b>Döblin II Community &amp; Citizenship</b>
10.45 – 11.00 am	Refreshment Break			
11.00 – 11.45 pm	<a href="#">ideea_virtual island</a>	<a href="#">Second Life and Transmedia Storytelling: a Paradigm-Shift in Edutainment projects</a>	<a href="#">Fashion in Second Life</a>	<a href="#">Building a national community - for users and enterprises</a>
11.45 – 12.30 pm	<a href="#">Performance</a>	Slot 22	Slot 23	Slot 24

	<a href="#">Measurements in SL</a>			
12.45 – 02.00 pm	Lunch			
02.15 – 03.00 pm	<a href="#">Tourism and Geocaching in SL</a>	<a href="#">The descriptive journey of the Ramapo Islands Project in Teen Second Life.</a>	<a href="#">How to Conceive and Produce a Machinima Project in Second Life</a>	<a href="#">newBERLIN, the city of Berlin scaled 1 to 1 in Second Life</a>
03.00 – 03.45 pm	<a href="#">How to sell a virtual idea to a real brand/client</a>	Slot 30		
03.45 – 04.15 pm	Refreshment Break			
04.15 – 05.00 pm	<a href="#">Cross-linkages of Second Life and Real Life</a>	<a href="#">ETH Zurich and Second Life</a>	Slot 35	<a href="#">Overview of Starfruit Initiative</a>
05.00 – 05.45 pm	<a href="#">Legal Frameworks in Virtual Worlds</a>	Slot 38	Slot 39	<a href="#">Case Study: Engaging SL Residents with Unconventional Marketing</a>
06.00 – 08.00 pm	Come Together:  Salon Panorama I+II+III			

**Conference, Day 2: September 18, 2007**

09.00 – 09.15 am	Welcoming & Program of the Day (Döblin I+II)
09.15 – 10.00 am	Keynote (Döblin I+II)

	<b>Ehrlich I Business &amp; Marketing</b>	<b>Ehrlich II Other Worlds – Beyond SL</b>	<b>Döblin I Art &amp; Design &amp; Scripting</b>	<b>Döblin II Community &amp; Citizenship</b>
10.00 – 10.15 am	Refreshment Break			
10.15 – 11.00 am	<a href="#">Perfect Prefabs</a>	Slot 42	Slot 43	<a href="#">Our virtual Holland</a>
11.00 – 11.45 am		Slot 46	Slot 47	
11.45 – 01.15 pm	Lunch			
01.15 – 02.00 pm	Slot 49	Slot 50	Slot 51	Slot 52
02.00 – 02.45 pm	<a href="#">Why virtual worlds should matter to travel brands</a>	Slot 54	Slot 55	Slot 56
02.45 – 03.15 pm	Refreshment Break			
03.15 – 04.00 pm	Slot 57	Slot 58	Slot 59	Slot 60
04.00 – 04.45 pm	Slot 61	Slot 62	Slot 63	Slot 64

### 10.3 Pricing

	<b>Early Bird (by July 20, 2007)</b>	<b>Regular</b>
<b>Sep 16, Workshop day</b>	225,00 €	325,00 €
<b>Sep 17-18, Conference days</b>	395,00 €	525,00 €
<b>All days</b>	595,00 €	795,00 €

## 11 Annex 2: Description of Competitors Product/Service

### 11.1 Düsseldorf

#### 11.1.1 Programme

Freitag, 21. September: Eröffnung und Party im 3001 (Medienhafen)

Samstag, 22. September: Die Convention im Hotel Radisson SAS, Karl-Arnold-Platz 5

8.00 - 9.30 Uhr: Registrierung

Begrüßungskaffee während der Registrierung

10.00 Uhr Opening, Intro

TBD, Linden Lab "Hello Germany"

Jan Marsalek, wirecard "Virtuelle Ökonomien, SL und das Inworld Engagement"

Carsten Kaul, Slinfo.de Die Geschichte der Second Life Community in Deutschland

11.00 Uhr Kaffeepause, mit Snacks, Softdrinks

Markus Breuer, e7 Veränderung der Kommunikationsmechanismen in und durch SL

12.30 Uhr Mittagspause, reichhaltiges Buffet, Softdrinks

14.00 Uhr Best Practise Session (Pecha Kucha) u.a. mit:

Corinna, Cortes, Snow Tigers, Community- Management

Matthias Rückel, Realtime Collaboration , Beispielhafte Durchführung einer SL Konferenz

Andreas Mertens, SLTalk SLTalk-Plattform

Clemens Fobianke, Beate Uhse in Second Life

Peter Brüggemann, ideaa virtual Island

15.00 Uhr Snacks, Softdrinks

15.15 Fragen & Antworten Runde

"Experten" und Teilnehmer der Convention diskutieren zu den Themen des Tages

17.00 Open End Networking

Hintergrund-Gespräche, bei schönem Wetter am Rhein Ideen weiter entwickeln

Für die Mitglieder der Second Commerce Gruppe findet um 20.00 Uhr in der Malkasten Bar ein Cocktail-Empfang statt. Dank des Engagements von Michael Schumann wird ZÜHLKE SCHOLZ & PARTNER Agentur für Kommunikation eine Runde Cocktails spendieren. Hier besteht die Möglichkeit mit den "Lindens" ins Gespräch zu kommen.

Sonntag, 23.09.: Workshops

Die Workshops beginnen um 10.00 Uhr. Jeder Workshop ist auf 45 Minuten angesetzt, wobei 15 Minuten großzügig für den Raumwechsel geplant sind, damit ggfs. die Diskussion etwas länger dauern darf.

#### Workshop: Communities, Bildung, Kollaboration

Michael Schumann, Virtual Jobs - Real Wages? Organizing the SL Workforce in SL

Raumwechsel / Kaffee PAUSE 15 Minuten

Matthias Rückel e-Learning Konzepte in SL umsetzen

Raumwechsel / Mittagspause PAUSE 60 Minuten

Andreas Mertens Virales Marketing in SL

Raumwechsel / Mittagspause PAUSE 15 Minuten

Rolf Amann, House of Research Soziokulturelle Spezifika der SL User

#### Workshop Recht, Medien und Marketing

Susanne Michels, Simworker, Steuerfragen in SL - Was mache ich, wenn ich Lindendollar verdiene?

Raumwechsel / Kaffee PAUSE 15 Minuten

Peer Lambertz, anyMOTION Verbraucherschutz, Gewährleistung in SL, Welche Rechte habe ich?

Raumwechsel / Kaffee PAUSE 15 Minuten

SLNN.com How to promote your SL activities in Second Life

Raumwechsel / Mittagspause PAUSE 60 Minuten

#### Raumwechsel / Pause 15 Minuten

Christian Listmann, Neuland + Herzer Aufbau der Mercedes Benz Insel

#### Workshop Machnima, Modelling, Skripting

Andreas Mertens, Patrick Wunderland, SLTalk, Advanced LSL Skripting

Raumwechsel / Kaffee PAUSE 15 Minuten

Christian Scholz, Tao Takashi Machinima - die Kunst, Filme in SL zu erstellen.

