KnowHow: The Knowledge Driven Enterprise

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Organized and Produced by Information Today, Inc.
This year’s theme focuses on “how-to” achieve a successful, knowledge-based enterprise. Hear experts and practitioners share strategies and stories at this year’s 14th annual KM World Conference and Showcase as they look at improving business processes, solving urgent business problems, and expanding communication, creativity and innovation. Learn practical, hands-on techniques from real-world experiences, take advantage of more experts and practitioner sessions in our co-located programs Taxonomy Boot Camp, Enterprise Search Summit and SharePoint Symposium, and enjoy our many interactive forums, group conversations, receptions and networking activities.

**Conference Chairs**

Jane Dysart  
Dysart & Jones Associates

Hugh McKellar  
KM World Magazine

**CONFERNECE OVERVIEW**

**LOCATION KEY**

All KMWorld conference sessions will take place on the Ballroom Level of the hotel.

**Keynotes** | Grand Ballroom North  
**Track A** | Grand Ballroom North  
**Track B** | Congressional Hall A  
**Track C** | Congressional Hall B

**WELCOME RECEPTION**

Monday, November 15 | 6:00 p.m. – 7:00 p.m.  
Ballroom Level

Enjoy drinks and hors d’oeuvres in a relaxed atmosphere as we kick off the start of this year’s program. Open to all conference attendees, speakers, and exhibitors.

**KM WORLD COMMUNITY NETWORKING EVENT**

Monday, November 15 | 7:00 p.m. – 8:30 p.m.  
Meeting Room Level

Have some fun and meet others in the KMWorld community. Using tools from knowledge management, taxonomy, and search to facilitate community building at KMWorld, you will enjoy learning some new techniques. Open to all conference attendees, speakers, and exhibitors.

**CONTINENTAL BREAKFAST & BREAKS**

A continental breakfast will be provided for conference attendees each morning before the keynote session from 8:00 a.m. – 9:00 a.m. Check your program for additional morning and afternoon break times and locations.

**LUNCHEON KEYNOTE**

Tuesday, November 16 | 12:15 p.m.  
Renaissance Ballroom

sponsored by Oracle®

Join Oracle for a special luncheon keynote presentation “Knowledge in Context” on Tuesday. On Wednesday and Thursday the attendee lunches will take place in the Enterprise Solutions Showcase during the scheduled lunch breaks.

**SHOWCASE GRAND OPENING RECEPTION**

Tuesday, November 16 | 5:00 p.m. – 7:00 p.m.

sponsored by Deloitte

Celebrate the opening of the 2010 Enterprise Solutions Showcase with a networking reception on Tuesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors, speakers, and other attendees.

**ENTERPRISE SOLUTIONS SHOWCASE**

The Enterprise Solutions Showcase will feature the top companies in the KM, CM, search, taxonomy, and intranets marketplace, offering attendees an opportunity to explore all of the latest in product and service solutions.

**SHOWCASE HOURS**

Tuesday, November 16 | 5:00 p.m. – 7:00 p.m.  
Grand Opening Reception sponsored by Deloitte

Wednesday, November 17 | 10:00 a.m. – 4:30 p.m.

Thursday, November 18 | 10:00 a.m. – 2:00 p.m.

**EMAIL STATIONS**

A limited number of email stations will be available during regular Showcase hours.

**COMMUNITIES OF INTEREST**

Wednesday, November 17 | 5:00 p.m. – 6:00 p.m.  
Ballroom Foyer

Join your colleagues at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Grab a drink before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators.

**CONFERENCE PRESENTATIONS & CD-ROMS**

Many speakers have made copies of their slides available for download from the conference website (www.kmworld.com/kmw10). Click on “CONFERENCE PRESENTATIONS” and enter Username/Password: DC2010. If you don’t want to miss a thing, order your conference CD-ROM at a special on-site attendee savings by visiting the Mondo Digital Solutions table located in the Registration Area, or www.mondodigital.net.

**CONFERENCE CONVERSATIONS**

Twitter Tag | #KMW10

Linked In | http://bit.ly/kmwLI

Conference Blog | www.kmworldblog.com
An exciting event filled with relevant topics, key experts, practical speakers, and many learning and networking opportunities.

CONFERENCE At A Glance

PRE-CONFERENCE Workshops

KM WORLD Conference

SPEAKER Directory

KNOWLEDGE Showcase

EXHIBITOR List & Floor Plan

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Tuesday, November 16

8:45 a.m. - 9:45 a.m.  WELCOME & KEYNOTE  Grand Ballroom North  Knowledge-Driven Enterprises: Strategies & Future Focus  Stewart

9:45 a.m. - 10:15 a.m.  KEYNOTE  Grand Ballroom North  Exploring Search Frontiers at NASA Langley  Ambur

10:15 a.m. - 10:30 a.m.  COFFEE BREAK  In the Ballroom Foyer

10:30 a.m. - 11:15 a.m.  TRACK A  Grand Ballroom North  STRATEGIES & FRAMEWORKS FOR KNOWLEDGE SHARING  Building Knowledge Networks  Anklem, China & Holmund

11:15 a.m. - 12:15 p.m.  TRACK B  Congressional Hall A  OPTIMIZING ORGANIZATIONS THROUGH COLLABORATION  Achieving a Gold Standard for Your 2012 Intranet  White

12:15 p.m. - 1:15 p.m.  LUNCHEON KEYNOTE  Renaissance Ballroom  Sponsored by Oracle  KM at the Teachable Moment  Hubert

1:15 p.m. - 2:00 p.m.  TRACK A  Grand Ballroom North  Communities Manifesto: 10 Principles for Successful CoPs  Garfield

2:00 p.m. - 2:45 p.m.  COFFEE BREAK  In the Ballroom Foyer

2:45 p.m. - 3:45 p.m.  TRACK B  Congressional Hall A  Building Effective Communities of Practice  Denning  Seven Principles of Continuous Innovation: Reinventing the Workplace

3:45 p.m. - 4:00 p.m.  TRACK A  Grand Ballroom North  Knowledge Management 101  Dayton

4:00 p.m. - 4:45 p.m.  TRACK B  Congressional Hall A  Measuring Value: CoP Life Cycle Metrics  Nelson, Michalki & Gregory

4:45 p.m. - 5:00 p.m.  TRACK A  Grand Ballroom North  Communities Manifesto: 10 Principles for Successful CoPs  Garfield

5:00 p.m. - 7:00 p.m.  GRAND OPENING RECEPTION  In the Enterprise Solutions Showcase  Sponsored by Deloitte

Wednesday, November 17

8:45 a.m. - 9:45 a.m.  KM AWARDS & KEYNOTE  Grand Ballroom North  Search Patterns: Making Maps for Knowledge Discovery  Morville

9:45 a.m. - 10:00 a.m.  KEYNOTE  Grand Ballroom North  Leveraging Organizational Knowledge  Sanchez & Garland

10:00 a.m. - 10:45 a.m.  COFFEE BREAK  In the Enterprise Solutions Showcase

10:45 a.m. - 11:45 a.m.  TRACK A  Grand Ballroom North  ENABLING ORGANIZATIONAL KNOWHOW  Mitigating the Risk of Knowledge Loss  Stedman, Kowalcya, Lee, Ailer, Blair & Trolley

11:45 a.m. - 12:30 p.m.  TRACK B  Congressional Hall A  BUILDING SOLID KM PRACTICE  Enlisting Support & Making the Case for KM  Hoyer, Mahon & Sauve

12:30 p.m. - 1:15 p.m.  ATTENDEE LUNCH  In the Enterprise Solutions Showcase

1:15 p.m. - 2:00 p.m.  TRACK A  Grand Ballroom North  Assessing Knowledge in the Enterprise  Baxter & Prevost

2:00 p.m. - 2:45 p.m.  TRACK B  Congressional Hall A  KM Movers & Shakers in Brazil  Oliveira

2:45 p.m. - 3:00 p.m.  TRACK A  Grand Ballroom North  KM World’s Pardon the Interruption: A Fast-Paced Debate  Gingras, Byrne & Elam

3:00 p.m. - 3:45 p.m.  TRACK B  Congressional Hall A  Benchmark Your Enterprise Information & Knowledge Management  Owens

3:45 p.m. - 4:15 p.m.  COFFEE BREAK  In the Enterprise Solutions Showcase

4:15 p.m. - 5:00 p.m.  TRACK A  Grand Ballroom North  Connecting People, Skills, & Experience  Cimmino, Martin & Lynes

5:00 p.m. - 7:00 p.m.  COMMUNITIES OF INTEREST  In the Ballroom Foyer

Thursday, November 18

9:00 a.m. - 10:00 a.m.  KEYNOTE  Grand Ballroom North  The Resilient Organization  Snowden

10:00 a.m. - 10:45 a.m.  COFFEE BREAK  In the Enterprise Solutions Showcase

10:45 a.m. - 11:30 a.m.  TRACK A  Grand Ballroom North  CONTENT MANAGEMENT  Making Knowledge Mobile  Franz

11:30 a.m. - 12:15 p.m.  TRACK B  Congressional Hall A  NETWORK WORK  New Ways of Working  Schroeder, Smith, Karowajczuk & Melo

