Learn about leading-edge knowledge-sharing practices.

Gain insights for Enterprise 2.0 & Innovation.

Collaborate with experts & colleagues.

Explore next-generation social media for knowledge exchange.

Streamline information & knowledge flows.

Improve content and intranet management.

Networked Enterprises: Empowered to Share & Apply Knowledge

NOVEMBER 1–3, 2011
WASHINGTON MARRIOTT WARDMAN PARK
Washington, D.C.

WWW.KMWORLD.COM/KMW11
Networked Enterprises: Empowered to Share & Apply Knowledge

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 KMWorld 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 and enjoy our many interactive forums, group conversations, receptions and networking activities.

WELCOME RECEPTION
Monday, October 31 • 6:00 p.m. – 7:00 p.m. • Maryland Suite, Lobby 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 sponsors.

KEYNOTES & CONTINENTAL BREAKFAST
The keynote each morning will take place in the Thurgood Marshall Ballroom located on the Mezzanine Level (escalators up from Registration Area.) 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.

LUNCHEONS
Lunch on Tuesday will be served outside of the Thurgood Marshall Ballroom located on the Mezzanine Level. Lunch on Wednesday and Thursday will be served in the Enterprise Solutions Showcase.

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
Tuesday, November 1 • 5:00 p.m. – 7:00 p.m.
Celebrate the opening of the 2011 Enterprise Solutions Showcase with a networking reception on Tuesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors.

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 1 ......................................................5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Wednesday, November 2 ..............................................10:00 a.m. – 4:30 p.m.
Thursday, November 3 ..................................................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 2 • 5:00 p.m. – 6:00 p.m. • Atrium (in Registration Area)
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. A cash bar will be available. Open to all conference attendees.

CONFERENCE PRESENTATIONS & CDs
Many speakers have made copies of their slides available for download from the conference website (www.kmworld.com/kmw11). Click on “PRESENTATIONS” and enter Username/Password: DC2011. 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 visit www.mondodigital.net.

FOLLOW, FIND, CONNECT
- Twitter Tag • #KMW11
- LinkedIn • http://bit.ly/kmwLI
- Facebook • http://www.facebook.com/pages/KMWorld-Conference/191010234248973

Conference Chairs
Jane Dysart
Dysart & Jones Associates
Hugh McKellar
KMWorld Magazine

Networked Enterprises: Empowered to Share & Apply Knowledge

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 KMWorld 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 and enjoy our many interactive forums, group conversations, receptions and networking activities.
Welcome to an exciting event filled with relevant topics, key experts, practical speakers, and many learning and networking opportunities.

Networked Enterprises: Empowered to Share & Apply Knowledge

Tuesday Keynotes
- Architecting a Connected Enterprise
  8:45 a.m. – 9:45 a.m.
  Jeremiah Owyang, Industry Analyst, Altimeter Group
- KM Solutions in the Cloud
  9:45 a.m. – 10:00 a.m.
  Whitney Tidmarsh Bouck, General Manager, Box Enterprise

Wednesday Keynotes
- Let Your Networks Be Your Guide: Search in a 2.0 World
  9:00 a.m. – 9:45 a.m.
  Carla O’Dell, President, APQC, & author, The New Edge in Knowledge
- KM-Driven Collaboration
  9:45 a.m. – 10:00 a.m.
  David Sanchez, Deputy Program Manager, USAF Pilot Physician Program
  Martin Garland, President, Concept Searching, Inc.

Thursday Keynotes
- KM for the Future: Pioneers’ Perspectives
  9:00 a.m. – 10:00 a.m.
  Robert H. Buckman, Retired Chairman & CEO, Bulab Holdings
  Dave Snowden, CTO & Founder, Cognitive Edge
  Patrick Lambe, Straits Knowledge
  Verna Allee, Founder, ValueNet Works & Author, Value Networks & the True Nature of Collaboration
- KM From the Bottom Up
  4:00 p.m. – 4:45 p.m.
  Moderator: Patrick Conway, Chief Knowledge Officer (CKO), U.S. Army Combined Arms Support Command
  Dan Kirsch, COO, KMpro
  Perry Puccetti, President/CEO, The Triple-I Corporation SITAKS, FiberKC
  Joe Oebbecke, Chief Knowledge Officer, U.S. Army Training and Doctrine Command

Thank you to our sponsors:

Diamond Sponsors
- box
- conceptSearching

Gold Sponsors
- CapTech
- Comintelli

Platinum Sponsor
- Acquia

Media Sponsors
- The Article of Financial Operations
- ECMA
- KMWorld
- Performance Corporation
- Part of the AEA group
- Toolbox.com
- Toolbench.com
- fumsi
- Gleanster