Raumwechsel / Mittagspause PAUSE 60 Minuten

Malte Maas, artoo Magneto, anyMOTION Advanced Modelling - Tipps und Tricks für den gewünschten Look

#### Workshop Gemeinnütziges, Events, Psychologie

Cisko Vandeverre, Der virtuelle Bigamist - "love to be loved" - Emotion in Second Life

Raumwechsel / Kaffee PAUSE 15 Minuten

Dave Attenborough, Das Trash Palace, ein Club-Konzept mit Schnittstellen ins RL

Raumwechsel / Kaffee PAUSE 15 Minuten

Christian Scholz, Tao Takashi, Fundraising in SL - Relay for Life Als Anwendungsbeispiel

Raumwechsel / Mittagspause PAUSE 60 Minuten

Rainer Wolf, Apfeland Entwicklung und Learnings aus dem Aufbau von Apfeland

Raumwechsel / Kaffee PAUSE 15 Minuten

### **11.1.2 Prices**

Nur Samstag (22. September) 100,- Euro

Alle Tage (21-September - 23. September) 145,- Euro

Freitag/Samstag Kombi (21./22. September) 130,- Euro

Samstag/Sonntag Kombi (22.23.September) 110,- Euro

(Alle Preise inkl. MwSt)

Für Frühbucher bis zum 15. August gibt es 10% Rabatt

Für Group-Buchung (ab 10 Bestellungen) gibt es generell 10% Rabatt

## 11.2 Munich

### 11.2.1 Programme

#### Dienstag, 17. Juli 2007

13.00–13.30

Empfang mit Snacks, Kaffee und Tee,

Ausgabe der Tagungsunterlagen

Seminar – So nutzen Sie Second Life für Ihr Business!

#### **Zielsetzung des Seminars:**

Das Seminar vermittelt Ihnen in kompakter Form alle wichtigen Grundlagen, die Sie für Ihr Engagement in Second Life kennen müssen. Nachdem Sie erfahren haben, wie Sie erste Schritte in Second Life und seiner Volkswirtschaft gehen, bietet Ihnen das Seminar konkrete Anwendungsszenarien für Ihr Unternehmen. Darüber hinaus wird an beispielhaften Projekten deutlich gemacht, welche Marketing-Strategien in Second Life funktionieren und welche Erfolgsfaktoren zu berücksichtigen sind.

13.30–13.45

Begrüßung durch Euroforum und Eröffnung des ersten Tages durch die Seminarleiter Prof. Dr. Dr. Thomas Schildhauer, Leitender Direktor, Institute of Electronic Business e.V. Daniel Michelis, wiss. Mitarbeiter, Institute of Electronic Business e.V.

13.45–14.30

#### **Eröffnungsvortrag von Prof. Dr. Dr. Thomas Schildhauer: Second Life – Eine schöne neue Welt?**

- Second Life (SL) – Live-Rundgang, Grundidee, Potenziale und Grenzen
- Neuigkeiten aus dem Metaversum: Was für Angebote gibt es neben Second Life?
- Potenziale und Strategien: Einfach nur da sein reicht nicht!
- Fallstudien
- Ausblick – Wird das Internet dreidimensional?

14.30–15.30

#### **First Steps in Second Life**

- Wie funktioniert Second Life?
- Welche Teilnahmebedingungen und Spielregeln gibt es in Second Life?
- Wie baut ein Unternehmen einen Avatar?
- Wie bewegt man sich in Second Life?
- Wie kommuniziere ich mit anderen Mitgliedern in Second Life?
- Wie kann ich an den Aktivitäten in Second Life teilnehmen?

## **Die Volkswirtschaft in Second Life**

- Wie kann ein Unternehmen Produkte und Land kaufen?
- Wie können Unternehmen selbst Produkte anbieten?
- Wie funktionieren Währung und Währungsumtausch in Second Life?
- Welche Kosten kommen auf ein Unternehmen zu?

Pause mit Kaffee und Tee [15.30–16.00]

16.00–17.30

## **Second Life in der Unternehmenskommunikation**

- Beispiele der internen und externen Unternehmenskommunikation
- Welche Marketing-Formen funktionieren in Second Life und welche nicht?
- Hat die klassische Werbung eine Chance in Second Life?
- Welche „Bedürfnisse“ hat ein Avatar und welche nicht?
- Wie lassen sich die besonderen Eigenschaften von Second Life-Bewohnern für die Unternehmenskommunikation nutzen?
- Best Practice – Erfolgreiche Nutzungsbeispiele

## **Einsatzmöglichkeiten und Erfolgsfaktoren in Second Life**

- Marketing und Werbung sowie Market Research
- Prototyping und Community-Building

## **Anfängerfehler vermeiden**

- Welche Anfängerfehler gibt es aus Unternehmenssicht und wie können sie vermieden werden?
- Welche Risiken bestehen aus Plattformsicht gegenwärtig und wie können sie reduziert werden?

17.30–18.00 Diskussion und Fragen an die Referenten

18.00

Ende des ersten Konferenztages

## **Mittwoch, 18. Juli 2007**

8.30–9.00

Empfang mit Kaffee und Tee

9.00–9.15

Eröffnung durch den Vorsitzenden des zweiten Tages

Markus Breuer, Chief Consultant, Elephant Seven AG

Geschäftsmodelle für Second Life

9.15–9.45

## **Second Life – Potenziale für Verlage**

- Second Life: Die Wirtschaft
- The AvaStar: Die erste professionelle Zeitung
- Zwischenbilanz: PR-Gag oder Business Model?

Gregor Stemmler, Vorstandsvorsitzender, Bild.T-Online.de AG & Co. KG

9.45–10.15

## **MTV: Virtuelle Communities als integriertes Element der Kundenansprache**

- Welche Services und Formate lassen sich in virtuellen Communities umsetzen?
- Welche Investitionen sind für das Engagement notwendig?
- Wo bestehen Anknüpfungspunkte für realen Umsatz?

Joel Berger, Senior Vice President Digital Media & Network Development, Viacom Germany GmbH

10.15–10.45

## **BUNCH.TV – Second Life als virtuelle Nische für Content und Marketing**

- Welcher Inhalt macht einen Fernsehkanal in SL aus?
- Wie kann sich ein Fernsehkanal in SL vermarkten?
- Für welche Kunden und welche Kampagnen ist BUNCH.TV in SL ein idealer Partner?

