

Digital Dream to Cultural Reality

15 Golden Rules

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Jonathan Drori

dublin@jondrori.com

twitter: @jondrori

The next 40 minutes

- The Opportunity
- Audiences
- Technology
- 15 Golden Rules

Opportunity - Connect people to content

Widen the footprint

- New connections with objects or experiences
- Away from the venue
- Across organisations
- Across borders
- New combinations

Personal

Location-based

Tell new stories

Opportunity - Connect people to people

- Be a hub, a connector
 - Find others with similar interests
 - Add value for each other
 - Find local friends
 - Connect nations
 - Belong
 - Get people to talk about you
- People will love you for it

Opportunity - Help run the organisation

- Enable feedback
- Learn about audiences
- Enable audience to
 - Recruit others
 - Add value for us
 - Add value for each other
- Cheaper transactions
 - Enable donations
- New partnerships
- Run more efficiently

audiences

Human beings have some common motivations,
which new services should take into account

facebook®

tumblr.



LinkedIn

YouTube

twitter 

flickr





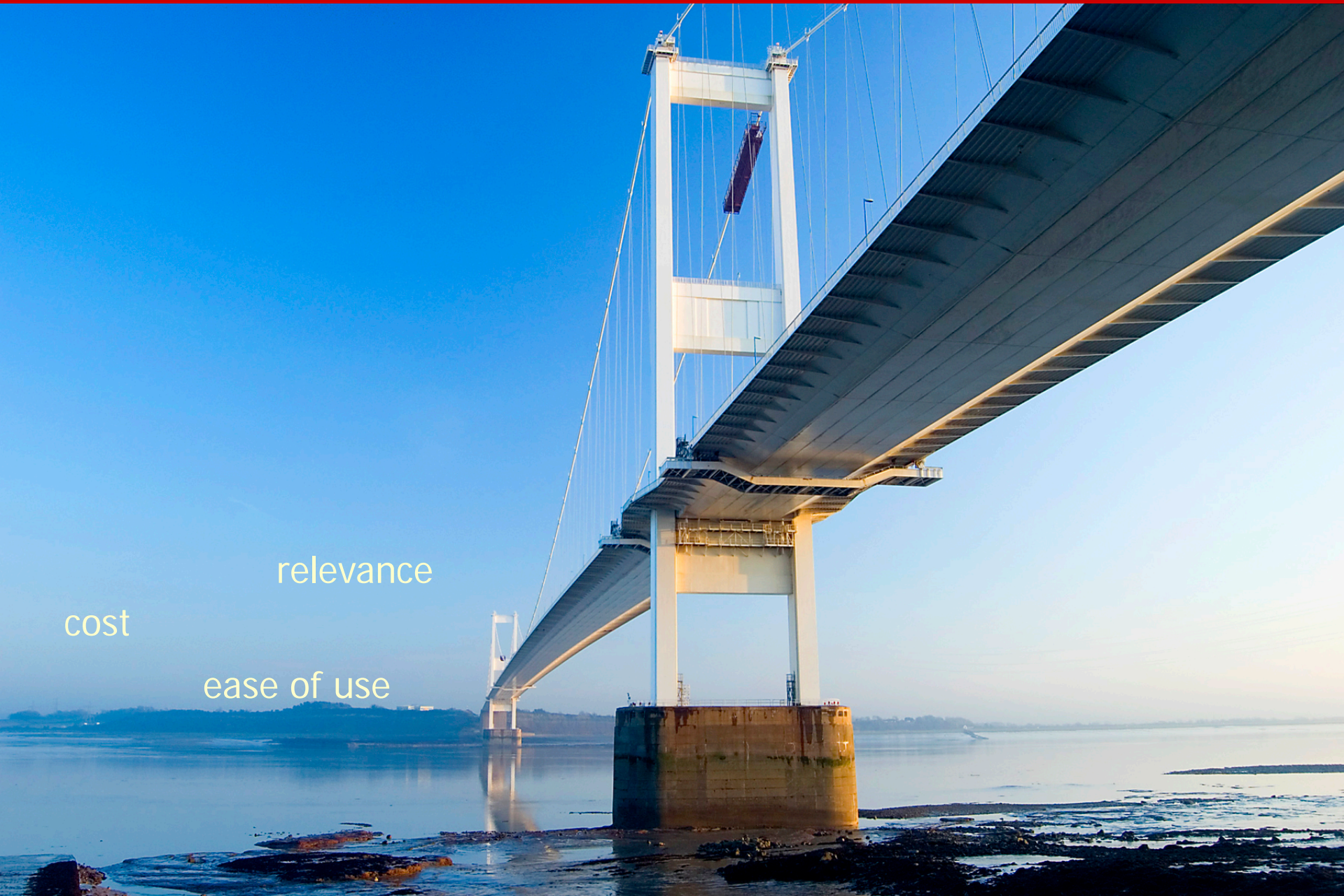
Going viral...

Number of contacts?

How contagious?

Incubation period?

