

ARETI METUAMATE
YOUNG LEADER
OF THE YEAR '07

PAMELA
MINETT
YMEDIA

SO WHAT
CAN WE
DO WITH
OUR WEBSITE?

IT'S
SO
YESTERDAY!

WHAT'S
THE BEST
WEBSITES

INVOLVE
US
IN
DECISION
MAKING

GONE ARE
THE DAYS
WHEN YOUNG
PEOPLE ARE
SEEN BUT
NOT HEARD

WE DO CARE
ABOUT OUR
FUTURE!



SOCIAL
NETWORKS
MOVING
FORWARD
VERY
FAST

KEEPING
UP WITH
TECHNOLOGY

BEBO
FACEBOOK
YOUTUBE

GENERATION
"DIGITAL NATIVES
ACKNOWLEDGE US"

DIGITAL
IMMIGRANTS

DIGITAL
NAIVES



ANTI-SOCIAL?

COMPUTERS
ARE PORTALS
CONNECTING US TO
EACH OTHER

WHO
YOU KNOW
THAT KNOWS
WHAT

OLD RULES
STILL APPLY...

STAY CLOSE TO
YOUR CONSUMER/
CUSTOMER

WORK YOUR NETWORKS

NEW
TECHNOLOGY..!

INFO. STAYS
ON LINE & YOU
CAN INTERACT
OVER TIME & SPACE

DIGITAL NETWORKS
ARE INSTANT

YOU
WANT
TO TAP
INTO MY
WORLD?



TAKE A
TOUR GUIDE
WHO CAN
READ THE
MAPS

SUSTAINABILITY
VIDEO CONFERENCING
IS CHEAPER THAN
PHYSICAL TRAVEL

EG:
DIGITAL EARTH
SUMMIT

VISION - ANY CITIZEN
ON THE EARTH CAN
ACCESS INFO. ABOUT
OUR PLANET

INVITE
AN EXPERT

I HAVE
400 FRIENDS
ON FACEBOOK

YOU
HAVE CREATED
WEB 2.0...
WE USE IT!

Y-MEDIA

GEN X

BOOMERS

WE'VE
GROWN UP
WITH ALL
THESE DIGITAL
TOOLS

SITTING AT THE
SAME TABLE!

WWW.
MINDesign,
CO. IN
JANA 11/07