Stephan Faber, Managing Director, Webvision International LTD/BUNCH.TV

10.45–11.00 Diskussion und Fragen an die Referenten

Pause mit Kaffee und Tee [11.00–11.30]

Second Life als Innovationsplattform

11.30–12.00

## **Mercedes-Benz: Markenführung 3.0**

- Welche Rolle spielen 3D-Welten jetzt und in der Zukunft für die Marketingkommunikation?
- Wie wird der Nutzer zum aktiven Partner in 3D-Welten?
- Welche Erfahrungen wurden bisher gemacht?

Sven Dörrenbächer, Leitung Digitale Kommunikation, Mercedes-Benz PKW, DaimlerChrysler AG

12.00–12.30

## **EnBW in Second Life – Energie für eine virtuelle Welt**

- EnBW – das erste Energieunternehmen in Second Life – Motivation, Umsetzung und Inhalte des EnBW-Engagements in Second Life
- Erste Schritte – Erste Erfahrungen: Was wir tun, was wir erfahren und lernen
- Mehr-Wert – Verzahnung von Real Business und Virtual Life

Matthias Schultze, Leiter CRM & Neue Medien, EnBW Energie Baden-Württemberg AG

12.30–12.45 Diskussion und Fragen an die Referenten

Gemeinsames Mittagessen [12.45–14.15]

Herausforderungen in virtuellen Welten

14.15–14.45

### **Von Web 2.0 zum 3D Internet – die Zukunft der virtuellen Welten**

- Web 2.0 und Second Life – Social Computing, Communities und die Auswirkung auf die Unternehmen
- 3D Internet als Zukunft – Wie kommen wir dahin? Welche Barrieren und technische Hürden existieren noch?
- Wie können die Unternehmen das 3D Internet sinnvoll nutzen?

Herbert Kircher, Geschäftsführer, IBM Deutschland Entwicklung GmbH

14.45–15.15

### **Rechtliche Rahmenbedingungen für Aktivitäten in Second Life**

- Anwendbarer Rechtsrahmen
- Werbung und Wettbewerb in der virtuellen Welt
- Marken-, Namens- und Persönlichkeitsrechte
- Urheberrecht und Digital Rights Management
- Verantwortlichkeit und Betreiberhaftung

Dr. Ralf Weisser, LL.M., Partner, Mc Dermott Will & Emery Rechtsanwälte und Steuerberater LLP

15.15–15.30 Diskussion und Fragen an die Referenten

Pause mit Kaffee und Tee [15.30–16.00]

16.00–16.30

### **Wertschöpfung in virtuellen Welten? Wie Sie den Erfolg von Web 2.0-Angeboten bemessen und steuern können**

- Second Life, Blogs, Social Networks: Marketing mit Nutzerbeteiligung
- Die fünf Felder des Controlling von Beteiligungsangeboten: Tracking, Monitoring, Testing, Surveys und Prozess-Checks
- Zielgerichtetes Controlling mit kennzahlenbasierten Steuerungssystemen
- Welche Kennzahlen eignen sich für Web 2.0 und Second Life?

Dr. Christian Bachem, Partner, .companion Strategie und Coaching

16.30–17.00

### **Investitionssicherheit bei Projekten in Second Life**

- Welche konkurrierenden Plattformen (virtuelle Welten) existieren heute?
- Wie ist deren Eignung für ausgewählte Projekttypen zu bewerten?
- Wie sinnvoll ist HEUTE ein Investment in Second Life Projekte?
- Wird sich bzw. wie wird sich dieser Markt entwickeln/konsolidieren?

Markus Breuer, Chief Consultant, Elephant Seven AG

17.00–17.15 Diskussion und Fragen an die Referenten

17.15 Zusammenfassung der Ergebnisse durch den Vorsitzenden und Ende der Konferenz

### **11.2.2 Prices**

Preis der Veranstaltung: 1699,00 EUR zzgl. MwSt

### **11.3 London**

#### **Achieving Real Business Growth Through Second Life®<sup>15</sup>**

Creating a virtual world presence to fast track your brand in the real world

September 25 - 26, 2007

Thistle Hotel Marble Arch, London, UK

#### **11.3.1 Programme**

##### **Conference Day One: Tuesday 25th September, 2007**

#### **The Second Life ® World: What it is, what people are using it for and how it can add value to your business**

Join this full day tutorial to learn the A-Z of the Second Life world: Understand how to become a fully-functioning business resident, create your own corporate island and position your brand for maximum impact in this rapidly-growing virtual world.

##### **9.00 Session I: Introduction**

- An introduction to the Second Life world and its residents
- What's happening and why it is important
- Getting started – signing up and your first steps
- Exploring and using the tools

##### **11.00 Session II: Second Life Business**

- An Overview Of Second Life Businesses And How They Work
  - Land Sales & Rentals
  - Builders & Scripters
  - Shops
  - Services
- How The Transactions Work – Buying And Selling

##### **13.00 Lunch**

##### **14.00 Session III: The Introduction Of Real Life Business Into The Virtual World**

- The early adopters – the big brands in the Second Life world
- The business models and how they're being applied
  - Brand building

---

<sup>15</sup> <http://www.iqpc.com/cgi-bin/templates/genevent.html?topic=233&event=13629>

- Networking
  - Research, development & testing
  - Marketing & sales
  - The virtual office
- Lessons to be learnt and emerging trends

### **15.30 Session IV: Taking Your Business Virtual**

- Exploring the options
- Big bang or toe in the water
- The costs and benefits of various entry options
- How to design and build the presence
- Differentiating the offering
- Marketing
- Ongoing development of the business

## **Conference Day Two: Wednesday 26th September 2007**

### **7:30 Coffee & Registration**

### **8:45 Chairman's Welcome**

Claus Nehmzow, Member of PA's Management Group, PA Consulting Group (UK)

### **9:00 Creating Your Business Case For A Virtual Platform**

This session will show you what you must consider when developing your business case, so that you cover every concern that your management might have:

- Understanding how much time will be needed from your existing human resources
- Balancing the marketing costs in-world with the real world outlay
- Understanding how different worlds match different brand needs and audiences

Fiona Gallagher, Second Life® Project Leader, Sun Microsystems

### **9:30 Creating The Second House Of Sweden: Lessons Learned While Breaking Virtual Ground**

Very much like the early days of the Internet, it is not clear where the Second Life world will take us. Sharing the same limitless potential but also the same scepticisms and moral panics which come with every new medium, it is essential to have a cause. One challenge when being a pioneer (at least when it comes to government organisations) in a new medium is that of finding out how to use it to your benefit. Karl will describe the path taken by the Swedish Institute, assessing their reasons for wanting a Second Life embassy and the methods they have used to achieve their goals.

Karl Peterson, Project Manager & Web Editor, The Swedish Institute

### **10:00 Leading The Way: Financial Services In A Virtual World**

ABN AMRO is the only European bank to have had a whole year's experience in the Second Life world. As one of the virtual world's earliest adopters, Bas has a primary focus on setting up new business initiatives and is currently leading ABN AMRO's Second Life Team. Bas has been involved with ABN AMRO's Second Life branch since the very beginning and will share his lessons learned, the pitfalls encountered and their results so far.