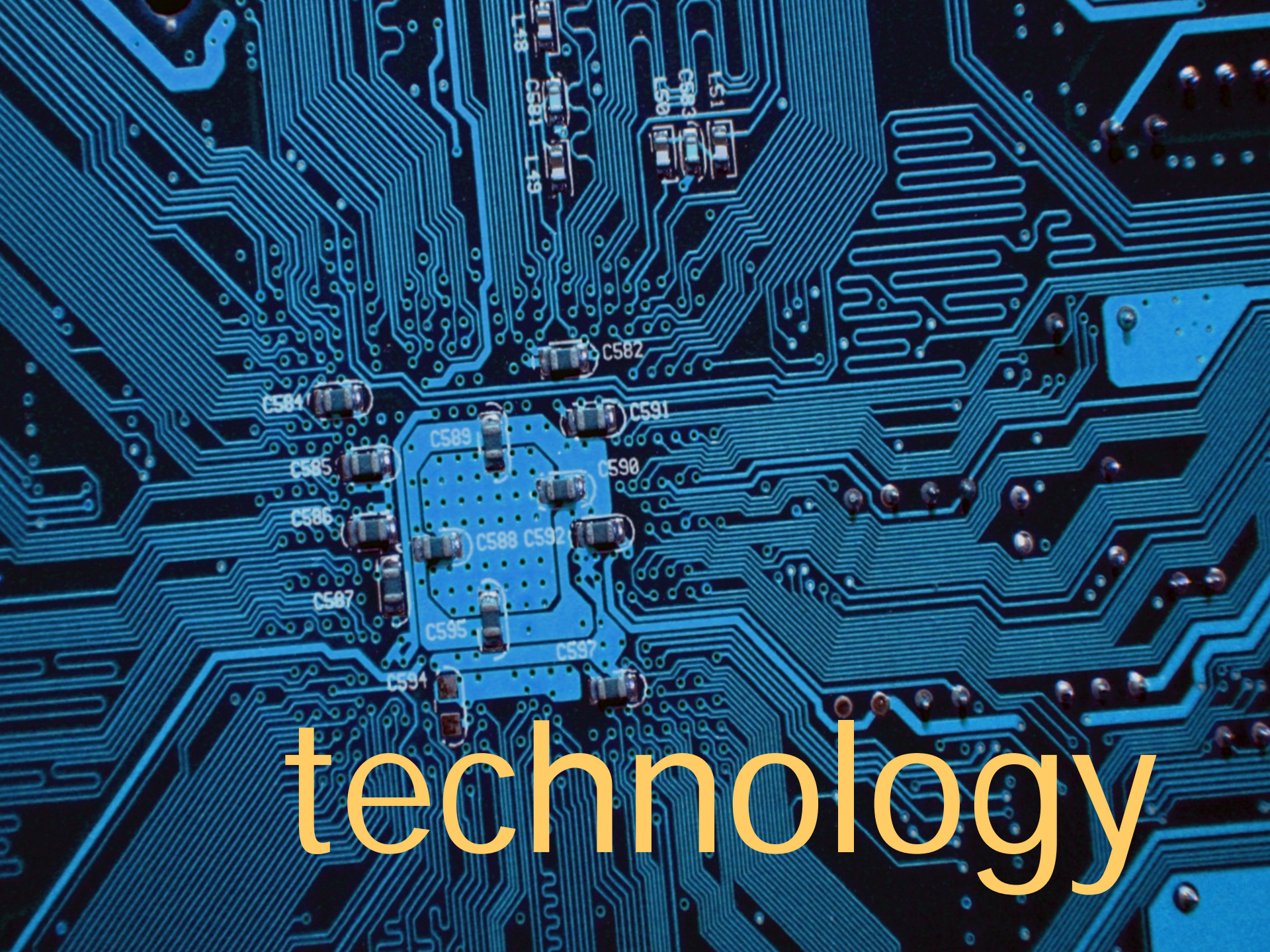
Remember the barriers



cost

relevance

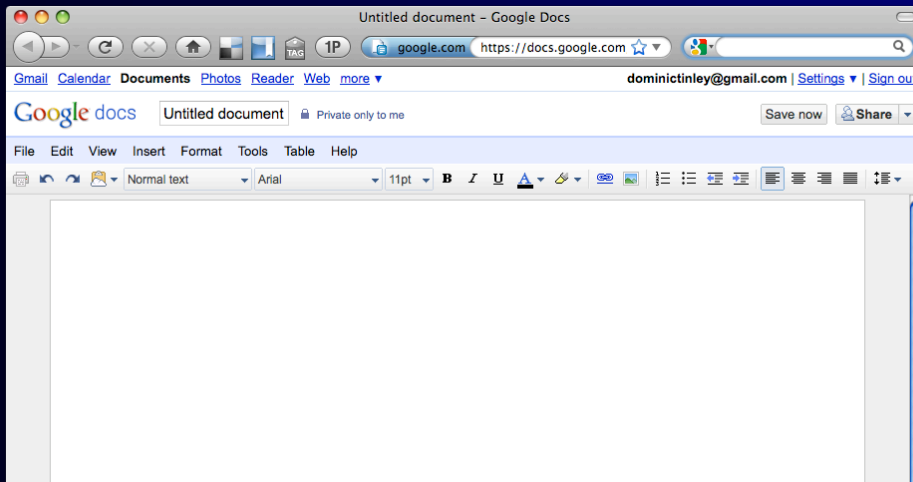
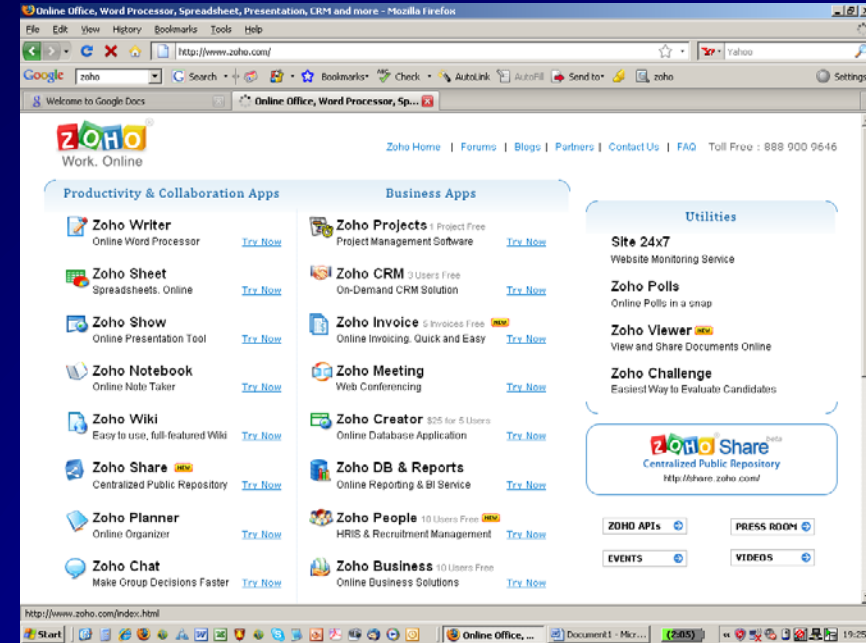
ease of use



technology

Technology – cloud computing

- Online collaboration
 - Dropbox
 - Google Docs
 - Virtual PCs
 - Zoho
 - Shared databases



