

SECOND PLACES

Helping you to build your Second Life

Proposal to Tameside Metropolitan Borough Council to Develop a Presence in Second Life



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Client / Organisation:	Tameside MBC
Version No:	V 1.0

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1. Management Summary

This is a proposal by Second Places to develop a presence for Tameside MBC within the popular Second Life Virtual World. The overall objective would be to showcase and promote Tameside and the Council to both a regional and global audience. In addition, such a presence would act as a gateway (an additional channel) to services and present a new and exciting way for locality based social networking. As such, we have detailed a number of options for consideration by Tameside.

Second Places is a joint venture between Clicks and Links Ltd and Fusion Unity. Our organisation is dedicated to providing a full end-to-end Second Life service including consultancy, building, event planning, community development, island management and hosting. We have already built up an extensive portfolio of these services and are now leading consultants in this field.

Second Life

Second Life is the leading Internet virtual world which in recent years has seen the influx of millions of residents (people from the real world). It is enabling these people to socialise and to conduct business using the in-world linden dollar currency (a recognised currency). Today, it's a global phenomena which has seen real interest and use from organisations wanting to find a new channel in which to engage their customers with. For example, organisations like Dell, BT and PA Consulting have all setup home in this virtual world and are using it to promote themselves to the residents of Second Life. This therefore substantiates Second Life's ability to engage with people from all over.

How it works

The resident takes on the persona of an avatar, the character which they use to explore the virtual world. This is essentially their second identity. They can use this identity to interact with other peoples avatars (in real time) and to explore the many Second Life Islands. In addition, the avatar can be personalised with clothes and in terms of its general appearance (build, height) providing the user with a sense of ownership.

The user then uses their Avatar to explore the Second Life world, searching for and visiting (by way of teleporting) islands of interest to them. Once there, they can engage in conversation, commerce or even learning with other Avatars and can enjoy the delights which that particular Island has to offer.

Second Life represents a remarkable achievement in the development of online virtual worlds. It's expected to see real growth in terms of the number of users and in the number of communities likely to set up home.

Second Places watched the development of Second Life and became an early entrant into this market. We have now built up a customer base, all of whom are seeing real value in what Second Life has to offer.

Therefore, we believe that our experience coupled with our successful track record, provides the basis for what we feel is a compelling proposition for Tameside MBC to work with Second Places for the development of its Second Life presence.

2. Company Profile

Second Places is a joint venture between Clicks and Links Ltd and Fusion Unity. Our organisation is dedicated to providing a full end to end Second Life service including consultancy, building, event planning, community development, island management and hosting.

Formed in 2007, we have become a leading Second Life consultancy and solutions provider, having built some of the most established, functional and vibrant islands in the virtual world. For example, we have built a virtual Manchester for Manchester City Council including the Urbis Museum and Manchester Central exhibition centre. For the Royal Liverpool Philharmonic Orchestra, we built the Hall and simulcast the first concert of the season. In addition to these, we are also working with Oldham Council to set up a consultation in Second Life about plans for the Town.

Second Places provides SL solutions and support services to a range of clients from both the public and private sectors. We have very strong credentials in respect of SL application and support systems development, with a particular focus on creating representations of real world places in an innovative and exciting way, and in building communities.

Our development methodology includes the initial supply and design activities which rely heavily on end-user consultation. Equally important is the ability to review and change as the users start to appreciate what might be possible, therefore we have adopted an iterative and agile development process.

We believe that any SL island or indeed any IT system should present services from a user viewpoint (e.g. user led rather than supplier driven) and believe that this inversion of services to a true user perspective is radically different than the approach that other organisations will take in delivering services electronically.

We manage all our projects according to PRINCE2 with a certified project manager working in close collaboration with the client and any other associated sub-project managers. PRINCE2 embodies established and proven best practice in project management and is increasingly being recognised as the de facto standard for managing projects.