Bas van Ulden, New Business Development Manager, ABN AMRO

### **10:30 Coffee & Networking Break**

### **11:00 Riding The Second Life Wave: Why It Is Not "Jumping On The Bandwagon" To Be On the Second Life world**

Evangelising a business and its offerings necessitates identifying and engaging with communities of users, developers, and customers wherever they may be. The Second Life world is much more than a chat room with pictures. It attracts buzz - it attracts controversy – and it's always on, immediate, and global. Talis has been in the Second Life world for a considerable period of time. Richard will provide a review of the efforts, impacts and issues faced along the way, and will discuss the experienced gained whilst trying to ride the Second Life wave to get the message over.

Richard Wallis, Technology Evangelist, Talis

### **11:30 Developing The Right Business Model To Suit Your Real World Priorities**

Mary Ellen will show how organisations can create business models that satisfy their objectives through interacting with participants in ways that are consistent with their desires and preferences, and that exploit the strengths of the technical platforms while avoiding problems associated with their weaknesses. She will also discuss how businesses can develop ongoing systems to evaluate and fine-tune their virtual world business models over time. Market Truths is the first and most experienced company offering market research services in the Second Life world, and the winner of the first Second Life Business Plan Competition.

Mary Ellen Gordon, PhD, Owner, Market Truths

### **12:00 How To Run Your Business Through The Second Life World**

Virtual worlds can transform the way you operate by providing a new template for getting work done, from training and sales to product design and marketing. The Second Life experience could be a way to extend your Real Life business into Virtual Worlds, but also a powerful way to enrich and innovate the way you do business in Real Life. This session will demonstrate how to:

- Use the Second Life world as a location for meetings, training and recruitment
- Establish networks with real world and in-world companies for collaborative business
- Use fast prototyping in the Second Life world as a marketing and sales tool in real life

Matteo Penzo, Head of IT Planning & Procedures Office, GABETTI Property Solutions

**12:30 Networking Lunch**

**14:00 Creating An Immersive Marketing Experience And Employing Virtual Residents In Real World Company Matters**

The appeal of virtual worlds is their ability to make tasks fun, effectively turning work into a game. This session will look at one company's method of recruiting and stabilising a virtual environment workforce alongside their real world counterparts.

- Conducting recruitment events in the Second Life world for your virtual and real life offices
- Using the interactive office as a client-meeting medium between your website and your real office
- Harnessing the fun of work in a virtual game

Claus Nehmzow, Member of PA's Management Group, PA Consulting Group

**14:30 How To Design Your Island: Making The Right Decisions From Your Business Plan**

Amazon's new Developer Islands are an extension of their existing developer outreach programme. This talk reviews the decision-making process which led to the approval and subsequent construction of the islands, covering the conceptualisation and design process, choice of a good location for the islands, selection of a qualified builder, and project management. The island was designed to be a warm and friendly place for developers to meet and Jeff will cover the techniques and design considerations that were used to achieve that goal.

Jeff Barr, Web Services Evangelist, Amazon.com

**15:00 Panel Discussion: Connecting The Two Worlds: Turning Virtual Product Interest Into Real World Product Revenue**

The next step which many companies are currently attempting to undertake is to turn that resident's virtual interest into an actual real world sale. This session will show you how to make that big jump from in-world to real world without losing your customer along the way.

- From e-Business to v-Business: Integrating your real world services into a virtual world
- Leveraging and complementing real world assets with in-world data
- Establishing a connection between virtual marketing information and real world buying opportunities

Rheinallt Jones, Programme Manager, Libraries for Life, National Assembly for Wales (CYMAL)

Nic Mitham, Managing Director, K-Zero

Pauline Randall, ICT Learning and Teaching Adviser/VLE Administrator, Elmwood College Fife

Christina Greene, Marketing and Sales Director, Second Life News Network

David Thorp, Director of Research and Information, The Chartered Institute of Marketing

### **15:30 Afternoon Tea And Networking Break**

### **16:00 Creating A User Community In The Second Life World For The Next Generation Of Professionals**

With the recent founding of Intel Software Network Zone, Intel has extended their communities into the virtual world. Paul will describe how Intel made this move, how it overcame internal and external obstacles as well as preliminary discussion of the successes (and failures) in this new environment.

Paul Steinberg, Second Life Project Manager, Intel Software & Solutions Group

### **16:30 A Legal Survival Guide For Second Life Businesses**

Creating a Second Life presence is not difficult. But establishing a successful business that's built to last is much more challenging. The players most likely to survive in the long term will build their businesses to make the most of commercial opportunities and manage their exposure. This session will:

- Introduce the key legal challenges and risks for businesses moving into the Second Life world
- Explain the principal operational legal issues for businesses trading in-world
- Provide practical recommendations for running a compliant, reduced-risk, effective virtual business

David Naylor, Partner and Head of New Media Practice Group, Field Fisher Waterhouse

### **17:00 How Innovative Brands Are Driving Traffic To Their Virtual World Presence**

Residents have thousands of islands they can visit – why will they visit yours? As the official New Media Provider of the 32nd America's Cup, Alcatel-Lucent has created Port AmericasCupAnywhere in the Second Life world. Scott will discuss how Alcatel-Lucent has driven visitors to their island through a range of initiatives including leveraging and developing communities, enabling the creativity of residents, and counterintuitively, putting their real-life brand second.

Scott Robinson, General Manager, New Media Projects, Alcatel-Lucent

### **17:30 Close Of Conference**

### 11.3.2 Prices and Discounts

Package	Early Bird Discount 1 Book and Pay by 13th July 2007	Main Discount 2 Book and Pay by 17th August 2007	Standard Price
<b>Two Day Conference – 25th &amp; 26th September</b>	<b>SAVE £199!</b> £1099 + VAT	<b>SAVE £199!</b> £1199 + VAT	<b>SAVE £199!</b> £1299 + VAT
<b>Day One only – 25th September</b> Introductory full-day tutorial	<b>Save £100</b> £599 + VAT	<b>Save £50</b> £649 + VAT	£699 + VAT
<b>Day Two only – 26th September</b> Case Studies and discussion	<b>Save £100</b> £699 + VAT	<b>Save £50</b> £749 + VAT	£799 + VAT

#### Team Discounts

- Groups of 3 or more booking at the same time from the same company receive a 10% discount.
- 5 or more receive a 15% discount.
- 7 receive a 20% discount

## **12 Annex 3: Documents Illustrating each Mission, Tasks, Responsibility Covered**

### **12.1 Speaker Request Form Linden Lab**

Organization: cocoate.com EURL

Name: Christine Graf

Phone: +33 (0)870 44 51 10

Email: slconference@cocoate.com

Country/Timezone: France/GMT+1

Event Title: slconference 2007

Date(s): 16/09/2007 – 18/09/2007

Time of Day: 17/09/2007, 9.45 - 10.45 h

Length of Speaking Session: 60 minutes

Session Format: keynote

Event Location: Germany Berlin, Alexanderplatz

Event website for further information: [www.slconference.eu](http://www.slconference.eu)

Speaking Topic:

Please tell us what you would like a Linden Lab representative to speak about.