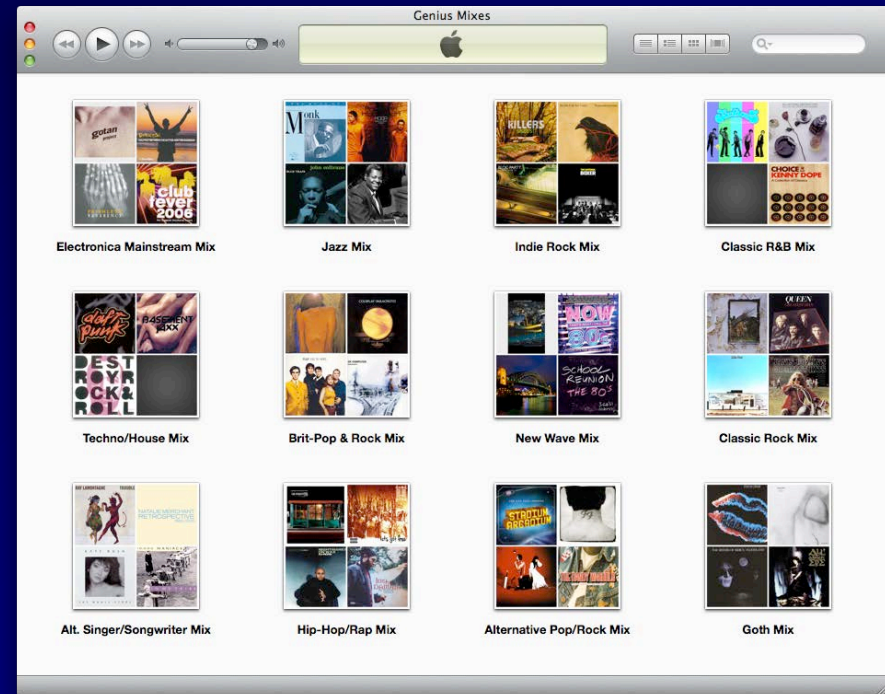
Dropbox

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dublin@jondrori.com

Technology – collaborative filtering

- Amazon
- iTunes
- Last FM
- Brands and celebrities



Customers Who Bought This Item Also Bought



Pocket Map Norwich (AA Street by Street) by AA Publishing
£1.50



Norwich Street Plan (A-Z Street Plan) by Geographers' A-Z Map...
£3.50



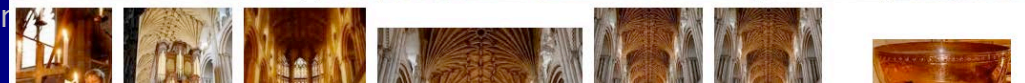
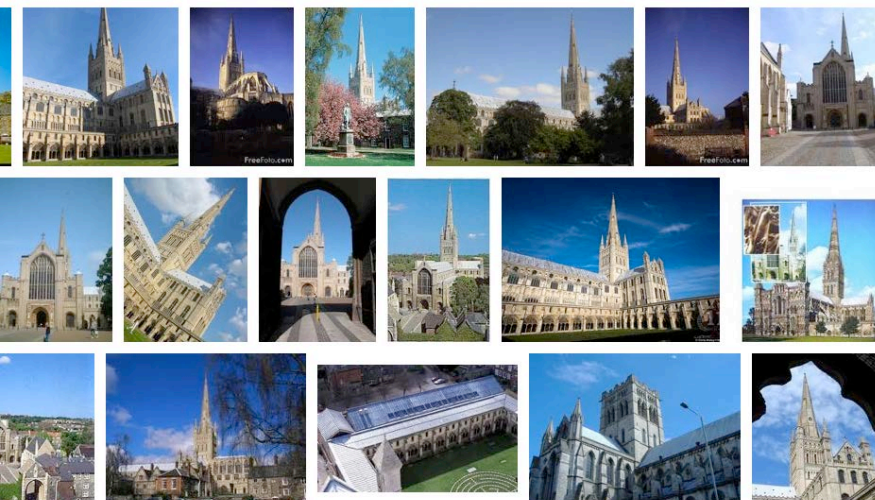
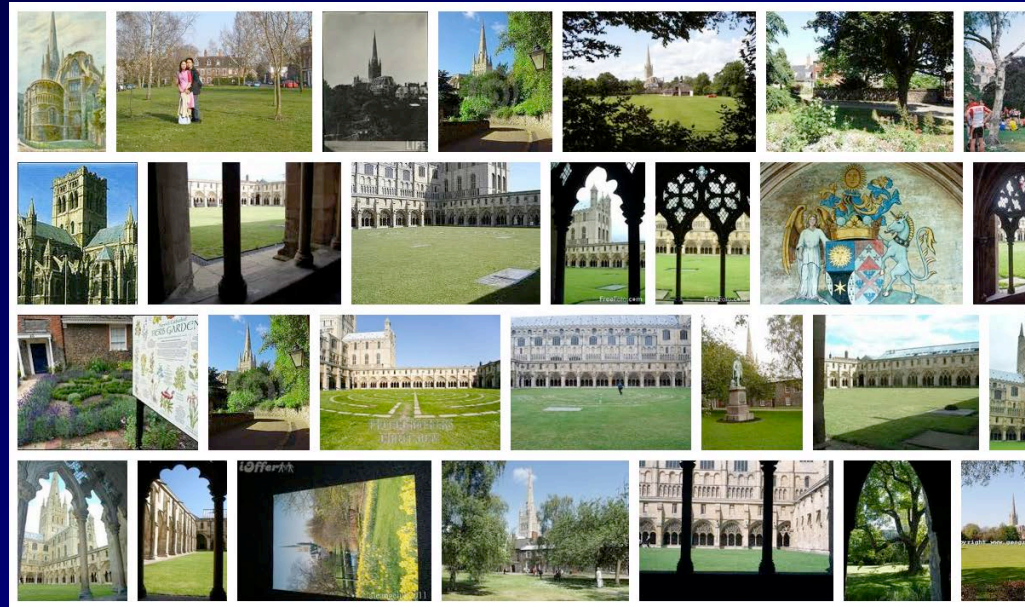
Bath (Pitkin City Guides) by Annie Bullen
★★★★★ (5)
£3.74



Cambridge (Pitkin City Guides) by Annie Bullen
£4.99

Technology – search

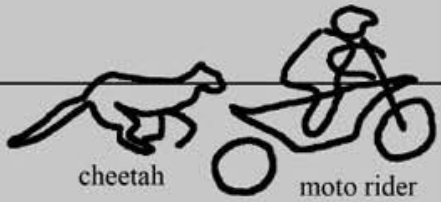
- Computer vision
- Database matching
 - Face recognition and search
 - Shazzam
- Voice recognition and tagging