12:15 p.m. - 1:00 p.m.  ATTENDEE LUNCH  In the Enterprise Solutions Showcase

2:00 p.m. - 2:45 p.m.  TRACK A  Grand Ballroom North  Collaborative Tools to Move From KM to Knowledge Enablement  Evans & Clegg

2:45 p.m. - 3:30 p.m.  TRACK B  Congressional Hall A  Building KM-Based Virtual Work Environments (VWEs)  Simmons

3:30 p.m. - 4:15 p.m.  TRACK A  Grand Ballroom North  Open Source Content Management  Walker

4:15 p.m. - 5:00 p.m.  TRACK B  Congressional Hall A  Thriving in Hyperlinked & Networked Workspaces  Husband & Weinstein

4:45 p.m. - 5:00 p.m.  CLOSING KEYNOTE  Grand Ballroom North  Knowledge-Driven Enterprises of the Future: Analysts’ Panel  Byrne, Moulton & Owens
Monday, November 15

**W1 • Decision Making: Social Techniques & Practices**

**Dave Snowden**, Founder & CTO, Cognitive Edge

Social computing in many ways is the technology that knowledge management has always needed. Its fragmented, networked connectivity matches the evolution of human decision-making. Along with promise, however, comes potential misuse. Crowds are rarely wise, despite the sound bite! Crowd sourcing used properly does not just mean any old collective process. This workshop examines some of the basic principles that underpin successful use of technology to augment, but not replace human decision-making. It looks at the differences between short- and long-term use of participatory techniques, the question of who should be involved and when in what combinations. It introduces basic ideas of governance in distributed environments and also associated issues of ethics and responsibility. Our experienced KM practitioner and consultant shares tips, some case studies and lessons learned, and suggests some good practices for engaging large groups. Delegates will leave with an understanding of the principles of distributed decision-making and a set of pragmatic open source methods to assist in their implementation.

**W2 • Evaluating SharePoint for the Enterprise**

**Tony Byrne**, President & Principal Analyst, Real Story Group

This intensive and interactive workshop led by SharePoint Watch analyst Tony Byrne begins with a critical evaluation detailing SharePoint’s strengths and weaknesses culled from customer experiences and hands-on testing. Through presentations and discussion, the workshop helps you figure out how, where, when, and why to use SharePoint and reviews how well SharePoint “fits” into different types and sizes of enterprises with different business objectives. The workshop offers candid, independent advice for both business and technology leaders. You can get SharePoint “training” nearly anywhere; join us for some real education to help you make strategic decisions about the platform.

**W3 • Search Performance, Benchmarking, & Investment**

**Martin White**, Managing Director, Intranet Focus Ltd., & Author, The Intranet Governance Handbook & Successful Enterprise Search Management

During the last few years, White has been developing a Search Performance Benchmark (SPB) that enables organizations to judge the extent to which they are getting the best from their search application and where to prioritize future investment. The benchmark covers areas such as user requirements assessment, implementation of secure search, search log analysis, and the skills of the search support team. White presents a beta version of the benchmark at this workshop. Here’s your chance to be the first to evaluate the SPB, use it to assess your own organization, and contribute to the final version. In addition, learn from the frank discussions about search investment and priorities for the future, information security for secure search, implementation of social search, performance of people search, result presentation, search log analysis, and search team skills.

**W4 • Experience Maps: KM & Visual Thinking**

**Peter Morville**, President, Semantic Studios, & Author, Search Patterns

While the world waits for Web 3.0 and The Singularity, the real action has already begun. It’s called the “intertwingularity.” It’s an era at the crossroads of ubiquitous computing and the internet in which information blurs the boundaries between products and services, enabling multichannel, cross-platform, transmedia, physico-digital user experiences. It’s also an unprecedented opportunity to reimagine knowledge management. Never before have we been able to employ such a powerful combination of networks, devices, and sensors to create and share knowledge within and without the enterprise. This is the complex reality that today’s executives and entrepreneurs must navigate. And while the archetypal ecologies of iTunes and Nike+ offer some insight, we’re mostly exploring uncharted waters. That’s why we need to draw maps. A map is a powerful tool for navigating and understanding physical, digital, intellectual, and social space. In this workshop, we’ll explore how experience maps and visual thinking can improve the process and product of information architecture, knowledge management, and user experience design. So bring your imagination and a pencil, because we’re going to be sketching the future.

**W5 • Managing the Networked Workforce**

**Euan Semple**, Social Media Consultant & Director, Euan Semple

The internet generation is already entering the workforce, but the old ways of managing are not working. How do you manage staff that assume an ability to connect with their peers and support networks 24/7? How do you adapt to not only cope with the changes in expectations but actually see them as opportunities to do more for less and possibly have fun doing so? With the connectivity afforded by the web, staff are able to connect with each other horizontally, finding out information and sharing knowledge faster than official systems can keep up, and increasingly expect not only to work in loose distributed teams but also be able to maintain connections with others outside the organization. Semple provides the context and strategies to make better judgments about managing the networked workforce to enhance knowledge sharing, looks at how online tools affect the way knowledge and information flows around the enterprise, shares practical steps to improve productivity and communication, helps you recognize opportunities to reinvent the role of middle management, and imparts his experience to assist you to make a compelling argument for bringing about positive changes in your organization with an effective ecology of tools. He facilitates interactive discussions about work and nonwork, engaging in online conversations, how to help your staff understand what their responsibilities are online, when they represent the company and when not, how to enlist their support as advocates for your work, and writing workable policies.

**W6 • Learning From Failure, It’s Possible!**

**Nancy Dixon**, Principal Researcher, Common Knowledge Associates

This interactive workshop addresses one of the most difficult knowledge management issues: how an organization can learn from failure. It takes a great deal more than building a lessons learned database, but learning from failure is possible, as a number of industries, including healthcare-patient safety, airline, and the nuclear industry, have illustrated. Drawing on the lessons learned from these industries and a growing body of research data, Dixon shares a framework that identifies three elements organizations must put into place in order to identify and analyze failures. Participants work through a case study that illustrates these elements. Join this interactive workshop and take home real-world strategies for improving performance within your organization.

**W7 • Building an Intranet Governance Strategy**

**Joseph A. Busch**, Principal, Taxonomy Strategies

**Zachary Wahl**, Knowledge Management Practice Leader, Project Performance Corporation

An effective intranet is a centralized information resource that is an up-to-date and trusted source of company information available and relevant to all parts of the business. Creating and maintaining a successful intranet requires negotiating and implementing a set of policies and procedures. Intranet governance is the set of roles, responsibilities and processes that needs to be put in place to guide the development and use of an intranet so that it remains consistent and cohesive as it evolves over time. This workshop provides an introduction to intranet governance requirements, benefits, and implementation strategies. It includes real-world examples from public sector and commercial organizations including the Defense Finance and Accounting Service, Dominion Resources, Environmental Protection Agency, Food and Drug Administration, Halliburton, Inter-American Development Bank, International Monetary Fund, NASA, Occidental Petroleum, Scottish Qualifications Authority, and SNC-Lavalin. Workshop leaders provide a practical methodology that allows you to begin managing the intranet in your own organization. Topics covered will include documenting intranet objectives, validating alignment with overall organizational goals, establishing...
lishing and monitoring intranet content standards and good practices, creating rewards and penalties for nonconformance, establishing performance standards and intranet infrastructure, monitoring and improving intranet use and usability, defining job descriptions for intranet-related tasks, marketing the intranet, and more.

W8 • Social Media Inside the Enterprise: Blogs, Wikis, Video, & Microblogging
Connie Crosby, Principal, Crosby Group Consulting

Twitter has taken off in the public eye, and its equivalents for inside the organization are just starting to take a foothold. Learn about collaboration, knowledge sharing, and communication uses for blogs, wikis, video, and the Twitter-like microblogging for an inside view of the enterprise. This fast-paced introductory overview, see examples of technology-related training videos or screencasts, and discuss corporate culture and the need to tie changes back to the corporate strategy. Filled with real-world examples, you will come away with insights and ideas for social media opportunities within your organization.

W9 • Intranet Design + Redesign
James Robertson, Managing Partner, Step Two Designs

Almost every organization has an intranet, but many suffer from a litany of complaints from staff that they can’t find what they need. To be valuable, intranets must have effective navigation and design that support common staff tasks. To achieve this, teams should take a “user-centered” approach to intranet design and redesign projects. Robertson, a global intranet expert and author of an upcoming book on intranet design, provides a practical toolkit of techniques and approaches. Via pragmatic discussions, hands-on activities, and plenty of intranet screenshots, this workshop equips you to deliver an intranet that really works for staff.

AFTERNOON WORKSHOPS • 1:30 p.m. – 4:30 p.m.

W10 • Design for Learning
Daniel Rasmus, Principal, Daniel W. Rasmus, & Author, Management by Design

This workshop, led by the former director of business insights for Microsoft, focuses on the methodology for designing a positive learning environment for any organization. It explores the design elements, provides a methodology, and guides participants to create a preliminary design for their organization.

W11 • Content Technologies: A Look at the Landscape
Jarrod Gingras, Analyst, Real Story Group

Content technologies can be complicated and confusing. A Real Story Group analyst explains, without techno-speak, the essentials for business and project leaders. Join us for an interactive tour of search, web content management, ECM, document management, records management, DAM, and collaboration technologies. When and why would you need them? What makes them different? How does SharePoint fit in? How have experiences differed in the public and private sectors? Does open source matter? In addition to the basics, you will receive an unbiased overview of the vendor landscapes as they stand in 2010.