Association Sponsors
- KMPro
- KM Institute

Follow us on Twitter #KMW11
Tuesday, November 1

**WELCOME & KEYNOTE**
Thurgood Marshall Ballroom, Mezzanine Level
*Architecting a Connected Enterprise*
Jeremiah Owyang

**KEYNOTE**
Thurgood Marshall Ballroom, Mezzanine Level
*KM Solutions in the Cloud*
Whitney Tidmarsh Bouck

**COFFEE BREAK**

**TRACK A**
Thurgood Marshall Ballroom
**STRATEGIES, FRAMEWORKS & SUCCESSES**

- **10:00 a.m. – 11:15 a.m.**
  - Wisdom From Bene Gesserit: Learning From Science Fiction
  - A101
- **11:30 a.m. – 12:15 p.m.**
  - Sharing PepsiCo’s KM Success
  - A102
- **12:15 p.m. – 1:15 p.m.**
  - Ten Tales From the Front Lines of Knowledge Management
  - A103

**ATTENDEE LUNCHEON**
Thurgood Marshall Ballroom, Mezzanine Level

**COFFEE BREAK**

**TRACK B**
Lincoln 2/3, Exhibition Level
**CULTURAL KM: LEADING, LEARNING, & CHANGE**

- **10:00 a.m. – 11:30 a.m.**
  - Knowledge Leadership
  - A104
- **11:30 a.m. – 12:45 p.m.**
  - What Knowledge Workers Want
  - A105
- **12:45 p.m. – 1:15 p.m.**
  - Flying Sheep & Making Organizations Fly!
  - A106

**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**

Wednesday, November 2

**KEYNOTE & AWARDS**
Thurgood Marshall Ballroom, Mezzanine Level
*Let Your Networks Be Your Guide: Search in a 2.0 World*
Carla O’Donnell

**KEYNOTE**
Thurgood Marshall Ballroom, Mezzanine Level
*KM-Driven Collaboration*
David Sanchez & Martin Garland

**COFFEE BREAK**

**TRACK A**
Thurgood Marshall Ballroom
**SOCIALIZING KM**

- **10:45 a.m. – 11:45 a.m.**
  - The Best of CoPs
  - A201
- **12:00 p.m. – 12:45 p.m.**
  - Governing the Corporate Wiki: KM as Corporate Culture
  - A202
- **12:45 p.m. – 2:00 p.m.**
  - Engaging Community With Intranets & Social Media
  - A203
- **2:30 p.m. – 3:45 p.m.**
  - Employee Voices Transforming KM
  - A204
- **3:45 p.m. – 4:15 p.m.**
  - Social Computing & SharePoint
  - A205

**ATTENDEE LUNCHEON**
Thurgood Marshall Ballroom, Mezzanine Level

**COFFEE BREAK**

**TRACK B**
Lincoln 2/3, Exhibition Level
**KM METRICS & PERFORMANCE**

- **10:45 a.m. – 12:15 p.m.**
  - KM Movers & Shakers
  - A206
- **12:15 p.m. – 2:00 p.m.**
  - Using Measurement Methodologies to Improve KM
  - A207
- **2:00 p.m. – 2:45 p.m.**
  - Measuring Knowledge-Sharing & Innovation
  - A208
- **2:45 p.m. – 3:30 p.m.**
  - Practical Framework for KM Metrics
  - A209
- **3:30 p.m. – 5:00 p.m.**
  - Analyzing KM Analytics & CoPs
  - A210

**CONTENT MANAGEMENT**

**TRACK C**
Lincoln 4, Exhibition Level
**INTRANETS & FUTURE STRATEGIES**

- **10:45 a.m. – 12:30 p.m.**
  - Intranet Strategy & Practice
  - A211
- **12:30 p.m. – 2:15 p.m.**
  - Digital Workplace Trends
  - A212
- **2:15 p.m. – 2:45 p.m.**
  - Harnessing KM
  - A213
- **2:45 p.m. – 4:00 p.m.**
  - Institutionalizing User Experience
  - A214

Thursday, November 3

**KEYNOTE**
Thurgood Marshall Ballroom, Mezzanine Level
*KM for the Future: Pioneers’ Perspectives*
Robert H. Buckman, Dave Snowden, Patrick Lambe, & Verna Allee