Furthermore, we have considerable and valuable experience working in partnership with various public sector agencies, voluntary organisations and local communities. We bring a wealth of knowledge in virtual world solution delivery tailored specifically for these sectors.

Included in our portfolio of system implementations, are projects of similar size and scale to the requirements of this tender. Please see our reference implementations detailed later in this proposal.

For further information, and to see our portfolio, please visit www.secondplaces.net.

3. Options and Recommendation

This section presents a number of options for Tameside to consider and they are listed in order of complexity.

3.1. Option 1 – Promoting the Council

This option would involve the creation of a fact finding island where SL users could go to in order to find out information about the Council. The island would be broken up into different zones, with each representing a different Council function, e.g. Housing, Council Tax, Planning, Economic Development and a generic council zone representing the Contact Centre and organisation.

Content would be displayed in these zones by way of free standing boards and by the use of notecards which a user could then store within their inventory.

The content would be provided by the Council functions who request/or are given a presence on this Island. Moreover, we would expect content to come from that already posted on the Council website.

In addition, each zone would include:

- Virtual buildings to represent different functions. These would be from our library of template buildings, although some may require a bespoke fantasy build e.g. Library building to represent a Council library (Shell).
- Landscaping including trees, shrubs, flowers, ponds and general open space,
- Contact details for the function which the zone is representing
- Facts and figures on a particular functions performance from any defined indicators in operation at the Council, e.g. Planning Officer handling 200 applications, compared to 180 previous year.
- News from a Council function.

One zone in particular, will represent the Council overall, and will detail its structure, its governance (information on Council Leader, Councillors and Management etc), any strategies in development or operation, LAA's and financial figures. This zone will also feature local news and information on events and will link to other local public sector agencies and charities websites.

This option will be purely informational. No council staff will be required to operate the Island.

3.2. Option 2 – Semi Interactive

This option would involve the creation of a fact finding island where SL users could go to in order to find out information about the Council. In addition, it will go further by providing dedicated spaces and buildings for the Council to host events and consultations.

Similar to option 1, the island would be broken up into different zones, essentially replicating content from the Councils current website in this virtual form. It will feature everything described in option 1, going a step further by linking (signposting) to the Councils interactive services already operated via its website, for example, paying council tax online or reporting graffiti.

In addition, this option provides for the opportunity for trialling an interactive SL service e.g. An avatar controlled by a Council officer, giving advice on some topic/legislation at a designated time.

We would also include access from Tameside's website via Second Places own registration process known as SPIDER, which will make it easier for those new to Second Life.

3.3. Option 3 – Fully Interactive

This option would see the creation of a Tameside MBC island which would virtually represent each function of the Council within special zones, similar to the proposed Options 1 and 2.

The island would comprise the following zones:

- Contact Centre
 - Promoting and signposting to services
 - E.g. Speak directly to a contact centre agent (avatar) who will signpost a citizen directly to the required service.
 - Each Council Service would have its own zone within the Tameside Council Island
 - E.g. Planning – speak to a Planning Officer live every Wed between 3 – 5pm
- Consultations and discussions
- Special Interest Groups/Related agencies
- News
- Links and Resources
- Planning applications
- About Tameside
- About the Council
- Leadership of the Council
- Contact Details
- Interactive Mapping tool
- Jobs
- Events
- Live webcam streams of Tameside

Each zone will enable an avatar to carry out online transactions with the Council, relating specifically to that council function. E.g. paying council tax via Second Life, however using real world credit/debit card. To be able to carry this out, an avatar will have to register with Tameside MBC via a defined registration process accessible via the Council website, similar to the authentication system already in operation. Services will be limited at first in order to observe usage and to promote what is available. Therefore we recommend that no more than 5 services go live at the onset.

In addition, we propose to include an SL Tameside Tram which will circle the island and which Avatars could use to tour Virtual Tameside.

We would also include access from Tameside's website via Second Places own registration process known as SPIDER, which will make it easier for those new to Second Life.