W12 • Developing a KM Strategy & Implementation Plan
Art Murray, CEO, Applied Knowledge Sciences, Inc.

This practical workshop illuminates the steps necessary to create and sell a KM strategy. It includes the building blocks—information audit and knowledge mapping, discusses communities of practice programs for retiring experts, digital video capture of tacit knowledge, knowledge fairs, after action reviews, and more. It explores KM roles and skills. Participants receive a copy of Judy Sanrock’s The Art of Managing Knowledge—a Practitioner’s Guide book and DVD set.

W13 • Organizational Network Analysis & Tools
Patti Anklam, Principal Consultant, NetWork, & Author, Net Work

Gartner has predicted that by 2015, 25% of organizations will “routinely utilize social network analysis to improve performance and productivity.” Knowledge flows along established paths in organizations. To change or improve knowledge flow, it’s important to understand those current paths, which are often outside the formal organization structure. Social network analysis (SNA), along with its organizational counterpart organizational network analysis (ONA), provides a methodology to map these pathways to gain insights into how the organization really works. The methodology includes sensitivity to collecting data about people using different means, including surveys, using software to manage and analyze the data to create visual maps and detailed metrics. Metrics can provide information about the overall cohesiveness of the network as well as metrics about the roles that individuals play in the network, highlighting those who are in the best position to move around knowledge and ideas. The workshop covers the basic steps and tools used in the methodology with a hands-on case study. Attendees should bring their laptops and are provided with information on how to download (free) tools prior to the event. If your organization is not already using network analysis, or if you would like to understand more about this tool that has been helping knowledge managers for almost 10 years, then you will be interested in attending this highly interactive workshop.

W14 • Best Practices for Intranet Killer Apps
Janus Boye, Founder & Managing Director, J. Boye

While some intranet applications are not directly business-focused, they can play a vital role in promoting the intranet to staff and stakeholders. This workshop demonstrates best practices for using intranet killer apps and highlights pitfalls to avoid when developing and implementing features that should ideally help to drive the intranet forward. Boye untangles intranet killers apps, focusing on some of the most popular: “who’s who”, collaboration, “buy and sell notice boards”, “company discounts”, and social networking tools such as blogs and wikis. He looks at common issues when working with these apps and shares lesser-known killer apps such as photo-sharing, room locator, and employee introduction workflows, from across industries and sectors. Whether you are working on your first killer app or already have several on your intranet, come and learn from the different approaches, compare your own killer apps, and take away tangible recommendations. This workshop draws on real-life examples, including screen shots from members of the J. Boye community of practice, combined with years of research on intranets and portals. Whether you are attempting to launch your first killer app or already have several running on your intranet, there should be plenty to learn from these different approaches, and you will leave with a number of proven and tangible recommendations.

W15 • Designing Social Search in the Enterprise
Thomas Vander Wal, Principal, InfoCloud Solutions, Inc.

One of the biggest problems on today’s websites and intranets is findability. Even as large companies have scaled up their investment in search and intranet development, one key ingredient is missing: the people. People are social, and people leverage social strategies to find information all the time— at work, with colleagues—to solve real problems. How do we add this social element into enterprise search systems? How do we know what to look for in search tools, services to add into the mix, and design elements that will make an impact? Our experienced designer frames these relevant models of social search and shows you how to think through the problems to get to a more optimal solution. This will also include the potential benefits as well as the pitfalls that come along with some popular solutions (as well as how to counteract those pitfalls). You will learn to think and design through the considerations to augment findability with social search within the enterprise. Vander Wal will discuss the tools necessary to understand search design, the benefits of social search, and how to work though real world problems interactively, so attendees in the workshop come away with the ability to apply what is learned to their work environment.

W16 • KM Platform & Programs in International NGOs
Steve Barth, Principal, Reflected Knowledge
Tom Moroz, Director, Special Projects, Open Society Institute
Jo Lyon, Information Management Lead, Oxfam GB

Large international NGOs face extra challenges in knowledge sharing and organizational learning. They pursue important, urgent, but elusive goals such as...
maintaining peace and security in conflict zones; alleviating poverty, hunger, and disease; or building sustainable economic and political structures in transitional or post-conflict societies. NGOs often operate in harsh or hostile environments and with constrained resources, ad-hoc multicultural teams, and complex interdependencies between actors and agencies. The largest of these achieve economies of scale by operating globally in diverse locations. NGOs typically enjoy exceptionally committed employees, leading to strong informal networks, but internal and external dynamics can create highly bureaucratic organizational structures that discourage use of formal knowledge-sharing systems. Above all, NGOs need to demonstrate results based on intangible outcomes. This workshop presents lessons learned from two prominent organizations—the Open Society Institute and Oxfam Great Britain. Other nongovernmental organizations are invited to bring their experiences to share in this interactive facilitated session and collaborate on shared sense-making and knowledge creation about effective knowledge and learning strategies optimized for their activities. Topics covered will include issues specific to large international NGOs; effective KM platforms for dispersed offices in developing countries; leveraging informal networks within and beyond boundaries; and evolving from platforms to programs.

W17 • Change Management for Knowledge Managers

Gordon Vala-Webb, National Director, Knowledge Management, PricewaterhouseCoopers LLP Canada

Have any of these held your organization back? Employee or middle-management resistance. Poor executive sponsorship. Corporate inertia and politics. These are the biggest obstacles to successful change in any organization. And KM is all about change. This highly interactive workshop is aimed at people just about to start leading or working on a KM project and who want to ensure the success of their project by overcoming these change killers. An award-winning KM practitioner with more than 10 years’ experience in making change happen, Vala-Webb provides tools and templates and shares his strategies and techniques. Participants will leave the workshop with a much clearer understanding of how to communicate their project, a map of their own key stakeholders, a set of specific next steps to take, and usable tips/hints.

W18 • Developing & Evaluating Intranet User Requirements

Martin White, Managing Director, Intranet Focus Ltd., & Author, The Intranet Governance Handbook & Successful Enterprise Search Management

This workshop looks at a dozen different ways in which user requirements can be monitored. It focuses on how intranet managers can track changes in user requirements, and then prioritize their implementation. Based on a decade of intranet consulting projects, Martin shares his experience with real-world applications, tips for keeping on top of changing user requirements, and decision criteria for prioritizing multiple requirements.

W19 • Building a Strategic and Relevant Semantic Platform for the Enterprise

Lynda Moulton, Senior Analyst, Enterprise Search, The Gilbane Group, a division of Outsell, Inc.

This workshop presents a strategy for applying semantic technology solutions across the enterprise. Highlighting semantic tools that are in use today, the workshop illustrates how typical content and search challenges are being met by enterprises in a number of vertical industries. In professional service and law firms, biotech and pharmaceutical, energy, and publishing focused enterprises, scores of companies are finding that excellent search depends on careful integration of content management, text mining and analytics tools. Moulton defines, categorizes and examines real cases of implementation in which semantic tools contribute business and content retrieval benefits. Anecdotes are shared that underscore best practices, implementation and roll-out scenarios that work (or don’t), showing how organizations get the most value out of technologies they have selected. Filled with lots of practical tips and ideas.

Monday, November 15
### Continental Breakfast  
**8:00 a.m. - 8:45 a.m.**

#### WELCOME & KEYNOTE

**Knowledge-Driven Enterprises: Strategies & Future Focus**

*8:45 a.m. - 9:45 a.m.*  
**Grand Ballroom North**

**Tom Stewart,** Chief Marketing & Knowledge Officer, Booz & Company, & former Editor & Managing Director, *Harvard Business Review*

This experienced author and practitioner shares winning strategies for developing and evolving knowledge-driven enterprises that are productive, innovative, and successful. Using real-world examples he illustrates how those strategies have worked in many different types of organizations. Stewart also looks into the future and suggests directions that knowledge-driven enterprises will engage in over the next few years.

#### KEYNOTE

**Exploring Search Frontiers at NASA Langley**

*9:45 a.m. - 10:15 a.m.*  
**Grand Ballroom North**

**Manjula Ambur,** Office of the CIO, NASA Langley Research Center

In this case study, Ambur offers a practitioner’s view of how her team pursues its goal of providing effective search for the thousands of researchers and engineers at NASA Langley. This user base found itself confounded by the multitude of options both for information — with hundreds of internal and external sources of websites, databases, document repositories, scholarly journals, and image collections — and in search interfaces, which had driven it to the open web and inferior results. This talk explores the decision to deploy Google Search Appliance internally as an effort to meet user expectations of easy-to-use search that provides unified information access. Ambur covers the challenges faced, strategies undertaken, and ongoing team work required to deliver targeted results within a secure framework to achieve the goal of effective information mining enabling NASA mission success.

