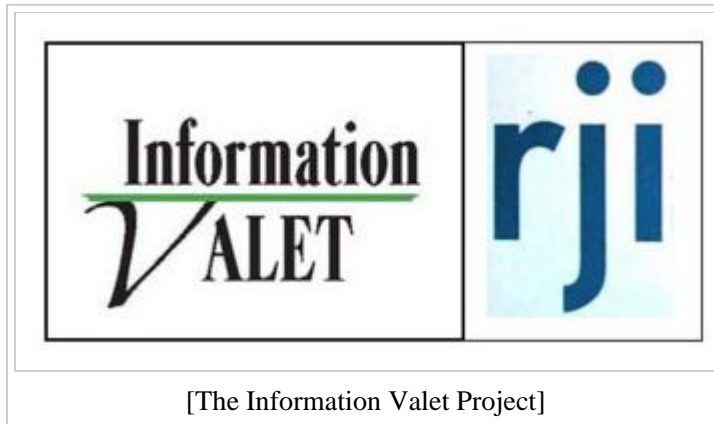


Blueprint

From IVP Wiki



Contents

- 1 PRIVACY . . . ADVERTISING . . .
. COMMERCE . . .
PERSONALIZATION
- 2 Blueprinting the Information
Valet Economy
 - 2.1 Building a collaborative,
shared-user
networkDecember 3-5,
2008Reynolds Journalism
InstituteColumbia, Missouri
 - 2.1.1 A senior-level
strategy session
designed to blueprint
the law, ownership,
management,
marketing and
technology of a shared-
user network for user-
centric demographics,
privacy-protected
purchasing and
advertising exchange
and compensation.
Come help make the
market for digital
information.
- 3 YOU'RE INVITED
 - 3.1 Please join us Dec. 3-5 at
the largest and finest
journalism school in
America . . . the first public
university west of the
Mississippi . . . at the first
institution dedicated to
inventing, researching,
shaping and sustaining the
future of journalism . . . to
help us draw the blueprint for
the next great Internet
innovation.
 - 3.2 WHY IS 'BLUEPRINT'
NEEDED? (WATCH
VIDEO)

- 3.3 WHAT TO EXPECT
- 3.4 WHO SHOULD PARTICIPATE
- 3.5 TWO LEVELS OF PARTICIPATION
- 3.6 WHY NOW?
- 3.7 TRANSFERRING VALUE -- THE SHARED-USER NETWORK
- 3.8 TAKE CHARGE OF DISRUPTION
- 3.9 COSTS

PRIVACY ... ADVERTISING ... COMMERCE ... PERSONALIZATION

Blueprinting the Information Valet Economy

Building a collaborative, shared-user network

December 3-5, 2008

Reynolds Journalism Institute
Columbia, Missouri

REGISTER NOW ... PROGRAM/SCHEDULE ... WHO'S INVOLVED ... LODGING ... TRAVEL ...



A senior-level strategy session designed to blueprint the law, ownership, management, marketing and technology of a shared-user network for user-centric demographics, privacy-protected purchasing and advertising exchange and compensation. Come help make the market for digital information.

YOU'RE INVITED

Please join us Dec. 3-5 at the largest and finest journalism school in America ... the first public university west of the Mississippi ... at the first institution dedicated to inventing, researching, shaping and sustaining the future of journalism ... to help us



THE RJI VISION

RJI PICTURED

draw the blueprint for the next great Internet innovation.

You're invited to "Blueprinting the Information Valet Economy," a unique, two-day, action-planning session designed to change the landscape for news and information-service providers, artists and publishers. We'll plan, join and start setting up the *Information Valet Economy*, where companies compete to provide personalized service to users, and make money referring their users to content -- and advertising -- from anywhere.

WHY IS 'BLUEPRINT' NEEDED? (WATCH VIDEO)

The U.S. news industry struggles as print advertising moves elsewhere and web advertising's double-digit growth sputters. The industry can now rethink and relaunch its relationship with 50 million customers -- to become their "information valet" able to make money whether those users are buying services, information (including music and entertainment) or being paid for web seeking and contact with sponsored messages and advertising.

- Consumers want a customized experience, but want to control and be compensated for use of demographic and usage profiles.
- The Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments), for digital information. The system should allow multiple "Information Valets" to compete for and serve customers with varied topical interests and appetites for demographic sharing. It needs a *New(s) Social Network*.



LEARN MORE ABOUT THE NEW(S) SOCIAL NETWORK . . . READ THE INFORMATION VALET PROJECT BLOG . . . SUBSCRIBE TO OUR RSS FEED



Break-out rooms



Forum-style discussions



Small-group collaboration

WHAT TO EXPECT

A fast-paced, informal, focused set of briefings, discussions and round-table, task-oriented breakout

work sessions designed in two days. We'll lay out specifications, then draw a consensus, then draw a conceptual blueprint for a shared-user Internet network. It could coordinate next-generation advertising placement and compensation, consumer-centric demographic management (and privacy) and multi-site commerce -- all designed to sustain journalism and providing new value to traditional print news subscribers.