4. Costs and Timescales

The costs below are indicative and will need to be confirmed following discussion on scope.

4.1. Option 1

Item	Cost	Comment
Purchase and Rent of Island	Year 1 £3,000 Year 2 £2,000	Includes technical maintenance
Creation of Tameside Zones as per Option 1..	£7,500	
Operational Management: <ul style="list-style-type: none"> • Moderation • Information Updates • Security/Permission • Video Hosting 	£1,200	£100/month
Training (2days)	£1,000	To enable Tameside staff to update information etc
Ongoing Event Support	TBD	Depends on events

This option would take approximately 4 weeks.

4.2. Option 2

Item	Cost	Comment
Purchase and Rent of Island	Year 1 £3,000 Year 2 £2,000	Includes technical maintenance
Creation of Tameside Zones as per Option 2..	Suggest £15,000 budget	
Operational Management: <ul style="list-style-type: none"> • Moderation • Information Updates • Security/Permission • Video Hosting 	£2,400	£200/month greater complexity than option 1
Training (2days)	£1,000	To enable Tameside Staff to update information etc
Ongoing Event Support	TBD	Depends on events

This option would take approximately 6 weeks.

4.3. Option 3

Item	Cost	Comment
Purchase and Rent of Island	Year 1 £3,000 Year 2 £2,000	Includes technical maintenance
Creation of SL Tameside Zones as per Option 3.	£30,000 budget	
Operational Management: <ul style="list-style-type: none"> • Moderation • Information Updates • Security/Permission • Video Hosting 	£2,400	£200/month greater complexity than option 1
Training (2days)	£1,000	To enable Tameside staffy Staff to update information etc
Ongoing Event Support	TBD	Depends on events

This option would take approximately 10 weeks.

5. Project Management

Second Places manage all their projects according to PRINCE2 with a certified project manager working in close collaboration with the client and any other associated sub-project managers. PRINCE2 embodies established and proven best practice in project management, and is increasingly being recognised as the de facto standard for managing projects.

PRINCE 2 provides projects with:

- A controlled and organised start, middle and end
- Regular reviews of progress against plans
- Flexible decision points
- Automatic management control of any deviations from the plan
- An approach that distinguishes the management of the project from the development of the product(s), so that the management approach is the same regardless of solution.
- The involvement of management and stakeholders at the right time during the project
- Effective communications channels between project management and the rest of the organisation
- Controlled management of change, in terms on investment and return on investment
- Agreement of the required quality at the outset and continuous monitoring against these requirements.

In conjunction with PRINCE2 documentation, a detailed project plan is drawn up and agreed with the client. Regular and formal Highlight/Status reports are produced, issued and reviewed with the client.

Projects are divided into work packages and stages that are monitored and evaluated against planned goals for quality, time and cost. Risk management is approached by a risk identification part of the planning phase, including estimates for risk probability and cost, in terms of time and money, risk relations and liabilities involved.

The project manager is responsible for project-level communication with all consortium members as well as the client. Workshops are held with the client's representatives for detailed requirement reviews.

5.1.1. Risks and Contingencies

Risk is a major factor to be considered during the management of any project. Project management must control and contain risks if a project is to stand a chance of being successful. Risk can be defined as uncertainty of outcome (whether positive opportunity or negative threat). Some amount of risk-taking is inevitable if the project is to achieve its objectives.

The task of risk management is to manage a project's exposure to risk (that is, the probability of specific risks occurring and the potential impact if they did occur). The aim is to manage that exposure by taking action to keep exposure to an acceptable level in a cost-effective way.

In accordance with PRINCE2 principles, Second Places, in conjunction with INSERT NAME would undertake a full project risk assessment at the outset of the project, designed to highlight a full list of potential risks, prioritised based on probability and impact, including mitigating actions and assigning risk 'owners'.