### TRACK A  
**Strategies & Frameworks for Knowledge Sharing**

*8:45 a.m. - 9:45 a.m.*  
**Grand Ballroom North**

#### A101  
**KM at the Teachable Moment**

*10:30 a.m. - 11:15 a.m.*  
**Grand Ballroom North**

**Cindy Hubert,** Executive Director, APQC

Hubert discusses the best KM approaches developed over the last 2 decades, combined with the most advanced and up-to-the-minute work of APQC’s community of leading KM practitioners, to lay out what KM should look like now. She addresses “When Web 2.0 Whips Old School KM—and vice versa” and the best approaches for marry the two. Hubert includes five questions to ask yourself when designing a KM approach, regardless of how fast the technology changes. She discusses how to design communities, expertise locator systems, and Web 2.0 collaboration (the Digital Hub) to enable people and organizations to grow smarter, faster; how to measure the impact of collaboration; and the role of RSS, Twitter, and iPhones in serious KM.

#### A102  
**Seven Principles of Continuous Innovation: Reinventing the Workplace**

*11:30 a.m. - 12:15 p.m.*  
**Grand Ballroom North**

**Steve Denning,** Author, *The Leader’s Guide to Radical Management*

The principles described by award-winning author Stephen Denning simultaneously inspire continuous innovation, deep job satisfaction, and client delight. He explains the seven interlocking principles of continuous innovation: focusing the entire organization on delighting clients; working in self-organizing teams; operating in client-driven iterations; delivering value to clients with each iteration; fostering radical transparency; nurturing continuous self-improvement; and communicating interactively. In sum, the principles comprise a new mental model of management.

### TRACK B  
**Optimizing Organizations Through Collaboration**

*8:45 a.m. - 9:45 a.m.*  
**Congressional Ballroom A**

#### B101  
**KM at the Teachable Moment**

*10:30 a.m. - 11:15 a.m.*  
**Congressional Ballroom A**

**Cindy Hubert,** Executive Director, APQC

#### B102  
**Seven Principles of Continuous Innovation: Reinventing the Workplace**

*11:30 a.m. - 12:15 p.m.*  
**Congressional Ballroom A**

**Steve Denning,** Author, *The Leader’s Guide to Radical Management*

### TRACK C  
**Intranets for the Future**

*8:45 a.m. - 9:45 a.m.*  
**Congressional Ballroom B**

#### C101  
**KM at the Teachable Moment**

*10:30 a.m. - 11:15 a.m.*  
**Congressional Ballroom B**

**Cindy Hubert,** Executive Director, APQC

#### C102  
**Seven Principles of Continuous Innovation: Reinventing the Workplace**

*11:30 a.m. - 12:15 p.m.*  
**Congressional Ballroom B**

**Steve Denning,** Author, *The Leader’s Guide to Radical Management*

### LUNCHEON KEYNOTE

**Knowledge in Context**

*12:15 p.m. - 1:15 p.m.*  
**Renaissance Ballroom**

**Linus Chow,** Principal Consultant, Oracle Corporation

How do you identify key knowledge and present it in business processes? Oracle Knowledge M anagement presents knowledge in context. Oracle User Productivity Kit captures process knowledge and documents it. See how some companies have saved up to 90% in these processes.

**Sponsored by Deloitte**
A103 • Knowledge Management 101
1:15 p.m. - 2:00 p.m.
Barry K. Dayton, KM Program Office, 3M

This session highlights a range of potential enterprise KM activities being utilized in a large corporate organization and shares how these activities are being used to impact the bottom line. It shows real KM practices and discusses various tools and techniques to give those new to KM a vision of what is possible in the enterprise.

A104 • Communities Manifesto: 10 Principles for Successful CoPs
2:15 p.m. - 3:00 p.m.
Stan Garfield, Community Evangelist, Deloitte Touche Tohmatsu & Author, Implementing a Successful KM Programme

Based on his experience in creating, leading, and managing communities and communities programs, both inside and outside of organizations, Garfield defines and describes 10 principles for successful communities. He offers real-world examples and discusses tools while emphasizing key themes: Communities should be independent of organization structure; they are different from teams; are not sites, blogs or wikis; community leadership and membership should be voluntary; communities span boundaries; need a critical mass of members; start with as broad a scope as is reasonable; need to be actively nurtured; and more.

Coffee Break • 3:00 p.m. - 3:15 p.m. • Ballroom Foyer

A105 • Knowledge Transfer: Assessment & Passing the Baton
3:15 p.m. - 4:00 p.m.
Pam Kelsay, Learning Advisor, Shell Upstream Americas
Ed O'Neal, Learning Transfer Manager, Shell, Upstream Americas
Darren Hunter, Learning Transfer Advisor, Shell, Canada Ltd.

As businesses experience the "The Big Crew Change" by downsizing and/or outsourcing work, managers fear the loss of tacit, critical business knowledge found inside the heads of exiting employees. This session demonstrates a very practical approach to work with managers in assessing what tacit knowledge, skills, and information are critical to your business, as well as the best methods to most efficiently convey that knowledge to others. Using the assessment as a baseline, speakers examine what knowledge-sharing processes and tools can enable knowledge to be documented, shared, and retained.

A106 • Teaching People to Think Like an Expert
4:15 p.m. - 5:00 p.m.
Richard McDermott, McDermott Consulting

ExxonMobil’s approach to retaining experts’ knowledge is radically different. Rather than capturing or transferring knowledge, ExxonMobil gets experts to share their thinking through structured technical workshops and advanced apprenticeships. Both are based on principles drawn from research in cognitive science, an extensive study by Henley Business School, and modeled on advanced development in the arts. This interactive session shares the principles and techniques which you can use in your environment.

TRACK B • Optimizing Organizations Through Collaboration
Congressional Hall A

There is lots of room for improvement in the way our organizations operate these days, and there are lots of tools available to make those improvements. Take collaboration to the next level and optimize your organization for a successful future.

Moderated by Karen Huffman, National Geographic Society

B101 • Building Knowledge Networks
10:30 a.m. - 11:15 a.m.
Patti Anklam, Principal Consultant Net Work & Author, NetWork
Monica Chhina, Manager, Knowledge Management, Nexen Inc.
Charlotte Holmlund, Senior Advisor, Knowledge Management, Nexen Inc.

The first presentation looks at social network analysis (SNA) use by the International Research and Development Corporation (IDRC) which has been working with a U.N. organization, the International Fund for Agricultural Development (IFAD) to connect project managers across south Asia who are working to improve rural conditions in developing countries. The program’s foundation is a knowledge networking strategy that facilitates connections through workshops and training, and provides technological resources for people across this region to share innovations and support each other in problem solving. The second presentation looks at organizational network analysis (ONA) for improving collaboration across divisional, functional, and geographical silos. Findings often lead to valuable conversations between staff and leaders, resulting in a common understanding of skills required for each role, the identification of existing experts who may not have been apparent to many community members, and skill improvement opportunities within and across disciplines.

B102 • Sustaining Effective Communities of Practice (CoP)
11:30 a.m. - 12:15 p.m.
Darcy Lemons, Senior Project Manager, APQC
Kelly Hunter, Manager, Global Accounts

How do KM practitioners ensure their CoPs, one of the strongest enterprise knowledge-sharing activities, remain vital to the organization? Many organizations have processes in place for creating communities of practice. In fact, many organizations now have second- and third-generation CoPs. But which communities become essential to the success of the organization and to members? Why are some vital and dynamic while others just fade away? APQC has studied these issues and its speakers share their findings on sustaining effective CoPs using examples from three organizations (Fluor, Conoco Phillips, and Schlumberger) highlighting the strategies and tactics that enable them to sustain and develop their CoPs, ensuring that they are vital, productive, and woven deeply into the fabric of their cultures.

Luncheon Keynote • 12:15 p.m. - 1:15 p.m. • Renaissance Ballroom
Sponsored by ORACLE

B103 • Measuring Value: CoP Life Cycle Metrics
1:15 p.m. - 2:00 p.m.
John Nelson, Project Manager and Business Systems Analyst, Dynamics Research Corporation
Patricia L. Michalski, Senior Knowledge Manager, Deloitte Services LP
Howard M. Gregory, Simulation Educator, Northeastern Ohio Universities Colleges of Medicine & Pharmacy

The need for the U.S. Army to rapidly learn and adapt has never been greater. Accordingly, the Army has leveraged a wide array of KM processes and tools as a means to share experiences, best practices, and lessons learned. The Battle Command Knowledge system currently operates more than 60 unique communities of practice (CoPs) with a total membership in excess of 150,000. A CoP metrics program addresses two specific areas: community activity and its value to the organization and its members. If CoP activity is not at an acceptable level, it is unlikely that the CoP will be able to achieve its organizational objectives. Much like a living and breathing organism, a CoP has a life cycle that takes it from birth to its eventual demise, so different metrics have varying degrees of applicability throughout the cycle. Nelson shares this research and provides a framework for the establishment of a metrics program throughout a CoP’s life cycle. Michalski and Gregory describe the CoP Evaluation Framework they developed along with the tools and examples of how the framework was used within their organizations.