The topic of the keynote could represent the motto of the conference: where virtual meets real life.

Emphasized are the interfaces between the virtual and real world regarding design, social structures, currency, business, education and communities.

It is important for us to underline the effects Second Life has on the real life and vice versa as well as the changes occurring in business and consumer behaviour, in education (informal and blended learning, further education), in art and design and in community development and citizenship within Second Life.

Event Focus:

Please tell us as much as possible about the focus of the event.

The focus of the event is directed on four topics: Business & Marketing; Education; Design, Art & Scripting; Community & Citizenship.

It is the first Second Life conference in Europe and we would like to encourage people to exchange information and share knowledge that has been acquired through private, public or company projects.

#### Event Agenda/Other Speakers:

Please tell us a little about this event's program.

The conference starts with a one-day workshop and continues with a two-day conference.

For further information about the schedule, please look here

<http://slconference.eu/event/2007/09/16/week/all/all/1>

A list of potential speakers during this conference can be found here:

<http://slconference.eu/speakers>

#### Event Organizer:

Please tell us who is hosting this event.

The event will take place at the Park-Inn in Berlin Alexanderplatz.

For further information:

<http://www.rezidorparkinn.com/cs/Satellite?c=Page&language=en&pagename=ParkInn%2Fintegration%2FhotelInfo&hotelCode=berp1>

The event is organized by cocoate.com EURL, a consultancy company, with the focus on the integration of open source projects and coaching.

#### Event Audience:

Please tell us as much as possible about the size and demographics of your audience.

The planned number for participants for the day of the workshop (first day) is 100. We planned 320 participants for the conference days.

We expect participants to be mainly from Europe, that are already in Second Life projects or who want to get informed about Second Life.

## 12.2 Speaker Invite



[www.slconference.eu](http://www.slconference.eu)

To whom it may concern

June 2007

Dear Mr/Ms .....

We are writing to invite you to participate in the Second Life conference 2007, taking place September 16 – 18, in Berlin, at the Park-Inn Berlin-Alexanderplatz. This event includes a one-day workshop (16<sup>th</sup> September) and a two-day conference (17<sup>th</sup> – 18<sup>th</sup> September).

The event is organised by cocoate.com EURL, a consultancy company, with the focus on the integration of open source projects and coaching. The focus of the event is directed on four topics: Business & Marketing; Education; Design, Art & Scripting and Community & Citizenship. We would like to encourage people to exchange information and share knowledge, that has been acquired through private, public or company projects.

We are looking for moderators and speakers for the slconference 2007 who will discuss, present and share their knowledge, experiences, expectations and thoughts revolving around Second Life – where virtual meets real life regarding the four topics of the event.

We would like the topic of the session to relate to one of the aforementioned four topics. Attached you find a list with more details for each topic. You can also find the description of each topic on the conference website under the link speaker, where you can submit your proposal (→ I want to talk!). In order for you to plan the time of your presentation, you can find the planned schedule on the website.

The planned number of participants for the day of the workshop (first day) is 100. We planned 320 participants for each conference day. We expect participants to be mainly from Europe, that are already in Second Life projects or who want to get informed about Second Life.

We are offering a reduced participation fee of €100 per day for speakers taking part in the conference covering food and evening events.

Someone from the slconference 2007 team will call you shortly to answer any questions you might have and see if you will be able to join us. If you have any queries before, please do not hesitate to call or e-mail us.

We are looking forward to hearing from you soon.

Sincerely,

The slconference 2007 team

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)



[www.slconference.eu](http://www.slconference.eu)

## Topics at the slconference 2007

On the day of the workshop, the length of the session for each speaker and moderator will be 2 hours 45 minutes. On the two conference days, we would like each speaker to speak for 1 hour 30 minutes. Questions and answers should also be included during the speaker's session.

### Business & Marketing

The recent entering of the top 100 world companies in Second Life demonstrates how the business world in Second Life provides a platform for companies as an innovative way of making business on-line.

Second Life is a new marketing channel in which market research can be completed successfully, PR and advertising take a different shape and products can be introduced safely.

SL conference session topics regarding the business track include

- Marketing
- Market Research
- PR
- Advertising
- Product Testing
- Real and Virtual Cross Selling
- Business Strategies

### Education

What are the effects of Second Life on education and training systems with regard to encouraging exchange and communication, cooperation and life-long learning?

How can education and training systems be integrated successfully as an additional method for teaching and learning?

Do not hesitate to share your experiences made or to present case studies performed in Second Life regarding this issue.

SL conference session topics regarding the education track include

- Informal Learning
- Blended Learning
- Further Education
- Language Learning
- Social Competencies
- Assessments

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)



[www.slconference.eu](http://www.slconference.eu)

### Art, Design & Scripting

Does the virtual design have a real-life effect on decoration and construction of buildings and furniture, influencing fashion and trends?

How do artists, designers and museum and gallery owners create a greater presentation towards the public; not only the virtual, but especially the real public?

Submit proposals for case studies and how-to-do-it advice.

SL conference session topics regarding the art, design & scripting track include

- Museums, Galleries
- Programming with Open Source
- Avatar Design
- Landscaping
- Architecture & Building
- Voice Integration

### Community & Citizenship

NGOs, public bodies and community development projects can reinforce their presence in Second Life.

How, for example, can governmental institutions work with the Second Life environment to publish the latest political news among adolescents and engage them in the wider community?

How can NGOs and public bodies prevent political fatigue using Second Life?

SL conference session topics regarding the community and citizenship track include

- Fundraising
- Hot Places (history, development, future)
- Social Behaviour (linking real & virtual life)
- Disabled People (experiences, opportunities)
- Public Bodies in SL
- Community Building

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)

## 12.3 Sponsor Letter



[www.slconference.eu](http://www.slconference.eu)

Firma  
Herr  
Straße  
Land – Ort

Datum

Dear Mr/Ms .....,

We are glad to announce the first slconference 2007, taking place at the Park-Inn Hotel in Berlin from September 16 – 18, 2007. This event will include a one-day workshop (16<sup>th</sup> September) and a two-day conference (17<sup>th</sup> – 18<sup>th</sup> September), which will provide a perfect opportunity for you to promote your company.

We invite you as a global player not only in the real world, but also in the virtual world, to participate and sponsor the slconference 2007. It will be a premier event to expose your products and services for the expanding Second Life marketplace to an intelligent and interested audience, looking for knowledge and inspiration, that has been acquired through private, public or company projects.