Requests for changes are handled via a change control process. In line with PRINCE2, a request for change is made by the client through a defined procedure. The project manager takes note of this and formally raises the issue. Change is often considered to be inevitable and through our company's agile and iterative development approach, change requests can be catered for by Clicks and Links in a carefully controlled manner. Here, we assess the impact that the change will have on the project, its importance and the cost of making this change. These are carefully weighed up and a decision is made by the authorised person, as to whether we proceed with the changed. Furthermore, each change is viewed against the benefits which it offers and its potential impact on the business case. Moreover, should the project be part of a programme, the entirety of the change request will also be considered.

By adopting the above processes, this ensures that Second Places delivers a quality solution that fully meets client requirements both in terms of functionality and timeframe.

Please see People and Skills for details of our project team.

6. Quality Assurance

Second Places will follow Clicks and Links Qualities Policies and procedures. These are employed in all our areas of work, with detailed design, development and implementation processes to help ensure the quality of the delivered product or service. We are committed to the cycle of continuous improvement, similar to basic TQM principles. This includes regular quality reviews where all staff are actively encouraged to suggest and introduce improved processes to contribute to process improvement. This includes benchmarking, where practical, our products, services and procedures.

Supplemented by the PRINCE2 'Quality in a project environment' component, this introduces the quality management process for ensuring that the quality expected by the customer is achieved. As well as encompassing all the project management activities that determine and implement the Project Quality Plan, it also ensures:

- A *Quality system*, which has an organisation structure, procedures and processes to implement quality management, recognizing that both the customer and supplier(s) may have quality systems
- *Quality Assurance*, which creates and maintains the quality system and monitors its application to ensure that the quality system is operated and is effective in achieving an end product that meets quality and customer requirements.
- *Quality Planning*, which establishes the objectives and requirements for quality and lays out the activities for the application of the quality system.
- *Quality Control*, which is the means of ensuring that products meet the quality criteria specified for them.

In addition all goods and services supplied by Second Places are fully and separately tested and proven prior to release to the client. Following release, Second Places actively seek client feedback and using the ethos of Total Quality Management we implement a process of continual improvement, striving for zero defects.

Clicks and Links is BS EN ISO 9001 : 2000 company. Certificate Number : GB1012

The BS EN ISO 9001 : 2000 focuses on:

- Quality Management System (e.g. General Requirements; Documentation Requirements)
- Management Responsibility (e.g. Management commitment; Client focus, Planning, Responsibility, authority and communication, Management Review),
- Resource Management, Product realisation (incl. Design and Development, Production and Service Provision), and
- Cycle of Quality Improvement (e.g. Monitoring and measurement, controls of non conforming products Continual Improvement incl. corrective action and Preventive action).

7. People and Skills

Second Places would ensure the correct blend of skills and experience needed for a project of this size and technical complexity, from the Managing Director who would be available to take on the role of senior supplier and a PRINCE2 accredited Project Manager; plus commit in-house resources to this project. Detailed below are the summary CVs of the key staff who would be involved in this project. Full CV's are available on request.