B104 • Collaboration 2.0: Two Cases
2:15 p.m. - 3:00 p.m.
Terrence Wallenhorst, Leader, Clients & Markets, KM, Deloitte Services, LP
David Boland, Director, Knowledge Management, Deloitte Services, LP
Simon Woodford, Cross Functional Systems Manager, Bechtel

Learning from collaborative capabilities offered outside the firewall, Deloitte Services speakers describe how the organization is harnessing the power of social networking and user-generated content inside the enterprise. They share strategies, experiences, governance, and lessons learned in the creation of the organization’s new portal which has communities, full collaboration, personalization, and customization, in addition to an enterprise search solution. Considering the growing gap between consumer and corporate adoption of emerging technologies and their relative effectiveness, Bechtel looked at new strategies to solve...
business challenges. Woodford describes the process, platforms, and change management strategies used to respond to business requirements by matching the appropriate available technologies such as cloud-based computing, Enterprise 2.0 and 3.0 collaborative applications, and semantic web technologies.

Coffee Break  3:00 p.m. - 3:15 p.m.  Ballroom Foyer

B105  Gov 2.0: Implementing Social in Government
3:15 p.m. - 4:00 p.m.
Mike Hower, Lt. Col., U.S. Air Force
Michael Mahon, Director, Corporate Development, Business Development
Bank of Canada
Eric Sauge, VP Tomoye, NewsGator Technologies

As organizations look to make their organizations more collaborative and more open using social and enterprise 2.0 technologies, the real and tangible experience of pioneers can help make better decisions, and reduce project risk. This open and conversational session explores the experiences of the U.S. Air Force, Air University, as well as that of BDC following their journeys over the last years to discover what worked, what didn’t, and the road for the future. Learn about what to avoid (that they didn’t), what to focus on, and key success factors and strategies to apply in your environment.

B106  Weaving Productive Knowledge Networks
4:15 p.m. - 5:00 p.m.
Valdis Krebs, Founder & Chief Scientist, Orgnet.com

The organization chart is not the true picture of how an organization works. It is a company’s emergent knowledge exchanges and information flows that accomplish goals and get things done. Knowing what these networks look like, and how to improve them, are the keys to success for the 21st century organization. Krebs has been working with networks for large and small organizations for the last 20 years, and shares cases that reveal good and poor management of knowledge and learning with employees, customers and suppliers. He provides suggestions for improving your organization’s networks for increased agility, adaptability and innovation.

C101  Achieving a Gold Standard for Your 2012 Intranet
10:30 a.m. - 11:15 a.m.
Martin White, Managing Director, Intranet Focus Ltd., & Author, The Intranet Governance Handbook & Successful Enterprise Search Management

2012 is the year of the London Olympics. This session highlights the actions that need to be taken in 2011 to achieve a gold standard in 2012. Based on the five years, but are they doing the job they should? Hear more about what the gold standard for intranets should be, what intranets need to overcome their current challenges, and what new tools and techniques are improving their performance. Sessions include screenshots of intranets from a variety of organizations. Moderated by Richard Hulser, Natural History Museum of Los Angeles County

C102  Using Ethnographic User Research to Drive KM & Intranet Strategy
11:30 a.m. - 12:15 p.m.
Don Bruns, Senior Consultant/Information Architect, NavigationArts

Nearly 97% of all pharmacological research experiments fail, meaning the proposed approach never gets past the initial stages of the drug discovery process. For pharmaceutical researchers, bringing a drug to market is a once-in-a-career event—it’s like winning the lottery. As a result, pharmaceutical researchers are great at sharing their success stories but not so great at sharing stories of their failures. The leadership at a major pharmaceutical research institute feared that its scientists were constantly recreating experiments that had already failed—

C103  Intranets: A Long Way Forward?
1:15 p.m. - 2:00 p.m.
Janus Boye, Founder & Managing Director, J. Boye

Few practitioners have had the time to engage in the debate about whether the intranet is dead or should be renamed. In fact, even those with great intranets, have been terribly busy, in particular dealing with lack of management support. Based on real-life examples as well as years of research on intranet and portals, Boye untangles the significant intranet challenges, including lack of support from senior managers, usability, collaboration, governance, and vendors, including software companies, agencies, and analysts. While covering these points, he draws on his research into enterprise portals and digs into the fading distinction between intranets and portals. No matter your intranet self-esteem, learn from the different approaches, compare your own intranet, and take away tangible recommendations.

C104  Enterprise Solutions: Client Case Studies
2:15 p.m. - 3:00 p.m.
Mark Hall, Founder & CEO, xPeerient
Bill Rogers, CEO and Founder, Ektron
Rich Turner, VP, Marketing, Content Analyst

This panel of enterprise solutions providers and clients share the secrets of their technologies, and processes, and highlights case studies of clients using their solutions. Hall discusses how a network of CIOs and IT leaders, xPeerient, uses a unique taxonomic and automatic indexing solution to match common experiences within the network, and to discover IT vendor solutions and implementation partners whose capabilities meet requirements for given projects. Rogers discusses how the #1 sports site in Oklahoma uses a content management system with social networking features to build a strong online community. Turner shares a successful implementation for e-discovery by Altep Inc. for legal clients and discusses how analytics streamlined their ability to manage enterprise data for a large and expensive case.

C105  Intranets in 2015
3:15 p.m. - 4:00 p.m.
James Robertson, Managing Partner, Step Two Designs

How can we deliver great intranets if we don’t know where we’re heading? This powerful presentation outlines a vision for intranets in 2015, describing a day-in-the-life of how staff will work. Going beyond the technology aspects, this session explores the “enterprise experience” that we should be providing to staff and how to start delivering it today.

C106  Intranet Show case
4:15 p.m. - 5:00 p.m.
Deb Reilly, Chief, Information & Knowledge Management Division, International Monetary Fund
Krista Kennedy Groenwoldt, Information Architect, The MITRE Corporation

This interactive and informative session shares examples of leading edge intranets from a number of different industries. These case studies of successful, active intranets will provide you with ideas and insights to apply within your organization.

Grand Opening Reception  In the Enterprise Solutions Showcase
5:00 p.m. - 7:00 p.m.  Sponsored by Deloitte.
Search Patterns: Making Maps for Knowledge Discovery

8:45 a.m. - 9:45 a.m. | Grand Ballroom North

Peter Morville, President, Semantic Studios, & Author, Search Patterns

Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we experience. Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we experience. It’s also a radically multidisciplinary, creative challenge. In this talk, Peter Morville defines a pattern language for search and discovery that embraces user psychology and behavior, cross-channel information architecture, multisensory interaction, and emerging technology. He identifies design principles that apply across the categories of web, commerce, enterprise, desktop, mobile, social, and real time. And, he explains how future methods and user experience deliverables can help us to create better search interfaces and applications today and invent the improbable discovery tools of tomorrow.

Leveraging Organizational Knowledge

9:45 a.m. - 10:00 a.m.

Major David Sanchez, U.S. Air Force Medical Service

The ability to act on organizational knowledge is not about improving search, it’s about leveraging unstructured content to achieve sustainable and measurable benefits in business processes. This talk describes a new model the U.S. Air Force Medical Service is using with automatic extraction of conceptual metadata, auto-classification of content, and rapid deployment and maintenance of organizational taxonomies. Hear about their experience driving records management, compliance, FOIA, e-discovery, reducing data exposures, and dramatically improving search outcomes. The new paradigm is the foundation that transforms metadata to be the agent of change that drives organizational agility.

TRACK A • Enabling Organizational KnowHow

Grand Ballroom North

The knowledge of how to do something smoothly and efficiently, how to think, or technical skill or expertise, is what drives any enterprise, government department, or organization. Building organizational knowledge, sharing it in effective and useable ways, and using it for decision-making and innovation are all keys to enterprise success. Hear our speakers discuss mitigating the risk of knowledge loss, employing crowd sourcing, assessing knowledge, and finding the gaps, and gain ideas for enabling your organization’s knowhow!

Moderated by Rebecca Jones, Dysart & Jones Associates

A201 • Mitigating the Risk of Knowledge Loss

10:45 a.m. - 11:45 a.m.

Jeff Stenge, Knowledge Strategist, Cheyron

Kathleen Kotwica, Executive Vice President, Security Executive Council

Denise Lee, Senior KM Consultant, PricewaterhouseCoopers

Tina Muller, Manager, PricewaterhouseCoopers

Madelyn Blair, President, Peleri

Trish Trolley, Senior Director, Product Management, Oracle

Corporate downsizings, Boomer retirements, and difficulties finding appropriate staff are some of the risks that are beginning to effect business continuity. Identifying, eliciting, and transferring expert knowhow are effective ways to help an organization increase performance and productivity, accelerate competency development, and minimize business disruption. This panel focuses on processes and practices within four different organizations. Stenge shares a proven process to identify experts who have mission-critical or strategic knowledge and experience that is at risk due to a retirement and elaborates about the support toolkit of enhanced KM methods to effectively capture expertise and transfer it to one or more successors. Kotwica talks about how the Security Executive Council, a research and services organization for security and risk practitioners, convinced executives (some former/semi-retired and all usually not easy to pin down) to share the wealth of knowledge they gained from their experiences in an efficient and useable way. She discusses how they built a system and process to farm knowledge in a way that works with executives’ unique style; store and re-use the information in a KM system built for staff to use to help Council members. The PwC team examines the development and refinement of a knowledge retention methodology in the public sector using social network analysis, standard operating procedures, continuity of operations, after action reviews, narrative, formal coaching sessions, and Web 2.0 tools. Trolley discusses how Oracle ensures its knowledge is available to the business, that its core processes and activities are captured, used, and disseminated to build critical capabilities, and mitigates the risk of intellectual property loss.