**COFFEE BREAK**

**TRACK A**
Thurgood Marshall Ballroom
**KM IN ACTION**

- **10:45 a.m. – 11:30 a.m.**
  - Optimizing Operations With KM
  - A301
- **11:30 a.m. – 12:30 p.m.**
  - KM Challenges & Solutions
  - A302
- **12:30 p.m. – 2:00 p.m.**
  - Dealing With Complexity & Transformation
  - A303
- **2:30 p.m. – 3:45 p.m.**
  - KM Tips & Tricks
  - A304

**ATTENDEE LUNCHEON**
Thurgood Marshall Ballroom, Mezzanine Level

**COFFEE BREAK**

**TRACK B**
Lincoln 2/3, Exhibition Level
**ENTERPRISE MEMORIES, RECORDS & DOCUMENTS**

- **10:45 a.m. – 11:30 a.m.**
  - Knowledge Sharing & Enterprise Memory
  - A305
- **11:30 a.m. – 12:30 p.m.**
  - Knowledge-Sharing Solutions
  - A306
- **12:30 p.m. – 2:00 p.m.**
  - Document Management Market Overview
  - A307
- **2:00 p.m. – 3:15 p.m.**
  - Documents & Records in Practice
  - A308

**BEYOND ENTERPRISE 2.0**

**TRACK C**
Lincoln 4, Exhibition Level

- **10:45 a.m. – 11:30 a.m.**
  - Business Goes Virtual
  - A309
- **11:30 a.m. – 12:30 p.m.**
  - Enterprise Information Mobility
  - A310
- **12:30 p.m. – 2:15 p.m.**
  - Are Enterprise 2.0 & Web 2.0 Different?
  - A311
- **2:15 p.m. – 3:00 p.m.**
  - Channeling Insight Into Action
  - A312

**CLOSING KEYNOTE**
Thurgood Marshall Ballroom, Mezzanine Level
*KM From the Bottom Up*
Patrick Conway, Dan Kirsch, Perry Puccetti, & Joe Oebbecke
Monday, October 31

**Morning Workshops** • 9:00 a.m. – 12:00 p.m.

**W1 • Participatory KM Diagnostics & Planning**

*Patrick Lambe, Straits Knowledge & Author, Organising Knowledge: Taxonomies, Knowledge and Organisation Effectiveness*

KM is often seen by operational managers as abstract, overly conceptual, and distantly related to the “real world” challenges of everyday work. These perceptions create significant communications and change management challenges for knowledge managers. In this half-day workshop, participants are introduced to a set of tools to support participatory KM diagnostic and planning exercises in which managers can be facilitated through simple diagnostics to identify where knowledge and information flows support or inhibit their effectiveness and then identify possible KM interventions for themselves. It’s designed to engage managers in identifying knowledge and information management needs in their own terms and to facilitate them through a process of identifying useful interventions.

**W2 • Developing Your 2012 Intranet Plan**

*Martin White, Managing Director of Intranet Focus Ltd., & Author, The Intranet Management Handbook*

In this highly interactive workshop you have the opportunity to create a plan for your intranet in 2012 using the wide range of tools, techniques and case studies that White has developed in more than a decade of global intranet consultancy. There is particular focus on how to make a successful business case for investment in the year ahead. Creating your own personal agenda for the next year will help you make the most of KMWorld.

**W3 • Knowledge Strategy for Knowledge Managers**

*Gordon Vala-Webb, National Director, Knowledge Management, PwC Management Services LP Canada*

Knowledge and strategy are two big and fuzzy words. When you put them together you seem to get exponential fuzziness. This highly interactive workshop helps you figure out what your “knowledge” means for your organization — and what your knowledge strategy ought to be. An award-winning KM practitioner with more than 10 year’s experience in understanding knowledge strategy in both public and private sector organizations, Gordon Vala-Webb provides a framework for understanding your organization's knowledge needs and options for what your knowledge strategy ought to be. Participants take home a framework for their knowledge strategy, an understanding of the different options, and the beginnings of a draft strategy.

**W4 • Evaluating SharePoint for the Enterprise**

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

This half-day intensive and interactive workshop, led by an experienced analyst and industry watcher, 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.

**W5 • Sustainability: Critical Factors for Organizational Success**

*David & Alex Bennet, Mountain Quest Institute & Authors, Organizational Survival in the New World: The Intelligent Complex Adaptive System*

This workshop identifies and explores the major factors leading to organizational success in the present and future. CUCA — Change, Uncertainty, Complexity and Anxiety — environment. CUCA represents the challenge for all organizations to sustain efficiency, effectiveness, and profitability. This informal and interactive workshop combines brief presentations based on research and writings, including recent findings in neuroscience related to knowledge and learning, coupled with dialogue among participants and small group exercises — learning through action. It considers factors that lead to success and sustainability, including vision, knowledge management, culture, leadership, empowerment, and change management. Participants build an understanding of what makes their organization successful in terms of sustainability, and the leadership needed to successfully guide them into the future.