Project Team Member	Expertise and Experience	Role
Vin Sumner	With over 25 years experience in the IT industry in roles ranging from programmer to business management, Vin has worked for leading UK IT services companies Logica and Sema. In particular he has extensive experience in working with central and local government, incl. running business units, undertaking consultancy assignments, delivering projects, writing and speaking on the future of public sector IT. More recently, Vin has been the lead consultant for the ONE-Manchester Digital Challenge Bid for Manchester Digital Development Agency. Here, he has scoped out the requirements for a city-wide wireless network / content delivery system and developed the idea for Second Life Manchester, subsequently leading to its development. Furthermore, Vin led the team who produced the scoping document for the Digital Challenge and Inclusion Network as part of a Department of Communities and Local Government remit.	Senior Supplier
Mark Duffy	At the forefront of development in virtual worlds for the past 5 years, a renowned builder of real world buildings and locations recreated in Second Life, Mark joined Fusion Unity in 2006 as Managing Director, As a key developer of 3-D modelling of platforms as well as ships, components and electrical installations, Mark became aware of the possibilities of virtual worlds while working within the Oil and Gas sector for many years. A B.Sc. in Computer Science from the Robert Gordon's University of Aberdeen he started his career in application and development using many methodologies, including SSADM and PRINCE2, all of which aimed at increasing production and efficiency by the use of collaboration and communication both of which are the core to Virtual 3-D Worlds.	Technical Advisor/ Requirements Consultant
Richard Bush	An experienced and results driven PRINCE2 accredited professional who has undertaken a variety of key project management roles in both the public and private sectors. Having joined Clicks and Links in April 2001, Richard has been involved in helping develop the business, as well as managing projects and ensuring responsive and effective post live client support. Richard has recently project managed the successful development of the Digital Challenge Website for the Department of Communities and Local Government and the Liv-it community website. Richard also has a wealth of experience in managing the delivery of local authority websites and community portals.	Project Manager
Olli Aro	Olli is a leading technologist for the development of Second Life islands. Olli has been instrumental in all technology solutions implemented by Clicks and Links since July 2001 and is lead Second Life Technical Consultant at Second Places. He runs Second Places internal development team and maintains	Technology and Product Development Manager

	<p>relationships and technical authority with Second Places partner organisations. Olli has strong experience running and delivering projects according to the PRINCE2 methodology. Olli has led the Development of Second Life Manchester and has managed a number of Second Life events.</p>	
<p>Antony Bernstein</p>	<p>Antony is knowledgeable in the development of Second Life worlds, writing specifications and participating in the management of virtual events. He has a BA (Hons) in Business and Information Management from Glasgow Caledonian University and is a PRINCE2 registered practitioner. He spent his honours year specialising in e-Government, gaining extensive knowledge of central and local e-Government initiatives and issues. His degree gave him a deep understanding of the implications of information systems strategies, applications, strategic decision making and substantial knowledge on the management of information systems and their development.</p>	<p>Requirements Consultant / Project Support Officer</p>
<p>Graham Ebbrell</p>	<p>BA (Hons) Interactive Arts – Graham is our Second Life designer and can create stunning Second Life worlds, based on real world objects. He has been instrumental in developing Second Life Manchester and in creating look-a-like avatars and objects.</p> <p>In his other capacity, he recently designed the look and feel of the Digital Challenge and Exploring Innovation websites and has been involved in the design of several other central government websites as well as several local authority sites and community portals. Graham is currently working on the marketing and rebranding strategy and graphic design work for the Cabinet Office's e-Delivery team. He brings a keen, fresh, creative eye and knowledge of website accessibility to the company. Creating templates for sites on OpenCms, APLAWS and Plone content management systems, Graham can ensure that pages are built with valid XHTML and follow the W3C guidelines for website accessibility.</p>	<p>Second Life Developer/Graphic Designer</p>

8. Reference Work

Big Chip Awards 2007:

The Big Chip Awards ceremony was hosted live in Manchester by the late Anthony Wilson and in Second Life by an avatar created to look like him. Avatars watched live-streamed video from the event on the Second Life screens.



Second Places was engaged by Manchester Digital to host the Second Life part of the event with the Manchester Island. Here we created the arena, hosted the event and streamed a live video feed onto a virtual screen within the arena. The event was hugely successful and began our portfolio for Second Life event hosting,