A202 • Spreading Ideas, Sharing Knowledge, & Crowd Sourcing

12:00 p.m. - 12:45 p.m.

Holly Pendleton, Organization Effectiveness Consultant and Spreader of Ideas

Gloria Hadar, Knowledge Architect, Federal Aviation Administration

What facilitates the viral spread of ideas? Can you harness the intelligence of a group to achieve positive results? Our speakers share study results, applica-
tions, tips, and implications for sharing knowledge both within and beyond the enterprise in exciting new ways. Pendleton's findings about how ideas spread and impact internal knowledge transfer and communications are shared. Hadar also discusses transferring knowledge between generations (Boomers, Gen X & Y) and looks at current strategies being used in the U.S. government to recruit and retain Gen X & Y candidates who are grounded in social media and have different attitudes towards learning and the workplace.

Attendee Lunch • In the Enterprise Solutions Showcase
12:45 p.m. - 2:00 p.m.

A203 • Assessing Knowledge in the Enterprise
2:00 p.m. - 2:45 p.m.
Holly C. Baxter, Chief Scientist, Strategic Knowledge Solutions
Mike Prevou, President, Strategic Knowledge Solutions

This session looks at the design and development of a 17-step knowledge assessment process refined through multiple large-scale assessments with a variety of Army, Air Force, and corporate entities. Developed to help organizations obtain an indication of their health in terms of knowledge flow, knowledge creation and transfer; and ultimately knowledge management processes, strategies, and approaches, it looked at how the people, processes, technology, and culture integrate as methods of informal learning. Baxter shares study results, addresses the steps of the knowledge assessment process, and describes the common knowledge gaps we have seen across all organizations.

A204 • KM World's Pardon the Interruption: A Fast-Paced Debate
3:00 p.m. - 3:45 p.m.
MODERATOR: Jarrod Gingras, Analyst, Real Story Group
Tony Byrne, President & Principal Analyst, Real Story Group
Dan Elam, Vice President, Operations, IQ Business Group

Inspired by ESPN’s popular talk show, join Real Story Group’s Tony Byrne and KM guru Dan Elam as they debate a variety of today’s most pressing knowledge and content management topics. They engage in a rapid-fire, point-counterpoint discussion on many topics including the role of SharePoint, enterprise search, and transfer; and ultimately knowledge management processes, strategies, and approaches, it looked at how the people, processes, technology, and culture integrate as methods of informal learning. Baxter shares study results, addresses the steps of the knowledge assessment process, and describes the common knowledge gaps we have seen across all organizations.

Coffee Break • In the Enterprise Solutions Showcase
3:45 p.m. - 4:15 p.m.

A205 • Connecting People, Skills, & Experience
4:15 p.m. - 5:00 p.m.
Kelly Cimmino, Knowledge Channel Director—Collaboration, PricewaterhouseCoopers
Pamela Martin, Senior Project Manager, PricewaterhouseCoopers
Claire Lysnes, Manager, Canada KM, PricewaterhouseCoopers

Using PwC as an example, speakers talk about what it takes to implement a successful people, skill, and experience—finding application. Within the context of the evolution of expertise location, they discuss the Canadian and American legs of the Global PwC One Person Profile project, which aimed to connect PwC professionals with one another across the worldwide network of member PwC firms. They elaborate on how Profile provides a base for collaboration across countries, managing large quantities of content, and the challenges inherent in defining professional skills and experience.

TRACK B • Building Solid KM Practice
Congressional Hall A

Hear from those who have done it! Speakers share critical strategies and tactics for growing successful knowledge-sharing processes and practices within their organizations, enlisting senior support, learning from lessons learned, benchmarking, and more.

Moderated by Craig St. Clair, Business Content Architect, Kaiser Permanente

B201 • KM Movers & Shakers in Brazil
10:45 a.m. - 11:45 a.m.
Rose Oliveira, President, The KNOWledge Network Brazil
Emerson Freitas, Competence Manager, Engineer Center, Embraer
Moises, Falco, CKO, Promon Engenharia
Ariane Ramos Goncalves, KM Manager, Supply Area, Petrobras – Petroleo Brasileiro S/A

Meet the winners of the Brazil MAKE (Most Admired Knowledge Enterprise) awards and hear their successful strategies and techniques for sharing knowledge in their organizations. Learn from these experienced practitioners, and gain insights for applying new and unique approaches in your organization.

B202 • Enlisting Support & Making the Case for KM
12:00 p.m. - 12:45 p.m.
Joyce Hostyn, Director Customer Experience, Open Text
Phil Harms, Knowledge Access, Sharing & Innovations, KM, MetLife
Cheryl Kuczynski, Senior KM Consultant, MetLife

Pitching to senior management and decision-makers is never easy. Hostyn discusses how we often focus on ROI as the method to sell to decision-makers. The problem with ROI is it speaks to the rational brain when it’s really the emotional brain that makes the decision; we’re human. Knowing that we need to reach the emotional brain of decision-makers means that we have to craft a much different pitch. First, listen for the story of your organization and its customers. Second, understand the story of who you’re pitching to. Third, craft a story that speaks to the emotional brain of the decision-maker you’re pitching to. What they really buy is the richness and meaning of the story you weave; the story speaks their language and reflects their wants and needs. Hostyn provides tips for not selling ROI but rather a story of the future. Andrews provides further tips and techniques for getting the attention needed and getting the message across that KM is valuable—in their terms and from their perspective, focusing on value and achieving their personal goals, creating compelling stories that are easily retold, and more. Harms provides actual presentations to sell KM not only to senior management to get required budget and resources but to enlist ambassadors to spread KM across the organization.

Attendee Lunch • In the Enterprise Solutions Showcase
12:45 p.m. - 2:00 p.m.

B203 • Learning From Lessons Learned
2:00 p.m. - 2:45 p.m.
Art Murray, CEO, Applied Knowledge Sciences, Inc.
Tom Beckman, Principal Knowledge Scientist, Applied Knowledge Sciences, Inc.

The sharing of lessons learned is often a spontaneous activity within communities of practice, teams, and organizations. However, too often these lessons do not become part of the organization’s memory to benefit those not in the audi-
B204 • Benchmark Your Enterprise Information & Knowledge Management
3:00 p.m. - 3:45 p.m.
Leslie Owens, Analyst, Forrester Research
Who are knowledge managers? Forrester and KMWorld magazine asked enterprise information and knowledge management practitioners to share details about their priorities, tasks, perspectives, and key relationships. Learn about differences in how KM is perceived by industry, how KM leaders work with different business functions, and what practitioners can do to align KM initiatives with business objectives. See how your KM environment benchmarks against these interesting survey results.

Coffee Break • In the Enterprise Solutions Showcase
3:45 p.m. - 4:15 p.m.

B205 • Enabling Knowledge-Sharing: Client Case Studies
4:15 p.m. - 5:00 p.m.
Meg Walsh, Senior Manager, eCommerce Content Development, Marriott
Brad Hawkins, Energy Future Holdings
Andy P. Jarrad, Executive Director, Kaiser Permanente Buy-to-Pay
Jill Bach, President, Marketnet
This panel of enterprise solutions providers and clients shares the secrets of their technologies, processes, and highlights case studies of clients using their solutions to enable organizational knowledge-sharing.

C201 • Enterprise Digital Strategy
10:45 a.m. - 11:45 a.m.
Cindy Gordon, CEO, Helix Commerce
Ayelet Baron, Director, Emerging Markets, Cisco
Craig E Brown, Senior Manager, Core Data Services, MTS Allstream
Alex Blom, Innovation & Social Manager, Helix Commerce
This expert panel focuses on advancing the application of digital social media innovations in the enterprise. It explores virtual orchestrations in emerging markets, crowd sourcing, CEO employee engagement innovations, and marketing Web 2.0 innovation practices in leading companies. In listening to this experienced panel discuss leading social media strategies, attendees gain insights and ideas for enhancing their enterprise digital strategies.

C202 • Managing Information in the Cloud: Practical Advice
12:00 p.m. - 12:45 p.m.
Jarrod Gingras, Analyst, Real Story Group
Cloud computing is now nearly ubiquitous, but the underlying concepts still remain a bit hazy to many, and key questions around compliance, security, performance, and cost still require careful consideration. This session categorizes different opportunities for employing cloud computing to improve information management—but also reviews potential pitfalls for enterprise customers.

Attendee Lunch • In the Enterprise Solutions Showcase
12:45 p.m. - 2:00 p.m.

C203 • Innovative Intranets: Insights & Trends
2:00 p.m. - 2:45 p.m.
Richard Burdes, Web Developer, Airways NZ
Brian Bawden, National Director, Knowledge Management, Bennett Jones
Donna Scheeder, Congressional Research Service, Library of Congress
Enterprise intranets continue to demonstrate around the globe the real business benefits, cost savings, and service improvement. See concrete examples as award-winning sites from the 2010 Intranet Innovations Awards share highlights and screenshots and clearly illustrate where the future of intranets is heading.