Take the conference as an occasion to increase awareness and affinity for your company. Be one of the leading edge companies, that will get together with the Second Life community, driving growth and innovation by sponsoring this conference. Holding a keynote speech or participating as a speaker in one of our workshops or conference sessions, is also a key to promoting your company.

Benefits of sponsoring at slconference 2007 include:

- Having your organization or company recognized as being a leading global company in the real and Second Life
- Exposure of your company to an open-minded international audience
- Acknowledgement of sponsorship within the conference program
- On-site signage (exhibition, session branding) recognizing your company as a sponsor
- Acknowledgement of sponsorship, logo and web link on the slconference website
- Acknowledgement of sponsorship during the keynote speeches (Platinum Sponsor)
- Free conference registration

The event is organised by cocoate.com EURL, a management consultancy company, with the focus on the integration of open source projects, coaching and teaching. The conference focuses on four topics: Business & Marketing; Education; Design, Art & Scripting and Community & Citizenship.

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)



[www.slconference.eu](http://www.slconference.eu)

With a planned number of 320 participants for each conference day and a 100 participants for the day of the workshop (first day), you can expect to see international people as well as novices, that would like to "taste" a little of the Second Life environment.

Please find attached the sponsorship packages and the schedule of the conference.

Someone from the slconference 2007 team will contact you shortly to answer any questions you might have and see if you will be able to join us. If you have any queries before, please do not hesitate to call or e-mail us.

We are looking forward to hearing from you soon.

Sincerely,

The slconference 2007 team

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)



[www.slconference.eu](http://www.slconference.eu)

### Sponsorship Packages

The slconference 2007 Sponsorship Packages are designed to maximize your exposure to and interaction with a sophisticated audience in an intimate setting.

	Platinum (limited for 1)	Gold (limited for 3)	Silver (limited for 5)
	10.000 €	5.000 €	2.000 €
Keynote	X		
Logo on webpage, from booking on, unlimited	X	X	X
Day branding	X	X	
Session branding	X	X	X
Exhibition	X	X	X
Free entrances for complete conference	5 persons	2 persons	1 person
Designation on the badges	X		
Designation on the T-Shirt	X		
Designation on the bag	X	X	
Company kiosk in SL	X	X	X

Slconference 2007 organized by cocoate.com | 32 rue du Pla | 11510 Fitou | France  
+33 (0)870 44 51 10 | +49 5332 52 13 32  
[slconference@cocoate.com](mailto:slconference@cocoate.com)

## 12.4 Press Releases in English (chronological order)

### 12.4.1 June 19, 2007

#### Second Life Conference 2007

#### WHERE VIRTUAL MEETS REAL LIFE

#### Virtual will meet real life in Berlin at the first European Second Life conference this September.

It is time to discover the links between real life and virtual life, to get together and engage in discussions about the implications of virtual on real life and vice versa.

The conference will merely be the beginning of a discussion about possibilities and impacts the virtual world has on the real world, that is expected to be continued in future conferences. The slconference 2007 début gives prominence to Second Life, as it currently has a exponentially growing influence. It will be a place, where people and companies involved in Second Life and newbies encounter, among other things, new business opportunities and learning environments in a virtual world.

Knowledge, experiences, expectations and thoughts will be discussed, presented and shared through interactive sessions, workshops and presentations dealing with Business & Marketing, Education, Art, Design & Scripting and Community & Citizenship.

The event will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel and includes a one-day workshop and a two-day conference. In addition, the conference will also feature keynote presentations as well as “come together” evenings for networking and further information exchange.

The event is organised by cocoate.com, a management consultancy company, emphasizing on the integration of open source projects, coaching and teaching. The head of the team and strategic brain, Christine Graf, “would like to encourage people to exchange information and share knowledge, that has been acquired through private, public or company projects.”

Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life. It is the perfect location to meet, interact and network with people from around the world with the goal of promoting the Second Life community and its applications.

Further information and the registration form can be found on [www.slconference.eu](http://www.slconference.eu).

cocoate.com EURL  
Christine Graf  
32 rue du Pla  
11510 Fitou

Telephone: +49 5332 521 332 / +33 870 40 51 10  
e-mail: [slconference@cocoate.com](mailto:slconference@cocoate.com)  
Internet: [www.slconference.eu](http://www.slconference.eu)

## 12.4.2 June 26, 2007

Second Life – Round Table meets slconference 2007 in Berlin

The Berlin Second Life – Round Table takes place at the slconference 2007 in Berlin.

On September 16, 2007, the Berlin Second Life pioneers will meet in the Sky Lounge at the Park-Inn Hotel Berlin-Alexanderplatz. The previous Second Life Round Tables featured organisations such as IBM, the Industrie- and Handelskammer Berlin, ID-Medien, Pixelpark as well as Beate Uhse AG and newBERLIN.

The Second Life – Round Table is a Real Life meeting of agencies, media researchers, journalists, authors, Second Life – operators, companies, organisations, filmmakers, radio stations and Second Life – insiders to exchange trends and experiences in Second Life.

At the last Round Table, the training company L4 lectured about the topic "TV-Stations and Filming in SL" and the book-author Annette Pohlke reported on "E-Learning in SL". The Round Table in Berlin is organised by the bookseller Bernd Sommerfeld, who will put forward a top-class guest list for the Round Table taking place at the slconference 2007. The number of visitors is limited to 30 invited guests.

The slconference 2007 will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel and includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

Further information and the registration form for the conference can be found on [www.slconference.eu](http://www.slconference.eu).

cocoate.com EURL  
Christine Graf  
32 rue du Pla  
11510 Fitou

### 12.4.3 June 29, 2007

#### Second Life Conference 2007

The slconference 2007 starts yielding fruits.

Meet Pearson Education Deutschland and the people behind newBERLIN at the slconference in Berlin.

Pearson Education Deutschland GmbH is a gold sponsor at the slconference 2007. Pearson Education is the world's largest educational publisher. Pearson Education Deutschland GmbH (PED) is the DACH education publishing business of Pearson plc, the international media group. PED includes the publishing imprints of Markt+Technik, Addison-Wesley, Pearson Studium and Longman. Among other things, PED will offer English and German books and video-trainings from their product line on the workshop day of the conference.

Another sponsor of the slconference is YOUseeMEin3D.com. Jan Northoff and Tobias Neiseke, CEO's of the company and founders of newBERLIN, will host the slconference 2007 in Second Life on the newBERLIN island at Berlin-Alexanderplatz. newBERLIN is a true to scale reproduction of Berlin in Second Life, striving to create an interactive place of variety and liveliness where enthusiasts and residents of the Germany capital can meet and exchange information. The two founders of YOUseeMEin3D.com, will also be present as speakers at the slconference 2007. Jan Northoff will explain "Interfaces - from Second Life to Real Life and vice versa" in a workshop on September 16. Tobias Neisecke will give a lecture on "newBERLIN, the city of Berlin scaled 1 to 1 in Second Life".