sunset beach

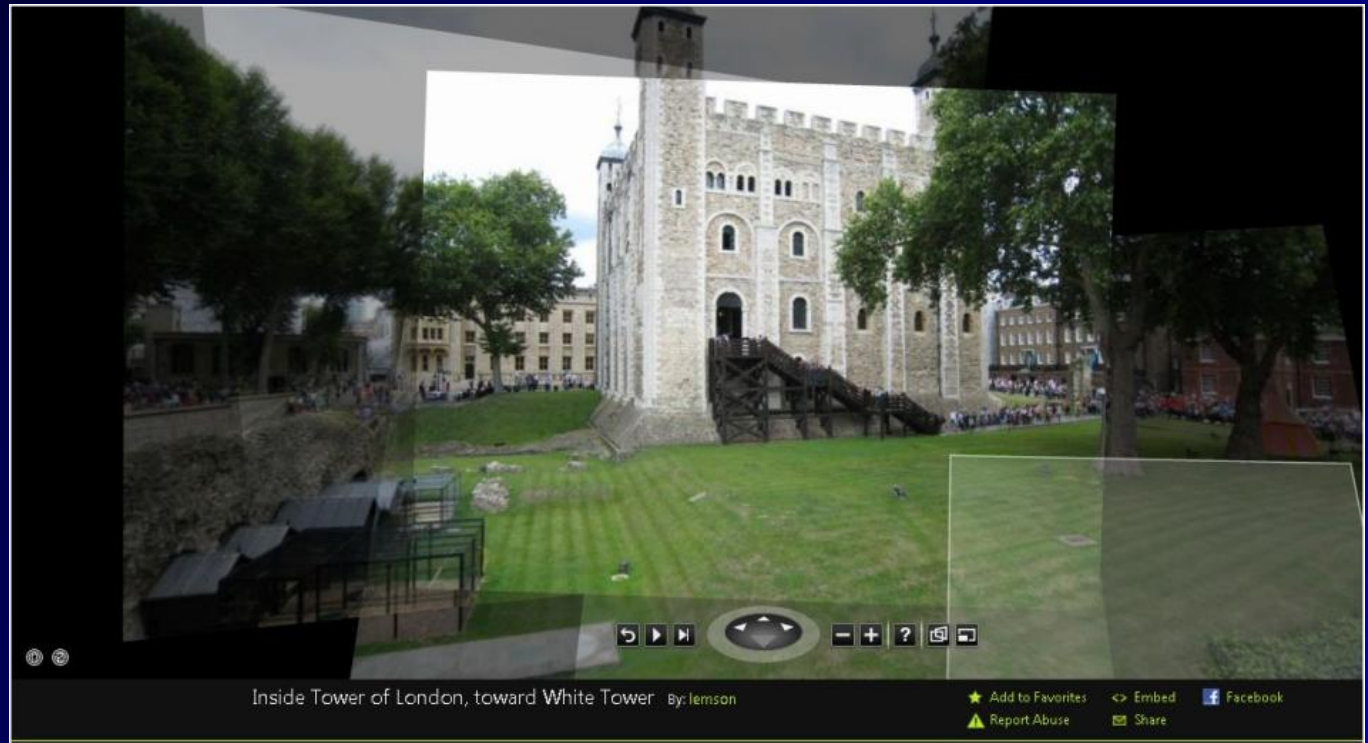


desert



Technology – image processing

Photosynth



Technology – image processing

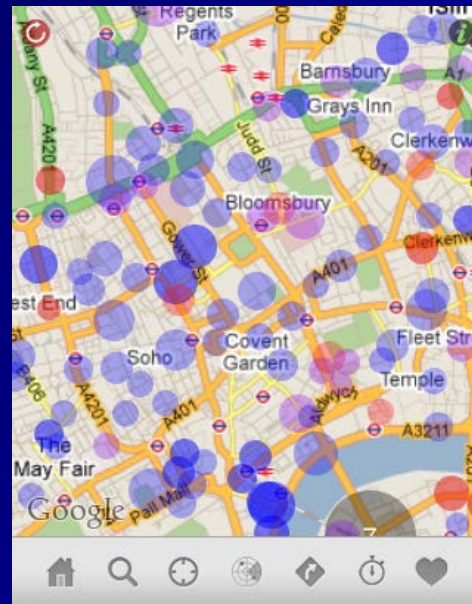
Personalised advertising



Technology – the mobile web



Google Goggles
Location-based networking
Integrated real-time data
Augmented Reality