C204 • Tackling Enterprise Search
3:00 p.m. - 3:45 p.m.
Bo Yang, Program Manager, Process KM, Global Manufacturing & Business Technology, Pfizer
Marco Bistolfi, R&D Systems & KM Manager, Refining & Marketing Division, Eni
Enterprise search has long been a challenge for organizations. Hear the latest strategies and solutions from a panel of practitioners who share their experiences, lessons learned, and thoughts for the future. Yang discusses how Pfizer is delivering real business impacts with an enterprise searching system, SEEK. Bistolfi discusses a semantic engine for enterprise search supported by a taxonomy currently in use in an Italian energy company. Kelly describes how improvement in enterprise search assisted Allstate in reconstituting itself for greater agility and market response.

Coffee Break • In the Enterprise Solutions Showcase
3:45 p.m. - 4:15 p.m.

C205 • Extending Your Reach with Social Business Software
4:15 p.m. - 5:00 p.m.
Donna Cuomo, Chief Information Architect, Center for Information & Technology, MITRE Corp.
Laurie Damianos, Lead Artificial Intelligence Engineer, MITRE Corp.
Today, it is not easy for enterprises to share information with external partners or maintain awareness of relationships with sponsors, vendors, industry, academia, alumni, and potential new hires. The newly available social networking platforms are uniquely positioned to help fill this gap. MITRE Corp. is customizing an open source, extensible social platform to support business social networking both between MITRE employees and with its corporate partners and government sponsors. Hear about the design and pilot implementation to determine the business value and to identify emerging collaborative models. Speakers discuss security, culture, technology, and information-sharing behavior as well as lessons learned for others who want to go in this direction.
Coffee Break  •  In the Enterprise Solutions Showcase 10:00 a.m. – 10:45 a.m.

**TRACK A  •  Content Management**

**Grand Ballroom North**

In addition to people, content is probably the largest commodity within our organizations today. How do we manage that content to streamline our work processes and achieve the enterprise results we want? Hear from experts in the field and gain some useful strategies for taming the content in your organization.

**Moderated by Hannah Gladfelter Rubin, Congressional Research Service**

**A301  •  Making Knowledge Mobile**

10:45 a.m. – 11:30 a.m.

Markus Franz, CEO, SUCOM O KG

As more people are using smartphones and mobile devices with multimedia capabilities, enterprise content, and knowledge assets have to be available on these devices in useable formats. This session lays out the requirements for connecting your intranet to mobile devices, discusses usability and design practices for enabling intranets and enterprise information on mobile devices, and describes a case study of a large fashion company and its strategy for mobile knowledge access.

**A302  •  Web Content Management (WCM) & Social Computing: Rivals or Partners?**

11:45 a.m. – 12:30 p.m.

Tony Byrne, President & Principal Analyst, Real Story Group

Technologies to manage enterprise web content on the one hand, and web-based interaction and communities on the other hand, have been converging for at least 2 years. For the intranet or web publisher who just wants to create the most value for visitors, neat distinctions are also taking on less meaning. Yet, there are fundamental differences between publishing authoritative enterprise content and supporting social interaction. Where should you draw the line, and what tools best make sense in combination? Most importantly, how can you make sure you’re executing well in both domains? Join our experienced analyst Byrne for a tour of the latest trends and technologies in WCM and social computing.

Continental Breakfast  •  8:00 a.m. – 9:00 a.m.

**KEYNOTE**  •  The Resilient Organization

9:00 a.m. – 10:00 a.m.

Dave Snowden, Founder & CTO, Cognitive Edge

In trying to create robust and successful enterprises, organizations have traditionally attempted to eliminate uncertainty through techniques such as scenario planning, risk assessment, process control, and using such programs as Six Sigma. However, the level of uncertainty and the consequences of failure have continued to create major problems for governments and industry alike. This presentation takes a radical new approach to uncertainty and supplies strategies to absorb uncertainty rather than eliminate it, thus creating a resilient organization. Resilience involves the recognition that failure of some type is inevitable and that what matters is early detection of failure and rapid recovery. Such approaches involve using modern technology to augment human sensor networks and distributed cognition (commonly but mistakenly referenced as crowd sourcing, or wisdom of crowds).

Attendee Lunch  •  In the Enterprise Solutions Showcase 12:30 p.m. – 2:00 p.m.

**A303  •  Collaborative Tools to Move From KM to Knowledge Enablement**

2:00 p.m. – 2:45 p.m.

Hugo Evans, Chief Information Officer, A.T. Kearney

Helen Clegg, Director of KM, Procurement & Analytic Solutions, A.T. Kearney

The use of collaborative software tools, such as Microsoft SharePoint, has turned KM on its head; it is quickly being eclipsed by knowledge enablement through technology, resulting in new, more strategic roles for knowledge managers. Speakers share how they capitalized on the SharePoint collaboration tool to transform the way that knowledge is shared—from static documents in a central document repository to a more spontaneous and user-driven knowledge ecosystem, comprising a unit wiki, SharePoint communities of interest, and “Wave of the Future” podcasts. They discuss roles, best practices that are demonstrating strategic value, lessons learned, and more.

**A304  •  Open Source Content Management**

3:00 p.m. – 3:45 p.m.


Many corporate intranets suffer from clunky interfaces and functionality limitations that discourage employees from taking maximum advantage of their knowledge capital. Recently, reliable and robust open source content management platform alternatives have become available and are amping up corporate intranets serving 8 to 80,000 employees. Walker, co-founder of the largest and most successful open source community on the Microsoft .NET platform, shares a checklist for determining if an open source platform is right for your intranet, top 5 resources for finding and incorporating best-of-breed open source software add-ons to extend your intranet’s capabilities and design, ways to reduce intranet cost and complexity while demonstrating ROI to management, and real-world examples of organizations successfully applying these strategies to manage their content.
Thursday, November 18

us, it is difficult to focus and accomplish the work we need to do. On the other hand, the tools enable us to do so much more than we could in the past. Sample provides some guidelines for making things happen in your organization with respect to the new way of working.

**B302 • New Ways of Working**
11:45 a.m. - 12:30 p.m.
Sally Schroeder, Executive Director, KM, Grant Thornton LLP
Tamara Smith, CKO, Grant Thornton LLP
Alexandre Korowajczuk, KM Manager, Petrobras
Marcelo Melo, KM Coordinator, Petrobras

Hear how public accounting firm Grant Thornton LLP delivers tax client services using a SharePoint-based system that integrates its methodologies with online workflow, policies, tools and best practices; fosters client collaboration; and connects its people with each other and relevant news. Hear how Enterprise 2.0 concepts are shaping new ways of working and reinforcing relationships with Petrobras’ stakeholders (suppliers, customers, communities, R&D centers, government authorities, NGOs) in a learning environment.

**Attendee Lunch** • In the Enterprise Solutions Showcase
12:30 p.m. - 2:00 p.m.

**B303 • Building KM-Based Virtual Work Environments (VWEs)**
2:00 p.m. - 2:45 p.m.
Ronald Simmons, Director of KM Integration, US Marine Corps

This session explores how to use KM concepts and principles to build successful, operational virtual work environments within the federal government. The concept originated with the Federal Aviation Administration, was extended to the U.S. Marine Corps to build agile commands, and now is being initiated within the U.S. Army. Simmons covers the “good, bad, and ugly” parts of successful adoption techniques within these agencies while contrasting the similarities and differences within each agency.

**B304 • Thriving in Hyperlinked & Networked Workspaces**
3:00 p.m. - 3:45 p.m.
Jon Husband, Researcher & Consultant, Wirearchy
Mark J Weinstein, Knowledge Management Officer, Department of Homeland Security, U.S. Customs & Border Protection

Many organizations are experimenting with how to deal with the convergence of learning, KM, HR, and “getting things done” while trying to keep up with the rapid evolution of information systems capabilities, cloud computing, social networking, demographic challenges, and more. This panel provides key strategies and practices for thriving in our current workspaces.

**TRACK C • Enterprise of the Future**
Congressional Hall B

This track of sessions discusses strategies, practices, and ideas for pushing the envelope with respect to adaptive enterprises able to contend with the rapid changes in our social, technological, and economic environments. Moderated by Stephen Abram, Gale Cengage Learning

**C301 • Enterprise Innovations for the Future**
10:45 a.m. - 11:30 a.m.
Cindy Gordon, CEO, Helix Commerce
Avi Pollock, Head, Innovation & Strategic Planning, RBC Financial Group
Takis Spiropoulos, Head of e-Solutions Group, CIBC World Markets, Inc.

Using exciting examples from the financial services industry, this session discusses the increased realities of portal strategies to connect customers, employees, and suppliers in new ways. The banking world can no longer afford to develop only transactional innovations. With 2.0, mobile, and integrated client services, customers may feel like a Starbucks experience or a boutique experience. Hear from global leaders who are developing and implementing strategies to integrate collaboration and create new ways of working in leading financial service organizations.

