



Friday, May 16th, 8.00 am
Albatros-Navigation Hotel
Lausanne, Switzerland



An International Educational Conference

Going Solo is a unique conference focused on the new web-enabled generation of freelancers and small business owners. Over 100 professionals are gathering for an intensive one-day educational experience, where a group of international speakers will cover future trends, current best practices, and business experience. The goal of the event is for freelancers and small business owners to get a chance to build business relationships, acquire new tools and knowledge, and establish a larger European community of practice.

This event is the first of its kind.

Who is attending *Going Solo*?

Going Solo attracts entrepreneurial freelancers, niche business owners, and professionals working in media, tech, design, publishing, and services related to the internet. Through their extended networks of practice, these attendees work for clients across Europe, on the cutting edge of their professional fields, and have an important impact on the development of the companies they work for.

Organization

Going Solo is organized by *Going Far*, a media company run by Stephanie Booth, which produces intimate events on focused topics in and around Europe.

Going Far focuses high-quality content, ensuring that attendees gain experience and information which is specifically useful to them. You can find further information about *Going Far* online at <http://going-far.com/>.

Event details

Date: Friday, May 16th, 2008
Time: 8.00 am
Place: Albatros-Navigation Hotel, Place de la Navigation, CH-1000 Lausanne 6
Language: English
Website and media: <http://going-solo.net>

Register online

<http://going-solo.net>

Going Far

Going Solo is organized by Going Far, Stephanie Booth's new media company
<http://going-far.com>

The organizer

Stephanie Booth

Stephanie Booth, **Going Solo** organizer, is a full-time social media consultant and speaker specialized in topics such as teenagers' safety and multilinguism on the web, corporate blogging and social networking. Having worked as a soloist for a couple of years, Stephanie Booth has realized that technical abilities aren't all it takes to be successful as a freelancer: in fact, a freelancer must learn how to be efficient, fix realistic rates, deal with stress and also acquire administrative skills.

With **Going Solo**, Stephanie takes her career a step further: organizing an international conference on a topic that's close to her heart. This one-day conference emphasizes many problems that a freelancer has to solve, and the knowledge one must have in order to become a successful soloist. In addition to organizing the conference, she will also moderate a panel.



Stephanie Booth
<http://climbtothestars.org>
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Cell: +41 78 625 44 74
skype: [steph-booth](#)
twitter: [stephtara](#)

Speakers

Stowe Boyd

Stowe Boyd has been a blogger since 1991. He's best known for his writing and for coining the term "social tools" back in 1999. His name is deeply associated with the so-called "social revolution" of the web, working as a freelance consultant in business and design strategy for Web2.0 startups. Stowe will share his vast experience on what it is to be a freelancer, discussing the inevitable issues every freelancer has to face along the way. Stowe sees three sides to a freelancer's job: doing the work, networking and marketing, closing the deal and actually getting paid for it; the latter being, he thinks, most freelancers' greatest weakness. At **Going Solo**, he'll give priceless advice on the nitty gritty to getting contracts, setting prices, negotiating and managing financial transactions to getting paid.



Stowe Boyd
<http://www.stoweboyd.com/message/>

Suw Charman-Anderson

Suw Charman-Anderson has been self-employed for ten years, first as a music journalist and as a web designer. Four years ago she moved into the new field of social media consulting, and is now one of the world's leading European experts. The turning point of her professional career, she says, is when she found her professional peer group through social media, like her blog. Social media has shaped her consulting business, helping companies large and small, from the UK and America to worldwide, to understand how they can benefit from using social tools. At **Going Solo**, Suw will talk about work-life balance, a difficult thing for freelancers working on the web who don't know when—or how—to turn off their computer. She'll give precious advice based on understanding one's own relationship with the environment and with time.



Suw Charman Anderson
<http://suw.org.uk/>

Dennis Howlett

Dennis Howlett is a full-time blogger on enterprise software and a former international tax IT partner for a British firm of Chartered Accountants. An expert on tax and financial issues, he has been working as a freelancer for most of his life, which allows him to live in Spain and enjoy the sunshine even if his clients are elsewhere. At **Going Solo**, Dennis will discuss the complexities of accounting and money management facing the international soloist (taxes, pension). He'll explain European taxation systems and how to manage billing across countries, considering terms of invoicing and tax rules. Dennis will also provide information on different online services that can be of great help to managing your freelance business.



