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A future short and tweet

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May 20, 2009 - 12:13AM

ORGANISERS of the Future Summit decided they wanted something quicker than blogging, more interactive than television and more cutting edge than newspapers to connect outsiders with this year's conference.

So they set up an official Future Summit Twitter account, gathered 10 of Australia's most influential community activist tweeters and let them loose inside the conference.

On Monday night the summit was the sixth most talked about topic on Twitter worldwide. "OMG (oh my god), values + ethics — what next from the regulatory panel?" kcarruthers (aka Kate Carruthers) wrote from a session on post-crisis financial regulation.

The point of tweeting conferences is not to contextualise and analyse, but to create a live 'adhococracy' — an ad hoc community based around a particular issue or event.

"Blogging is a barrier because it is either boring, (too) long to read or too serious," summit chairman Michael Roux said.

"This is real-time connection, so it makes sense for something like a conference."

Twitter correspondents wrote short tweets — limited to 140 characters — reporting within a few seconds what speakers and panellists said.

About half the questions put to experts at this year's conference came from outsiders who sent questions directly to a Twitter correspondent sitting inside the venue. "There is no hierarchy," said Steve Hopkins, who organised Twitter coverage for the Future Summit.

This story was found at: <http://www.theage.com.au/national/a-future-short-and-tweet-20090519-beby.html>

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