Technology – augmented reality



Technology – output methods



Technology – input methods

KINECT™



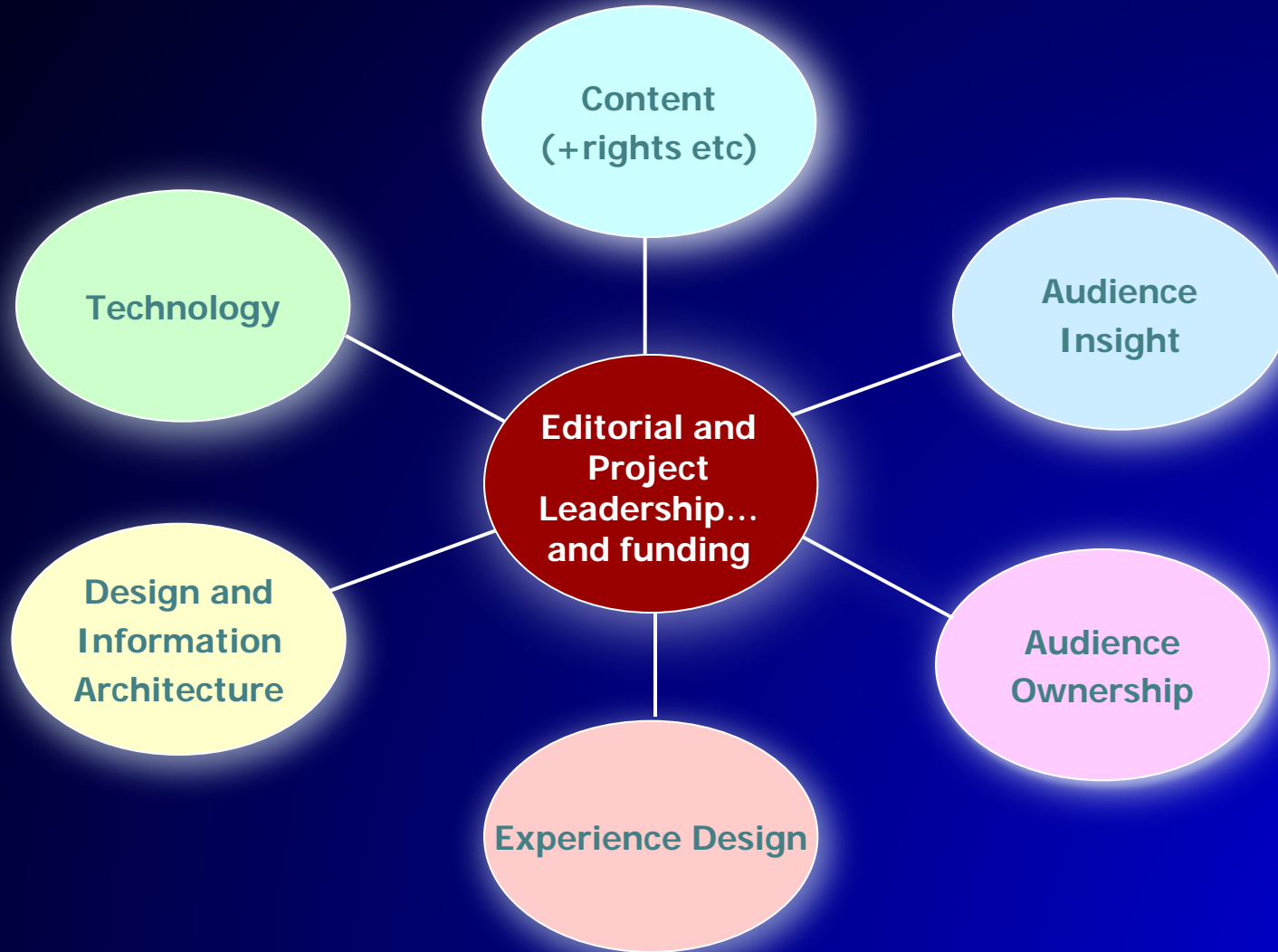
The important things that are most likely to go wrong



golden rules

Integrate the functions

15



Be led by audiences (or by an editorial vision)

14



14

storyboard

Embrace technology from the start

13

And iterate!

Don't confuse project management
with editorial leadership

12

Pilot well

11

scalable

replicable

sustainable

Understand Risk

10

Financial

Reputational

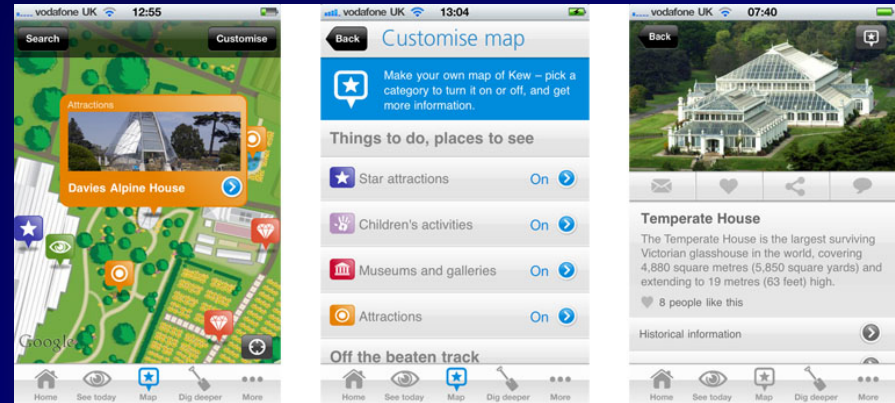
Safety

Opportunity

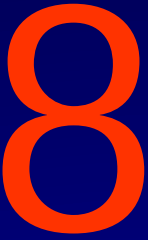
Shhh... civil servants are rarely fired for *not* doing something

Understand Procurement

- The risk that dare not speak its name
- Box-ticking
- Process can obscure desired outcome
- Tendency to over-specify
- Undermines agile, iterative development
- Processes favour big, expensive suppliers
- Preferred supplier lists