A representative from Big-Bit.net, Yoshinori Shirakawa, the successful virtual shoe seller, aka Jörg Lindner, will hold a workshop about "How to Build & Establish a Sound Basis for Selling Virtual Goods in SL". At the moment, Jörg Lindner is writing the German Second Life book "Leben, Lieben, Geld Verdienen" together with Jana Gillespie and Sebastian D. Marcu.

The slconference 2007 will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel and includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

Further information and the registration form for the conference can be found on [www.slconference.eu](http://www.slconference.eu).

#### 12.4.4 July 3, 2007

##### **Real World and In-World Meet at the Same Place**

**The slconference 2007 will take place in "real-Berlin" and newBERLIN in September.**

The slconference 2007 will take place from September 16 – 18, 2007 not only in Berlin – Alexanderplatz at the Park-Inn Hotel but also at newBERLIN in the virtual world Second Life. The Real Life conference includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

Topics that will be covered during the conference are: Business & Marketing, Education, Art, Design & Scripting and Community & Citizenship. Among the newly-won speakers for the conference is Ideea's executive director Peter Brüggemann, who will talk about experiences ideaa had during the development and what goals they have with their virtual island, that celebrated its grand opening in Second Life last week. Furthermore, Domenico Zungri from Italy will hold a session about "acquiring awareness of professional vocations using Second Life". A speaker in the community track is Simon Künzler who will talk about "building a national community for users and enterprises" taking as an example the Swiss community.

Jan Northoff and Tobias Neiseke, founders of YOUseeMEin3D.com and newBERLIN, a true to scale reproduction of Berlin in Second Life, will host the conference In-World. It demonstrate even more the interfaces of real and virtual life and how these are connected. The two founders of YOUseeMEin3D.com, will also be present as speakers at the slconference 2007. Jan Northoff will explain exactly the "Interfaces - from Second Life to Real Life and vice versa" in a workshop on September 16. Tobias Neisecke will give a lecture on "newBERLIN, the city of Berlin scaled 1 to 1 in Second Life".

The event is organised by cocoate.com, a management consultancy company, emphasizing on the integration of open source projects, coaching and teaching.

Further information and the registration form for the conference can be found on [www.slconference.eu](http://www.slconference.eu).

## 12.4.5 July 6, 2007

/i-d media is a Sponsor of the first slconference 2007 in Berlin.

/i-d media is another silver sponsor at the first European Second Life conference "slconference 2007"

The slconference 2007 will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel as well as in newBERLIN in Second Life. The Real Life conference includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

/i-d media, established in 1988, is a provider of innovative marketing and technological solutions. The service offering consists of strategic marketing consulting, creative concept development & design and integrated communication solutions. /i-d media also provides the development of virtual inworld and webtools as well as the creation of Secondlife inworld locations.

Dirk Lüsebrink, head of product development and /i-d media's speaker at the slconference 2007, will talk about the cross-linkages of Second Life and Real Life and examine the role of the world wide web. He says that "seeing SL as a stand-alone phenomena is not playing justice to its full potential." Furthermore, he will explore SL as a possible future generic interface for physical worlds and how virtual worlds could be used to control Real Life and vice versa.

The event is organised by cocoate.com, a management consultancy company, emphasizing on the integration of open source projects, coaching and teaching.

Further information and the registration form for the conference can be found on [www.slconference.eu](http://www.slconference.eu).

cocoate.com EURL

## 12.4.6 July 10, 2007

Diverse Topics and European Speakers meet at the slconference 2007 in Berlin

At the first European Second Life conference "slconference 2007" speakers from Europe present a variety of topics.

The slconference 2007 will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel as well as in newBERLIN in Second Life. The Real Life conference includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

Philippe Kerremans, founder of MetaCon, The Metaverse Consulting Company, will present MetaCon and the implementation of the Second Earth concept by means of Bruges (Belgium) in Second Life. Having built a part of the historic city of Bruges in SL, he explores the option of tourism in a 3D environment and develops Geocaching in SL.

Another speaker at the slconference 2007 will be Andreas Mertens, CEO of SLTalk & Partner, an official full service provider of Linden Lab. The workshop deals with "Advanced LSL-Scripting with Interoperability to 3rd Party-Systems", where Second Life LSL is coupled with programming languages including PHP, XML, Apache and MySQL. A. Mertens will also hold a presentation about "Performance Measurements in SL" addressing questions such as "How many avatars visited my SIM?" or "What interests visitors on my SIM?".

To close the circle, lawyer Wilko Bauer, specialised on intellectual property and IT-rights at Paschke & Partner, will enlighten participants about "Legal Frameworks in Virtual Worlds".

The event is organised by cocoate.com, a management consultancy company, emphasizing on the integration of open source projects, coaching and teaching.

Further information and the registration form for the conference can be found on [www.slconference.eu](http://www.slconference.eu).

## 12.4.7 July 13, 2007

New Track "Other Worlds – Beyond SL" at slconference 2007

The new track "Other Worlds – Beyond SL" will be part of the second conference day of the slconference 2007 in Berlin this September.

The slconference 2007 team decided to introduce another track at the conference. "Other Worlds – Beyond SL" is the title of this new track, that will be featured on the second conference day, September 18. "Other Worlds – Beyond SL" is a response to a high resonance of interest in "where virtual meets real life". The new track is aimed at people and companies engaged in virtual worlds other than Second Life and wish to talk about it, share and exchange their knowledge and experiences.

The slconference 2007, organised by cocoate.com, will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel as well as in newBERLIN in Second Life. The Real Life conference includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life.

Additional speakers at the conference are Jeff Freedman and Julie Stewart. Jeff Freedman, from Millions of Us, will hold a session about "Engaging SL Residents with Unconventional Marketing". This presentation will provide a case study of the launch of Microsoft's Visual Studio Island, which featured an elaborate egg hunt, drawing constant traffic to Microsoft's in-world property and created a real community of players.

Julie Stewart, a British software engineer from Swisscom, will give an overview of the Starfruit Initiative comprising the telephone booth offering for the SL community, gift services connecting SL and RL as well as learnings and expectations about the project.

Further information about the conference can be found on [www.slconference.eu](http://www.slconference.eu).

## 12.4.8 July 16, 2007

Anshe Chung Studios sponsors the slconference 2007 in Berlin

Anshe Chung Studios is a platinum sponsor for the slconference 2007 that will take place in Berlin this September.

Anshe Chung Studios (ACS) supports the slconference 2007 by being the platinum sponsor of the event. Anshe Chung, who will be present at the conference, originally founded her business virtually in Second Life and expanded it to a real company last year. She has made major headlines first as the poster child of the Second Life economy and then as the world's first virtual millionaire with value entirely generated within a virtual world. Anshe became a role model for countless virtual reality entrepreneurs who have been trying to emulate her success. She also played a leading role in localizing and popularizing Second Life in Europe, creating and sponsoring the first German, Dutch and French communities, that within 18 months grew from less than 2 per cent to more than 25 per cent of the Second Life population.

