

# Pinoy\_Blogfest 1.0

17 APRIL 2010

RICHMONDE HOTEL • ORTIGAS CENTER

The Philippines  
is the  
Social Networking Capital  
of the world

Universal McCann study



## OPPORTUNITY & RESPONSIBILITY

Should bloggers observe journalistic ethics? Can bloggers make money from their web presence? Is there a blog copyright?

These are some of the issues that Pinoy\_Blogfest 1.0 will seek to address, in the first-ever convergence of alternative media practitioners.

### EVENT DESCRIPTION

A one-day event, Pinoy\_Blogfest 1.0 will be an exclusive event for Filipino bloggers.

The plenary session will focus on key issues confronting new media, such as ethical and legal concerns, making money from blogging, corporate marketing, etc.

Breakout sessions will discuss different areas of interest, such as technology trends, digital living, photography, gaming, mobile networking, food and travel, as well as health and fitness.

The event will serve as a venue where industry leaders and bloggers can interface in a professional setting.

Pinoy\_Blogfest 1.0 is also a great opportunity for bloggers to network and share experiences.

### REGISTRATION

#### By Invitation

Well-known bloggers will be invited to attend the event, free of charge. Target is 80-100 bloggers.

#### Open to the Public

A limited number of slots will be opened up to individuals and corporations who are interested in attending the Blogfest.

Registration fee is P2,500 nett, inclusive of the participant's kit and meals.

### PRESENTORS / ORGANIZERS

Pinoy\_Blogfest 1.0 is presented by Gadgets Magazine in cooperation with Coca-Cola Philippines.

Corporate sponsors and exhibitors are welcome to support the breakout sessions.

### From Wikipedia: Social Networking in the Philippines

- ★ A Universal McCann study entitled "Power To The People - Wave3" declared the Philippines as "the social networking capital of the world."
- ★ 83% of Filipinos surveyed are members of a social network.
- ★ They are also regarded as the top photo uploaders and web video viewers.
- ★ They are No. 2 in the number of blog readers and video uploaders.
- ★ Over 7.9-M Filipinos use the Internet, and 6.9-M visit a social networking site at least once a month.
- ★ In March 2008, Friendster had 39-M unique visitors, with 13.2-M or almost 1/3 coming from the Philippines.
- ★ According to Multiply, Filipino users comprise the largest and most active group in terms of number of subscribers and of photographs uploaded daily.
- ★ Filipinos upload about 1-M photographs to Multiply DAILY, approximately half of the total number worldwide.



# PROGRAMME

08.00 am  
Registration

09.00 am  
Opening of Exhibits  
*Networking opportunities*

09.30 am  
Welcome Remarks  
Keynote Speech  

- **The Ethical and Social Responsibility of New Media**

*Light Snack*

10.00 am  
Plenary Panel  

- **Bloggers as Media Practitioners**
- **Optimizing the Economic Potential of Your Blog**
- **Social Networking & Blogging as a Marketing & Communications Tool**

11.30 am  
Open Forum

12.00 nn  
Lunch  
Luncheon Speaker  

- **Coca-Cola CSR**

01.30 pm  
Breakout Sessions  
 A. Technology Trends  
 B. Photography  
 C. Home: Digital Living

03.00 pm  
Coffee Break

03.30 pm  
Breakout Sessions  
 D. Mobile Networking  
 E. Gaming  
 F. Food & Travel / Health & Fitness

05.00  
Networking opportunities

05.30 pm  
Cocktails  

- **Announcement of Blog Competition Criteria / Entry Guidelines**

06.30 pm  
Entertainment/Raffle

07.30 pm  
Closing