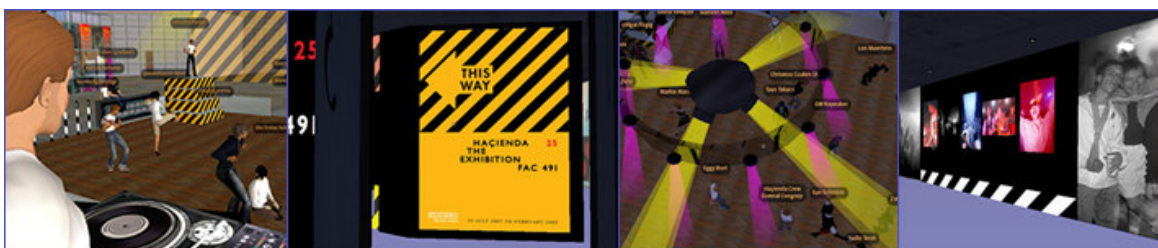
The Robin Cook Europe Debate

The Robin Cook Europe Debate took place in London and simultaneously in Second Life, hosted by Second Places. Live video was streamed onto screens in the SL Manchester Events Arena and questions were relayed from the Second Life audience to the real life event, giving the audience a true interactive event experience. The guest speakers, including Neil Kinnock, were all represented by avatars who sat on the stage and reacted to events happening in the event. The feedback from the event was very positive with audience members visiting the event from Japan and Europe.



Hacienda 25 The Exhibition FAC491

To celebrate the opening of the URBIS exhibition commemorating the 25th anniversary of the opening of Manchester's legendary Hacienda club, Second Places hosted a Second Life party in the SL URBIS building. Whilst there were selected pieces of work available to view on the first floor (reflecting the exhibition's location in real life), live music was streamed from the RL event which was happening at the same time from famed DJs Peter Hook, Sasha and Graeme Park. Avatars danced the night away whilst revellers at the RL URBIS partied and enjoyed the event. Avatars for each DJ were present in SL, appearing in the DJ box and later dancing.



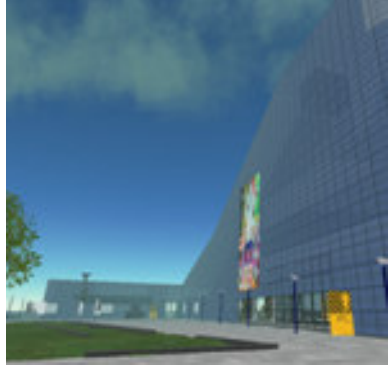
Royal Liverpool Philharmonic Orchestra - Opening Flourish

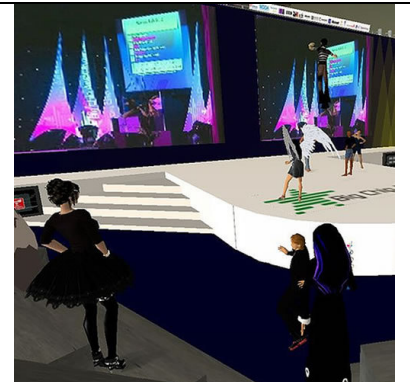
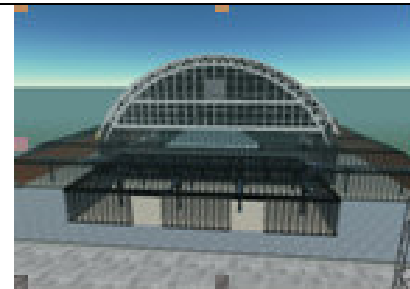
Royal Liverpool Philharmonic Orchestra celebrated the opening of their new season by presenting the first professional Orchestra performance in Second Life. A Second Life avatar of the conductor Vasily Petrenko led the orchestra, which performed via live-streamed video into Second Life. Soloist Kate Royal and composer Kenneth Hesketh also appeared as avatars as well as. The event took place in the Second Life version of the concert hall and viewers could meet at a virtual reception after the concert.



Second Places created this concert hall and hosted the online event. The publicity surrounding this event was all very positive and further enhanced our image and demonstrated our capabilities.


Please see Appendix A for a full reference list.