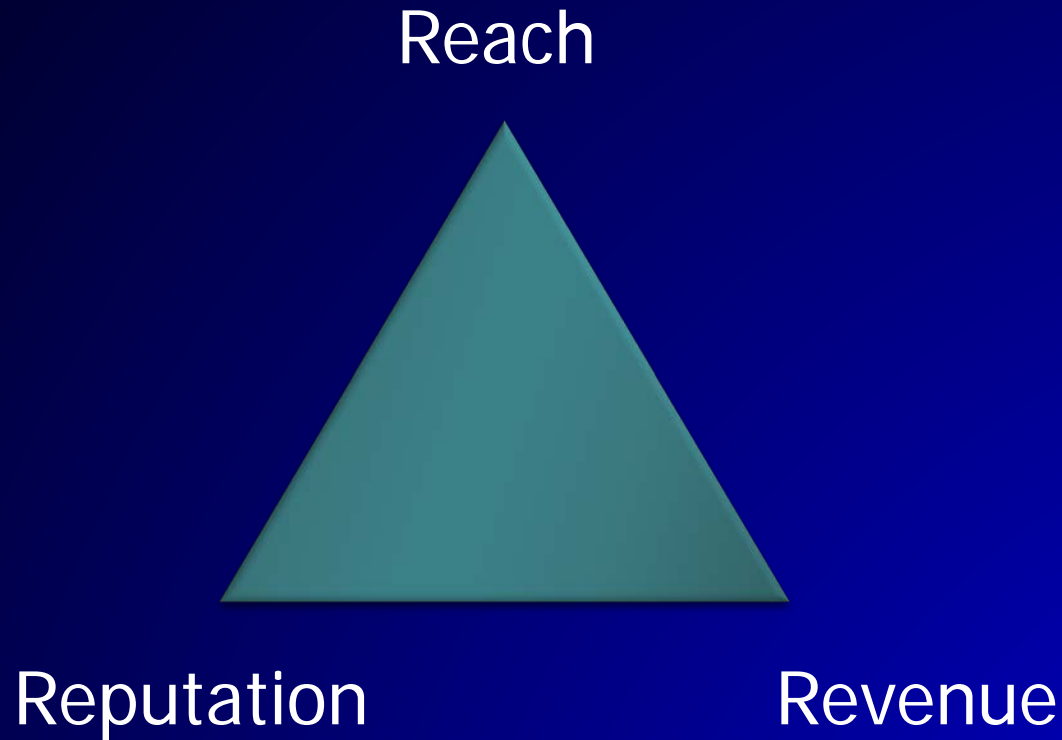
Partnerships



What do partners say they want?
What do they really want?

Partnerships

8



Do you lead? Or facilitate and take credit/income?

Who are you trying to impress?

7

The Westminster Bridge problem

Develop sensible measures of success

7

- We measure things that are easy to measure
- Potential future value / Present value
- Poor measures skew performance
 - Page views
 - Should we make our material available to others?
 - In return? Credit, money?

API's and Hack Days

7

Be strategic

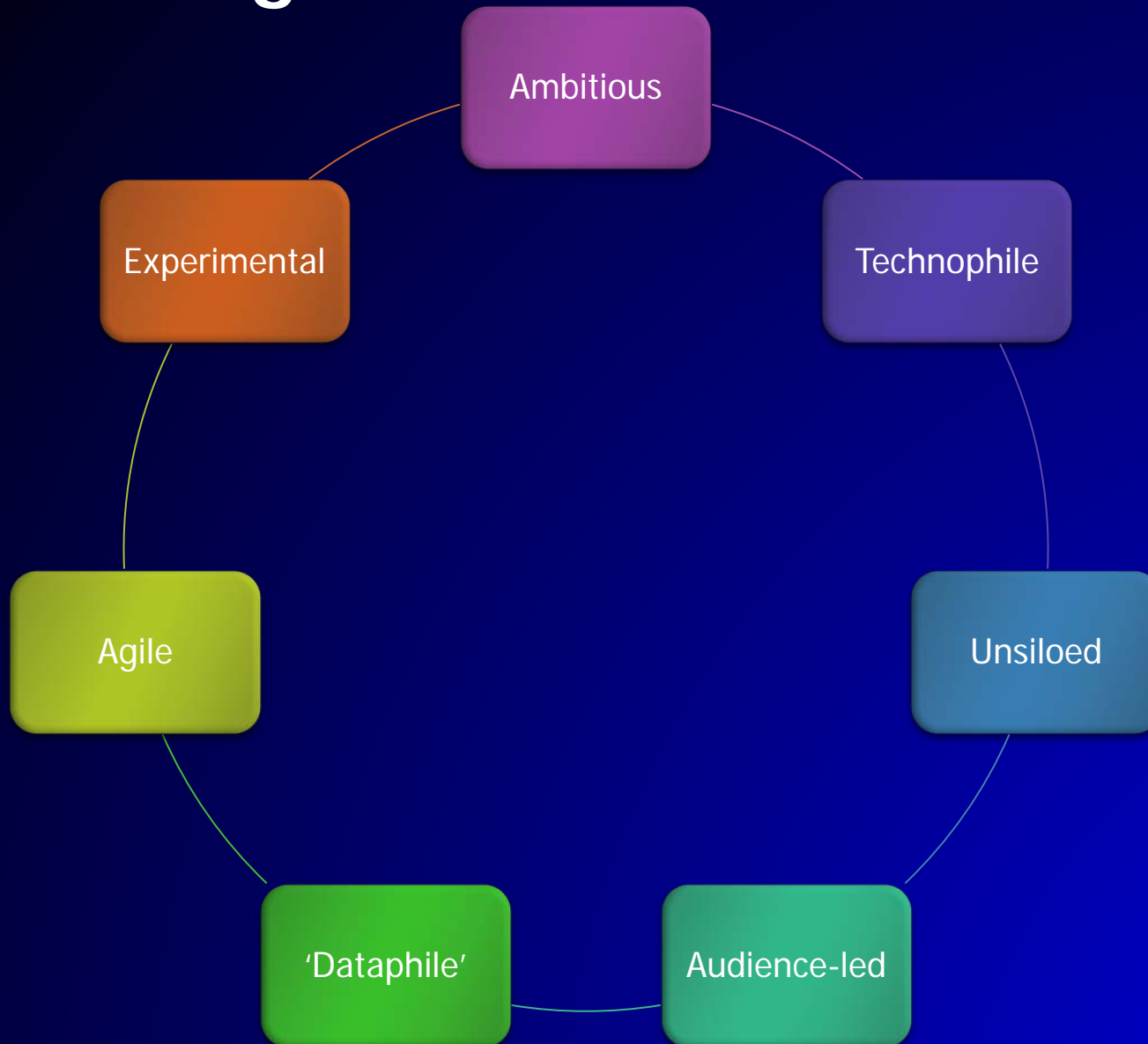
- Digital is part of technology strategy
- Technology strategy is part of overall strategy
- A neat idea, or even a group of neat ideas, is not a strategy
 - What's the purpose, and why?
 - What resources are needed?
 - The opportunity cost?

