



Social Media Megastars drawn to Dublin for Web Summit & PMI EMEA Congress

Recently the real “smart economy” came to Ireland, as Dublin played host to some of the most influential and successful entrepreneurs in the 21st century’s most dynamic industry. With commendable initiative, the organisers of the Dublin Web Summit managed to get the founders of YouTube, Skype and Twitter, along with many more of the world’s biggest internet companies, to come here to discuss the issues facing their businesses. The event also offered a welcome opportunity for Irish internet start-ups to network with potential investors.



The people behind these household names are at the cutting edge of social, economic and cultural change. Their technologies challenge many fundamental concepts in our society, and threaten traditional business models in many industries, while offering a brave new world of commercial opportunities.

For some, new technologies raise troubling questions about Orwellian surveillance and the dangerous blurring of the public and private spheres. Most of these businesses, after all, are based on the premise that you, the user, are the product, with your personal data mined for the benefit of advertisers and other commercial interests. Such concerns are legitimate, but they are not the whole story; new technologies also offer potential for positive social change, greater accountability and transparency. They require governments and organisations to engage in more meaningful ways with their citizens and clients, and they can harness the power of the crowd to make sure that this actually happens.

Many attendees were humbled by the presence in Dublin of many of the people that have reshaped the way people all over the globe work and interact socially. Some believe that in the three days of the Dublin Web Summit ideas were developed and discussed which will form the next wave of disruptive market led innovation in the internet. The range of topics covered is vast and crucial to the well being of mankind – from changing the world through technology, social entrepreneurship and philanthropy to the future of Mobile, Payments and hopefully the “next big thing”.

From a sectoral perspective however, the issue is how can one effectively use social media as a tool for project management? This is a question that Kevin Eyres, Managing Director, LinkedIn Europe will address at PMI EMEA Congress in Dublin in May. He will draw from his experience with one of the world’s largest professionally focused social networks to address how the use of social media can enhance the value project managers bring to their organizations.

There is a sense of exhilaration and of creative ferment around this industry. At a moment of collective national economic gloom, we should be happy to see its optimism and intellectual energy celebrated on our doorsteps.