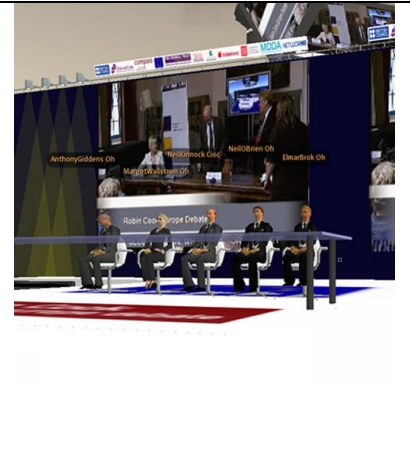

Appendix A


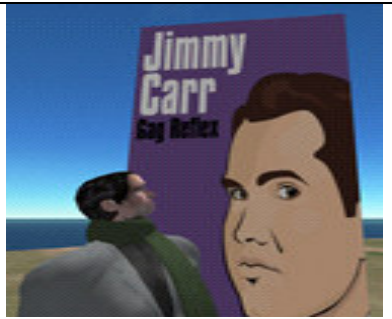
No	Example	Type	SL Location	Description	Image
1.	Urbis Museum	Build and Events	Manchester UK	<p>Second Places created a replica of the Real Life Urbis Museum within Second Life Manchester, as part of a joint venture to create a Second Life Manchester with Manchester Digital Development Agency. This stunning replica demonstrates Second Places capabilities at building real world buildings in this virtual world with great effect, displaying all the fine details which you would find in the real life urbis. Urbis SL now plays host to a number of virtual exhibitions which mimic their real world counterpart shows and plays host to a number of other events.</p>	


2.	Big Chip Awards 2007	Event	Manchester UK	<p>The Big Chip Awards ceremony was hosted live in Manchester by the late Anthony Wilson and in Second Life by an avatar created to look just like him by Second Places. Avatars controlled by people in the real world watched live-streamed video from the event on the giant Second Life screens. Second Places was engaged by Manchester Digital to host the Second Life element of the event with the Manchester Island. Here, we created the arena, hosted the event and streamed a live video feed onto a virtual screen within the arena. The event was hugely successful and began our portfolio for Second Life event hosting.</p>	
3.	Manchester Central	Build	Manchester UK	<p>Second Places was engaged by Manchester Central, an exhibition centre, to create a replica of their real life building in the popular Manchester Second Life island. Here, we created the building replicating every small detail including texturing, the internal layout and even the type of bricks used. It's an eye-catching example which demonstrates the potential offered by Second Life as a tool to examine how real world buildings would look before the actual build commences.</p>	

4.	Domino	Build	Manchester UK	<p>Second Places was engaged by Dominos Pizza to build a virtual shop with the popular SL Manchester Island. The shops purpose is to sign post virtual customers to their real world website where users can order pizza's directly from Domino's. The virtual shop also to a fine detail replicates a real world shop and users who visit are offered 10% on their real world purchases. In addition we have also created two Smart Two Two vehicles to add a taste of authenticity to the recipe!</p>	
5.	Digitall	Build	Manchester UK	<p>Digitall in a new mentoring programme taking place in Manchester. Its about matching up 18-25 year olds (internet savvys) with the over 45's who want to get to grips with new technology. Second Places was commissioned to build Digitall a home in Second Life. This example allowed our developers to be creative and they have built a remarkable and relaxing building which contains a main profile room, a tutorial room and a reception vestibule.</p>	
6.	Oldham	Build	Second Places	<p>Oldham Council has recently commissioned Second Places to build a "virtual space" station for the authority. Here they intend to promote the borough and to hold consultations with their citizens. Moreover, it will be used as a place for exhibitions and to hold "unique" events in this surprising, yet remarkable futuristic environment, all made possible by the unlimited vision and imagination of our SL Developers.</p>	<p>http://slurl.com/secondlife/second%20places/125/125/28/</p>
7.	FC United	Build and Events	Second Places	<p>FC united, the Manchester renounced football club commissioned Second Places to promote their club in Second Life. This has included the</p>	<p>Please go to: http://slurl.com/secondlife/second</p>