On Dec. 4, breakout groups will start creating frameworks for the Information Valet economy in law, governance, marketing, advertising, technology, user identity and transactions. Our intention is not to proscribe a precise system, but rather to consider the new relationships the Internet enables among users and information providers -- why it is breaking some businesses, and creating others.

WHO SHOULD PARTICIPATE

If you are an executive or strategist in advertising, financial services, telecommunications, publishing, health-care or entertainment, public-policy or political expert, artist, marketer or privacy advocate you're likely to gain important new insights into the future of your business or passion by attending, "Blueprinting the Information Valet Economy."

VIEW ADDITIONAL PHOTOS

TWO LEVELS OF PARTICIPATION

- Invited Members/collaborators -- Enterprise partners, institutions, individuals, donors or foundations who are likely to play a key role (money or time) in forming the Information Valet Service Corp. (IVSC). Reduced registration applies to this group, to make it clear that we are inviting them to consider contributing their time and institutional support as a result of what we all learn.
- General participants -- Registration is open to the public, until we reach a limit beyond which active one-on-one interaction and participation could be difficult.

WHY NOW?

Today we face a challenge not just for democracy -- how to support independent, fact-based reporting -- but for our own enjoyment as well -- how to find, sort and encourage the information and entertain we enjoy as citizens and people.

When people like Vint Cerf and Tim Berners-Lee helped invent key parts of the Internet and World Wide Web, no one foresaw that a one-time defense-industry experiment and academic research network would become a key engine of worldwide commerce.

Their elegant inspiration -- protocols that did barely what was necessary, and nothing more, has fostered nearly two decades of furious, independent, free-market innovation. But we now know there are some missing pieces:



- A way to get paid -- and pay for -- the exchange of small bits of value, across multiple websites.
- The ability to selectively control and share your identity, when desired, to obtain a personalized web experience.
- The freedom to choose from an array of service providers for such single-account, customized convenience, rather than be forced to a single provider.

TRANSFERRING VALUE -- THE SHARED-USER NETWORK

The technologists would call this federated authentication coupled with a four-party commerce network. We're calling it the Information Valet Project. The Internet needs additional infrastructure which will update the role and effectiveness of advertising, enhance consumer privacy options, and enable the sharing of information commerce among publishers, producers and artists. (READ MORE).

For an afternoon, a full day and a wrapup morning, in the serenity of the Midwest prairie, and with the facilities of the just-opened, \$31-million Donald W. Reynolds Journalism Institute at our disposal, we'll hash out the governance, technologies, business models, marketing and financial operation of the Information Valet Service . . . who will own it and who will benefit.

TAKE CHARGE OF DISRUPTION



Photo/Flickr

If you are a senior executive or strategist in the news, telecommunications, wireless, technology, health care, financial services or entertainment businesses, we urge you to joining us. Because the Information Valet Project could change your business in ways you haven't imagined. For once, it's your chance to shape disruption to your advantage -- before it occurs.

In the development of any transformative technology, a time arrives for collaboration that does not stop competition . . . but enables it -- by creating rules . . . and a level playing field. Whether it's settling on 60-cycles alternating current, or establishing the railroad-track guage, or the Bluetooth specifications . . . technology requires standardization before the real change begins.

As a participant in "IVP Blueprint," you are accepting a challenge to lead this pattern again in creating crucial new standards . . . to add a new dimension to the Information Superhighway that rigorously respects personal privacy, yet takes Internet information commerce to a new level of sharing -- and competition.

You may never have been to Columbia, Missouri. And you may never return again. But please don't miss this chance to visit America's heartland, at a special time and for a critical reason. The connections you make, the ideas you'll share . . . and hatch . . . should inform your business and your life for years to come.

COSTS

We have streamlined the cost of convening "Blueprint," which includes dinner on Wednesday, lunch and dinner on Thursday and breakfast on both Thursday and Friday at the just-opened Hampton Inn, where our special room rate is \$99.00 (BOOK NOW) when booked online. From the registration page, you will be asked to pay (MasterCard or Visa only):

- "Founding Collaborator" -- \$75.00 -- If you received an email invitation before Oct. 16
- "Project Collaborator" -- \$95.00 -- If you plan an active, ongoing role
- "Regular Participant" -- \$125.00 -- If you're interested enough to come but not sure after that

REGISTER NOW . . . THE PROGRAM/SCHEDULE . . . LODGING . . . TRAVEL . . .

Retrieved from "<http://densmore.newshare.com/wiki/index.php/Blueprint>"

- This page was last modified on 31 October 2008, at 22:47.