**C302 • Portals: Making Them Productive**
11:45 a.m. - 12:30 p.m.
Kelli Carlson-Jagersma, Manager, Intranet Portal, Wells Fargo & Co.
Darius Miranda, VP, Content Strategy, Wells Fargo & Co.
Beth Perrell, VP, Communications and Information Management, Goodwill Industries Int’l
Arlene McCrehan, Sr. Director, Online Media, Goodwill Industries Int’l
Jack Wexler, Director, Web-Based Learning, Goodwill Industries Int’l
David Sanchez, Deputy Director, USAF Human Performance Clearinghouse
Richard Iams, Senior Analyst, Project Performance Corporation

This fast-paced, pecha-kucha-style session shares experiences, tools and platforms, learnings from implementations, plans for the future, and tips for others working on their portals. The Wells Fargo team discusses the opportunities and learnings from merging companies and integrating social media, implementing internally through an intranet channel prior to releasing products to clients, and listening to the voices and feedback to create a superior portal. Perrell describes virtual meeting tools for an international organization launched from a new open source portal. Sanchez explains how the USAF Human Performance Clearinghouse leveraged its existing IT portfolio and enterprise metadata to create a government-compliant portal. DFAS discusses its portal makeover to improve findability and collaboration, explains the new user interface and navigation, and shares new practices for team collaborative efforts.

**Attendee Lunch** • In the Enterprise Solutions Showcase
12:30 p.m. - 2:00 p.m.

**C303 • Knowledge Repositories in Action**
2:00 p.m. - 2:45 p.m.
Karen Mokate, Chief of Knowledge Management Division, Inter-American Development Bank
Joseph A. Busch, Principal, Taxonomy Strategies LLC

This session looks at the recreation of institutional knowledge with an enterprise-wide search engine (Vivisimo’s Velocity), a repository platform (D-Space), new governance and processes, and a faceted controlled vocabulary. It shares tips for other organizations looking at improving access to their knowledge assets.

**C304 • Future Focused Formulas for Enterprise KM Success**
3:00 p.m. - 3:45 p.m.
Art Murray, CEO, Applied Knowledge Sciences, Inc.
Eric Mack, President, ICA
Aaron Levie, CEO & Co-Founder, Box.net

This panel of experienced KM practitioners shares their secrets for successful enterprises that harness organizational knowledge, streamline knowledge and information flows around the globe, are innovative and profitable, and attract the best and the brightest to populate their organizations. Find out what you should be focusing on in the next few years as you build a high-achieving enterprise KM world.

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**Knowledge-Driven Enterprises of the Future: Analysts’ Panel**
4:00 p.m. - 4:45 p.m. • Grand Ballroom North
Tony Byrne, President & Principal Analyst, Real Story Group
Lynda Moulton, Lead Analyst, Enterprise Search, Gilbane Research
Leslie Owens, Analyst, Forrester Research

The last 5 years have seen a fundamental sea change in information technology. The primacy of the end user in every organization has fomented a mini-revolution in information management technology that emphasizes better user experiences and the power of collaborative interaction. What will the next 5 years bring to knowledge and information management technology and practices? How can you prepare your enterprise to take advantage of the new future?
Join our experienced speakers as they share their knowledge in our new Knowledge Showcase. Listen and learn at free information sessions available to all Enterprise Solutions Showcase visitors. Taking place at the KM Corner in the conference Showcase, these presentations cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served.

Join our savvy KM experts for a look at their practices and strategies! There is no need to register; simply pick the information session of interest to you and arrive at our KM Corner within the Enterprise Solutions Showcase at the appropriate time.

Replacing Risk With Knowledge in Program Operations
10:30 a.m. – 10:45 a.m.
Bill Kaplan, Founder, Working Knowledge CSP
Using the Hazards U.S. Multi-Hazard (HAZUS-MH) Program as an example, Kaplan discusses how a KM framework has long-term benefits. The program, started in 1992, provides a nationally applicable standardized methodology that estimates potential losses from earthquakes, hurricane winds, and floods. Until 2009, there was no framework for capturing the critical historical knowledge, its reuse, and the knowledge necessary to evolve new models for new hazards as well as improving the performance of the current model. He shares successes derived from the program’s investment in KM.

Supplier Intelligence: Text Analysis for Improving Your Supplier Base
11:00 a.m. – 11:15 a.m.
Bernard L. Palowitch, Jr., President & CEO, Iknow LLC
Our speaker describes how a major defense contractor is incorporating commercial text analysis and business intelligence software products into their global supply chain division. Better supplier intelligence shortens the cycle time for reviewing and selecting new suppliers and reduces the risk of supplier nonconformance on government programs. Get some tips on using these types of products in your environment.

Knowledge Sharing With Enterprise Social Media Tools
12:00 p.m. – 12:15 p.m.
Gordon Vala-Webb, National Director, Knowledge Management—PwC Management Services LP Canada
People already share knowledge within the enterprise. If you want people to share more, or with different people (or both) you’re going to have to make it either really easy for them, or really important to them (or preferably both). Hear some successful strategies for using social media tools to connect people, enhance knowledge-sharing, and enable collaboration within the enterprise.

Secrets of SharePoint Social Computing Success
12:30 p.m. – 12:45 p.m.
Susan Hanley, Author, Essential SharePoint 2010: Overview, Governance & Planning
Our expert consultant shares secrets from her recent book on how to best take advantage of the social computing features of SharePoint. She highlights a practical approach of how you can take advantage of these features to deliver your knowledge management objectives.

Optimal Learning Environments
1:00 p.m. – 1:15 p.m.
David Bennet, Co-Founder, Mountain Quest Institute & co-author, Organizational Survival in the New World
This talk describes optimal learning environments that any organization can create and illustrates with real-world examples of successful enterprises.

SharePoint 2010: A Look At Record-Keeping
1:30 p.m. – 1:45 p.m.
Grant Margison, Information Leadership
Based on work with more than 30 organizations in New Zealand and using SharePoint 2010 extensions and designs for compliance grade record-keeping and
Enterprise 2.0 & Wirearchy: Managing Wired Workspaces
2:00 p.m. - 2:15 p.m.
**J on Husband**, Research & Consultant, Wirearchy
Enterprise 2.0 is the term used to describe the next generation of the web’s impact on the “wired” (and wireless) knowledge workplace. It is characterized by collaboration spaces and social networking, blogs, wikis and hosted software applications that increasingly integrate with an organization’s information systems architecture and operations. This session looks at the new interconnected workplace environment, the Wirearchy, from a strategic perspective and suggests strategies for creating successful enterprise 2.0 workspaces.

Knowledge to Action
3:00 p.m. - 3:15 p.m.
**Alex Bennet**, Co-Founder, Mountain Quest Institute & co-author, Organizational Survival in the New World
How do you get your enterprise to emerge creative and identify innovative ideas? Join the former CKO of the U.S. Navy, as she provides tips and techniques to use in your organization to spark fresh ideas and creative solutions.

**Planting Seeds to Harvest Knowledge**
10:30 a.m. - 10:45 a.m.
**Annie Green**, Knowledge Strategist/Architect
Based on practices that worked and lessons learned from KM initiatives, our speaker provides tips and techniques for KM strategies that add value to successful KM initiatives aligned with business operations and performance.

**DC’s Records & Info Management Plans**
11:00 a.m. - 11:15 a.m.
**Mark Mandell**, Public Records Administrator, Office of Public Records, District of Columbia
Mandell presents his 5-year strategic plan to modernize the document and records management processes within the District of Columbia government. The District has over 60 agencies and 35,000 employees, with unique elements of state, county, and city organizations mixed together. An aggressive move to electronic records management and digitization is underway. Mandell shares his experiences, lessons learned, progress to date, and future plans.

**Getting Knowledge Sources & Seekers to Share**
11:30 a.m. - 11:45 a.m.
**Art Murray**, CEO, Applied Knowledge Sciences
Overcoming barriers to knowledge-sharing is always a challenge. Murray shares concrete strategies and practices for using cultural differences to your advantage. He says, “Even little things can make the biggest difference.” Come and hear how!

**Knowledge Capture & Transfer (KCT)**
12:00 p.m. - 12:15 p.m.
**Steven Newman**, Vice President, Technology Application, ARES Corporation
A veteran of NASA and the FAA, Newman discusses techniques and technologies for KCT processes including a storytelling-based knowledge capture approach, best practices, lessons learned, and pitfalls or failure modes. He uses examples from the Ares I-X Rocket Technology Demonstration Program.

**Facilitating Content Discovery Using Chaos Theory**
12:30 p.m. - 12:45 p.m.
**Bill Ives**, Blogger at Portals & KM
The presentation provides a practical application of chaos theory for creating useful content focal points from the chaotic mess of content resources distributed across the web. Several examples will be provided, both from the internet, where socially generated content is exploding, and from the enterprise, where social tools are contributing to content bloat. The examples illustrate how activity can make information more discoverable and easier to explore through various visualization techniques.

**Best Practices for SharePoint User Adoption**
1:00 p.m. - 1:15 p.m.
**Susan Hanley**, Author, Essential SharePoint 2010: Overview, Governance, and Planning
Have you built your new solution? Are users coming? Our expert consultant shares tips and success stories from organizations that have successfully deployed SharePoint. Learn about creative approaches for awareness, training, communications, and launch.

**Knowledge Loss Strategies**
1:30 p.m. - 1:45 p.m.
**Bill Kaplan**, Founder, Working Knowledge CSP
Retaining and leveraging the critical and relevant knowledge of any workforce is a challenge. Many organizations lack a consistent and disciplined process for capturing and retaining for reuse their workforce’s relevant information, experience, and insight. This session presents ways to ensure such knowledge is not only retained, but also passed along to the next generation of professionals. Get some insights and ideas for addressing the risks to performance associated with this challenge.