				building of an events arena and the live audio streaming of FC United games into the Second Life complex.	%20places/93/220/28/
8.	Civic	Build	Second Places	Civic is an award winning web and digital communications company. They commissioned Second Places to build them an office in Second Life, complete with desks, PC's and chairs and an area which showcases their extensive client portfolio. In addition and to be different, Civic also engaged us to build them an igloo, complete with snow clouds as a place for their people to go to in order to exchange ideas and knowledge.	
9.	Liverpool Philharmonic	Build and Event	Liverpool Phil 2	<p>Royal Liverpool Philharmonic Orchestra celebrated the opening of their new season by presenting the first professional Orchestra performance in Second Life. A Second Life avatar of the conductor Vasily Petrenko led the orchestra, which performed via live-streamed video into Second Life. Soloist Kate Royal and composer Kenneth Hesketh also appeared as avatars as well. The event took place in the Second Life version of the concert hall which Second Places built and viewers could meet at a virtual reception after the concert.</p> <p>Second Places created the concert hall and hosted the online event. The publicity surrounding this event was all very positive and further enhanced our image as an established SL Developer and demonstrated that our build and event hosting capabilities are second to none.</p>	

10.	Robin Cook Seminar	Event	Manchester UK	<p>The Robin Cook Europe Debate took place in London and simultaneously in Second Life, hosted by Second Places. Live video was streamed onto screens in the SL Manchester Events Arena and questions were relayed from the Second Life audience to the real life event, giving the audience a true interactive event experience. The guest speakers, including Neil Kinnock, were all represented by avatars that sat on the stage and reacted to events happening in the event. The feedback from the event was very positive with audience members visiting the event from Japan and Europe.</p>	
11.	PSF Seminar	Event	Second Places	<p>Public Sector Forums have positioned themselves as an online magazine and public sector events planner. Second Places was engaged to stream their public sector web management seminar into the Second Places arena and to host the online element. The all day event was met with great interest in SL and we played host to a number of virtual visitors who were unable to make the real life event.</p>	

12.	Hacienda Party	Event	Urbis Museum, Manchester UK	<p>To celebrate the opening of the URBIS exhibition commemorating the 25th anniversary of the opening of Manchester's legendary Hacienda club, Second Places hosted a Second Life party in the SL URBIS building. Whilst there were selected pieces of work available to view on the first floor (reflecting the exhibition's location in real life), live music was streamed from the RL event which was happening at the same time from famed DJs Peter Hook, Sasha and Graeme Park. Avatars danced the night away whilst revellers at the RL URBIS partied and enjoyed the event. Avatars for each DJ were present in SL, appearing in the DJ box and later dancing.</p>	
13.	Angel	Build	Manchester UK	Building of any required purpose	
14	Jimmy Carr	Event		<p>First ever virtual comedy night with the distinguished comedian, Jimmy Carr. Second Places was engaged to host the event live in Second Life which proved as ever to be a popular display of technical and imaginary competences.</p>	
15	PADI	Build	Dive World Island	<p>The Professional Association of Diving Instructors wanted an office where they could hold E-Learning Lectures as well as an information portal on scuba diving. This has now grown to include virtual scuba gear with many aquatic features and training with diving</p>	

				computers	
16	“Joined at the Heart”	Event		A brand new musical making its debut at the Edinburgh Festival, we streamed the opening night live into Second Life when a virtual audience from all around the world were able to hear and see the sights and sounds of a modern day master piece	
17	EMAP	Event		EMAP radio station “Northsound” held a virtual interactive murder mystery set in snowy Aberdeen. Clues and information were given out over the Radio and over 500 people entered a “theory” of who done it, how it was done and why. Avatars were used to give clues and answer questions	
18	Aberdeen	Build		4 of Aberdeen’s most prominent buildings were recreated for use in the Northsound Murder Mystery. These building were exact replica’s of the real world buildings, including fixtures and textures.	