By now, ACS has become a multi-million dollar business with more than 100 full time employees that generate value in Second Life, IMVU, Entropia Universe and HiPiHi for the consumer market, Fortune 500 companies and government institutions. Anshe Chung Studios has recently been elected a "New Champion of the World Economy" by the World Economic Forum and intends to continue the aggressive growth and innovation strategy set by its founder.

The slconference 2007, organised by cocoate.com, will take place from September 16 – 18, 2007 in Berlin – Alexanderplatz at the Park-Inn Hotel as well as in newBERLIN in Second Life. The Real Life conference includes a one-day workshop (Sunday) and a two-day conference. Expected are around 300 participants for the event, mainly coming from Europe, longing for inspiration for their own Second Life projects and wanting to get informed and introduced to Second Life and other virtual worlds.

Eric Call, Linden Labs former creative and technical specialist with a great experience for content development in Second Life will give a presentation about Machinima. He will discuss the requirements and considerations needed to produce a truly compelling and useful machinima in SL.

André Winzer, partner & managing director of Schaltzeit GmbH, will lead a 180-minute workshop about "Virtual Entrepreneurship". The workshop addresses the principles of designing a virtual business model. Participants will investigate, discuss and present in-world and Real World Business Models.

Further information about the conference can be found on [www.slconference.eu](http://www.slconference.eu).

## 12.5 Standard E-mail

Dear Madam, Sir,

we would like to invite you to the Second Life conference "slconference 2007" taking place in Berlin from September 16 – 18, 2007.

The conference will cover the following topics: Business & Marketing, Education, Art, Design & Scripting, Community & Citizenship. Detailed information about the conference topics and the schedule is available on <http://www.slconference.eu>

If you are interested in attending the conference, please register on-line:

<http://www.slconference.eu/registration>

We may draw your attention to our special offer, the "Early Bird" fee. It is valid until July 20, 2007.

If you would like to participate in the conference as a session or a workshop speaker, please submit a proposal here: <http://www.slconference.eu/i-want-talk-slconference>

Should you have any questions, the slconference team is at your disposal.

Sincerely,

The slconference 2007 Team

## 13 Annex 4: Certificate From Employer and Evaluation of Intern



cocoate.com | 32, Rue du Pla | 11510 Fitou | France

### Evaluation Internship for Isabell Schulz

Internship at cocoate.com from 20.06.2007 – 03.09.2007

During the first two months Isabell was a member of the team who organizes an international conference in Berlin. During the last four weeks she was responsible for restructuring two websites from a marketing approach to justify the content related to the change process for the company.

After an intensive introduction in the conference subjects she was able to realize the key topics and the connections to business processes. Isabell was responsible for public relations, registrants guidance and all texts on the conference website. With her friendly and open temper she managed these challenges good and profiles herself in professional speaking and writing. She structured all the texts on the website in very clearly way and gained very fast familiar in using the underlying content management system.

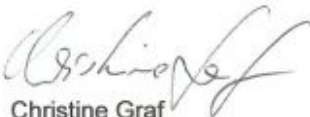
Isabell has a very good theoretical basis which enables her to analyze processes clearly and fast. She has an efficient time management and is able to work with qualitative results under difficult situations such as time pressure and multichannel tasks.

Isabell was well integrated in the team with equal rights but she kept sometimes a low profile. This maybe owed to the family relation.

Some misunderstandings are avoidable if she would listen more carefully, not interpreting peoples speech and present her ideas clearly and insistent.

It was a great pleasure for all of us to work with her.

Fitou, 03. September 2007



Christine Graf

EURL cocoate.com  
Christine Graf  
32, Rue du Pla  
FR-11510 Fitou  
N° TVA: FR27494349350

Phone: +49 (0)53 32 52 13 32  
+33 (0) 8 70 44 51 10  
E-Mail: [info@cocoate.com](mailto:info@cocoate.com)  
Internet: <http://www.cocoate.com>

Account:  
Postbank Berlin  
Hallesches Ufer 60  
DE – 10963 Berlin  
Account: 508798109  
IBAN: DE72100100100508798109  
BIC: PBNKDEFF

## 13.1 Updated CV of Student

Isabell Schulz

isa.schulz@gmail.com, www.murgeys.com, www.isapisa.com

### Work Experience

- 06/2007 – 09/2007, Fitou  
Responsible for **PR, translations, speaker/sponsor acquisition** for slconference.eu 2007 (Second Life conference) in Berlin, revision of fimidi.com (holiday flats) and cocoate.com (consulting company)
- 11/2006 – 12/2006, Paris  
**International Relations Intern** at American Business School, responsible for exchange students' dossiers, **creating and keeping in contact with exchange students**
- 06/2006 – 09/2006, Narbonne/Fitou  
Internship at real estate agencies exil domizil ltd. and Immobilier du Sud (Narbonne) working **autonomously, developing a marketing plan, market situation analysis, competitor analysis**, creating dossiers for clients
- 05/2006 – 06/2006, Paris  
Salesperson at Roland Garros as part of a team in a booth during the French Open tournament, dealing with **customer relationship development, satisfying and responding to specific customers' demands, improvement of team performance, achieving daily budget goals**
- 06/2005 – 04/2006, Paris  
**Responsible for sales and organizational processes** at McDonald's, service at the counter, concentration on **customer relationship and satisfying customers rapidly, assuring product and brand quality**
- 2002 – 2007  
**Course translations for OBELFA (European project)** German into English  
**Translation of an e-learning project** from German into English for aub (Alternative Unternehmensberatung)

### Education and Qualifications

- **2005 – 2009**  
Third year at **American Business School, Paris/France**, following the **Bachelor of Business Administration** program with focus on Marketing, cumulative **GPA: 3.87/4.00**  
Subjects: Consumer Behaviour, Advertising, B2B Marketing, Management of Information Systems, Micro- and Macroeconomics, International Business, Career Management Program
- **01/2007 - 06/2007**  
Studying abroad at the **San Francisco State University** for one semester
- **2004 – 2005**  
Visual Expression in Space Communication, Ecole Boule, Paris/France
- **2002 – 2004**  
A-levels (English, French, Maths, History), Goscat College, Cheltenham/UK

### Skills

- **Languages:**  
Proficiency (spoken, read and written) in German, English and French  
very good public speaking and presentation skills
- **Computers:**  
Working and creative ability in: Microsoft Office applications, Open Office applications, Adobe Photoshop, Adobe GoLive, HTML and CSS basics.

### Activities and Interests

- Voluntary work for machm-it.org e.V. Germany (dealing with e-learning and Internet-based communication tools for informal learning)
- Part of the school Volleyball team
- Reading, Modern Art, Photography, Films/Theaters, Traveling