Strategy – quality of evidence



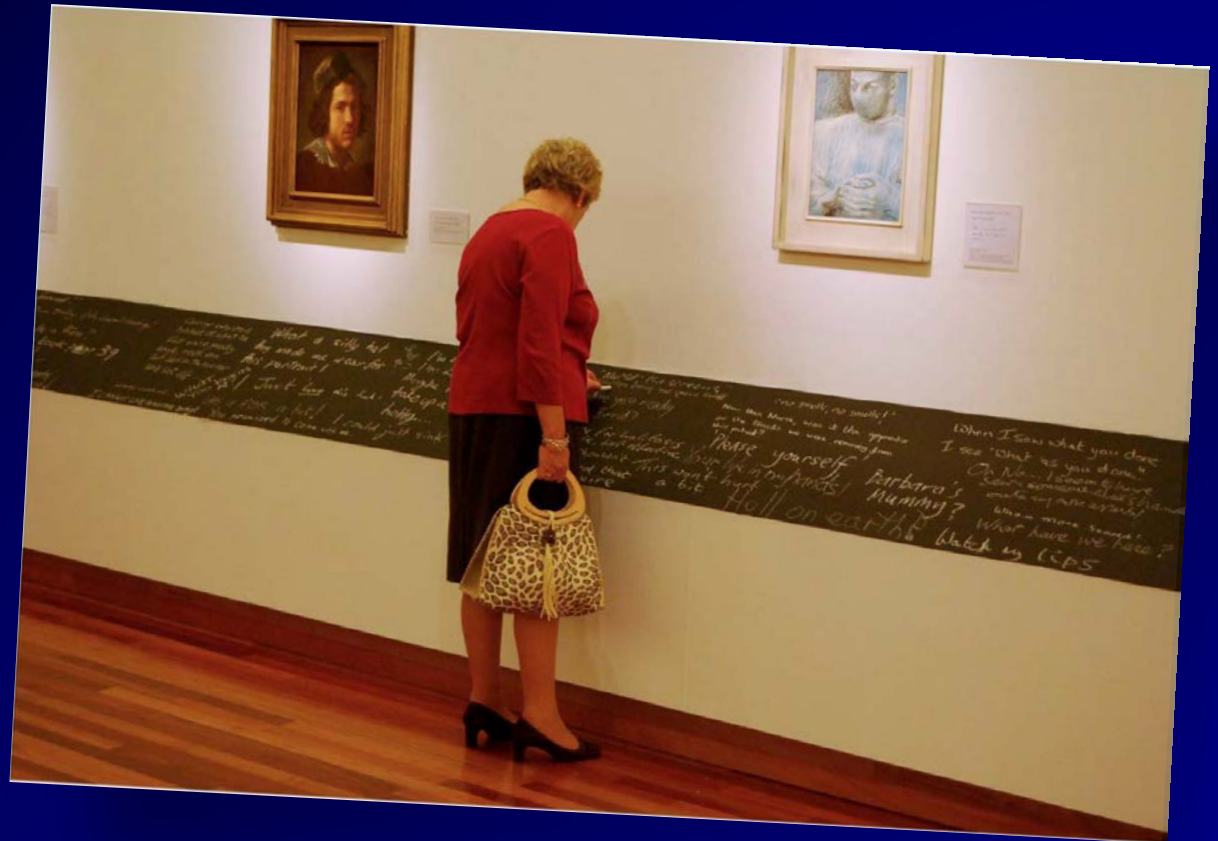
Emulate digital leaders

5



Encourage interaction

4



3

CATCH-22

Problem persists in much of Europe – justifies grants

But...

An industry of middle-(wo)men skew projects

Do we need that layer?

Training & Development

2

- Policy makers, governors trustees, executives need
 - Training
 - Peer learning
 - Mentoring
- Safe places to ask 'dumb' questions

“Be wise and know your culture...”

The Gladiators

1

Fiddle. Be curious.

Go raibh maith agaibh

Thank you

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