Dennis Howlett
<http://www.accmanpro.com/>

Laura Fitton

Laura Fitton, aka @pistachio, has been a freelance presentations consultant and speaker since 2002 after losing her job. An influential blogger, her thorough analysis and use of the *Twitter* messaging service thrust her into blogosphere fame and the circle of successful and influential web freelancers about about a year ago. Noting that Twitter was a revolutionary way to get business going, Laura thinks networking and taking care of one's peer group is of the greatest importance. She will share her experience and tips for doing so at **Going Solo**, using online services such as *Yahoo! Live*, *Qik* or *Seesmic* to help freelancers keep in touch with their clients and peers, and of course, the importance of going to IRL events like conferences.

She plays ice hockey, practices Ashtanga yoga and is also a stroke survivor interested in raising awareness. In previous lives she has been a rock climber, blue-water sailor, freelance journalist, world traveler and environmental researcher/activist.



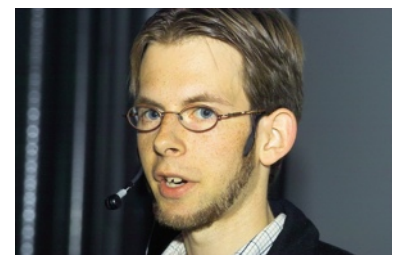
Laura Fitton
<http://pistachioconsulting.com/>

Martin Roell

Martin Roell runs a one-person consultancy helping organizations, groups and people become more effective and innovative. His first consulting gig was at age 17, when he advised American companies on optimizing websites for European users. After going to university, founding (and failing with) an Internet Startup and working as an employed IT project manager, he went solo in 2001. In Germany, many people know him as "the business weblogging guy" as he was one of the early people talking and consulting about using blogs in business.

As a professional speaker, he talks about the impact of the Internet on management, business and life.

He advises and coaches entrepreneurs, other consultants and people starting up as freelancers. He gives seminars on consulting and selling consulting services.



Martin Roell
<http://www.roell.net/weblog/>

Stephanie Troeth

Stephanie is a strategist in the fuzzy realm where interaction and technology overlaps, and often a cat herder of multiple-talented teams across different cultures and disciplines. Currently, she works at *Further Ahead*, a web development and accessibility consultancy based in Ottawa, Canada. She is also the interaction technical lead for the *Wuntoo Project*, where she heads up a team of freelancers. As a part-time freelancer herself, and also someone who is responsible for hiring other freelancers according to project needs, she has a lot to share on the world of the soloist — from the inside and outside. For almost a decade, she has been actively involved in grassroots organizations for advocating best web practices through community leadership, education and public speaking — most notably through the Web Standards Project. She is invited at **Going Solo** to take part in the panel dedicated to the community oriented dimension of a freelancer's work.

While it seems unlikely, her true passions are for music and the arts, poetry, literature, good food, good wine, good scotch and all such other things that make life worthwhile.



Stephanie Troeth
<http://unadorned.org/>

Linda Broughton

Linda Broughton works for *Leeds Metropolitan University* as Head of *NTI*, working with digital and creative companies in and around her region to provide specialist vendor training including *Apple*, *Adobe Red Hat* and *Zend* courses. In 2006 *NTI* moved in to a newly renovated building, Old Broadcasting House, formerly the home of the BBC and now home to Leeds' first coworking space. The opening was marked by the hosting of Leeds' first Barcamp, and now hosts twelve members who use the space regularly. Linda has worked with local groups including *GeekUp* and *Open Coffee* to develop the offer which complements other services available to freelancers and startups in and around the city, with fantastic technology and social spaces which give it the wow! factor. At **Going Solo**, Linda will be invited as a panelist to share her experience growing a coworking community, and other offline initiatives which bring soloists together.



Linda Broughton
<http://ntileeds.co.uk>

Register online at
<http://going-solo.net>

Situation and access to the venue



The venue

A few steps away from **Lake Geneva** (Lac Léman), the Albatros-Navigation Hotel in Ouchy (Place de la Navigation, Lausanne) is the perfect spot to mix business with leisure.

Lausanne is 30 minutes and 25.- CHF away from the International Geneva Airport by train. Many companies will bring you there, especially EasyJet. We strongly recommend that attendees arrive in Lausanne on Thursday evening so they can be present at the Warm-Up Party and rest a bit before the first session on Friday morning! It's also worthwhile to plan to stay in Lausanne over the week-end to visit the area.



<http://lausanne-tourisme.ch>

By train: 3.5 hours away from Paris to Lausanne with TGV Lyria; 5 hours from Frankfurt.

Going Solo partners and sponsors