**W6 • Applying the Social Business Road Map to Your Organization**

*Jesse Wilkins, Director, Systems of Engagement, AIIM*

The key to driving greater business dexterity and responsiveness is driving greater productivity and decision speed among the middle tier of knowledge workers in organizations. The industry association AIIM gathered executives from leading technology providers with noted author and futurist Geoffrey Moore (Crossing the Chasm) to identify a social business road map for the future. This workshop reviews relevant social technologies then moves to in-depth discussion of use cases and case studies. It describes how an organization can use the social business road map in the context of its particular operational objectives and regulatory environment, shares the eight steps in the road map, and explores how to apply them to your own organization, including a more detailed discussion of social media governance and how to ensure the organization implements social business processes responsibly.

**W7 • Enterprise Content Management (ECM) With SharePoint**

*Errin O’Connor, Founder & Chief SharePoint Architect, EPC Group*

This workshop covers in granular detail the full life cycle of four large-scale Microsoft SharePoint Server 2010 ECM Initiatives. Errin O’Connor covers records management, e-discovery, records holds, and reverse engineering the organization’s retention schedules to develop a best practices set of content types. The workshop emphasizes the interaction with the organization’s records managers and the destruction workflows and/or workflows that were developed regarding the deletion of documents to meet not only the organization’s state and federal records retention requirements but also the Department of Defense Standards.

**W8 • 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 within 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. This workshop covers the basic steps and tools used in the methodology with a hands-on case study. Bring your laptop and learn to download (free) tools. 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 should attend this highly interactive workshop.

**Welcome Reception**

Monday, October 31 • 6:00 p.m. – 7:00 p.m.

*Maryland Suite, Lobby Level*

Join us for drinks and hors d’oeuvres in a relaxed atmosphere as we kick off the start of this year’s event. Open to all conference attendees, speakers, and sponsors.
Almost every organization has an intranet, but many suffer from a litany of complaints from staff that they don’t find what they need. To be valuable, intranets must have effective navigation and design that support common tasks. To achieve this, teams should take a “user-centered” approach to intranet design and redesign projects. Drawing on the best-selling book *Designing Intranets: Creating Sites That Work*, this workshop 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. Key topics covered include design methodology that delivers a simple, usable intranet; exploration of key techniques, such as card sorting, tree testing and usability testing; intranet homepage design; personalization and targeting; and more.

### W9 • Designing Intranets That Work

**Rebecca Rodgers,** Senior Consultant, Step Two Designs

Is your organization held back by employee or middle-management resistance, poor executive sponsorship, or corporate inertia and politics? These are the biggest obstacles to successful change in any organization. And knowledge management (KM) is all about change. This highly interactive workshop is aimed at people just about to start leading or working on a KM project 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, Gordon 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.

### W10 • Enterprise Search Technologies

**Miles Kehoe,** President, New Idea Engineering, Inc.

This workshop, by a vendor-neutral consultant who has hands-on experience with a broad range of “out of the box,” open source, commercial and homegrown solutions, provides an overview of the latest in the enterprise search technology landscape. It reviews technologies currently on the market, discusses pros and cons, strengths and weaknesses, and specific suitability of technologies. Miles Kehoe shares case studies that illuminate how search technologies are leveraged in different types of organizations, and provides a good introduction to and understanding of the enterprise search world.
**Workshops**

**W17 • Using Social Elements to Optimize Your Intranet**
*Thomas Vander Wal, Principal & Senior Consultant, InfoCloud Solutions*

Many organizations have been adding social components to their intranets, but finding a use is not what they are expecting until they start modifying them to account for their employees’ uncertainties around use and value. This workshop looks at not only the simple understandings but lays out many social elements that can help you understand how to think through the needs and solutions for a social intranet. As well, it addresses what should be examined and how to consider the options based on your organization’s needs and environment.

**W18 • From Power User to World-Class SharePoint Administrator in 75 Minutes Or Less!**
*Christopher McNulty, Practice Lead, KMA, & Author, SharePoint 2010 Consultant’s Handbook*

If you’re a SharePoint power user who needs to take over a SharePoint farm, this session is for you. It provides a rapid, content-rich introduction to architecture, installation, upgrade, administration, troubleshooting, and optimization. Based on more than 10 years in the field designing and supporting enterprise SharePoint installations, Christopher McNulty goes through a live upgrade, sets up search and security, troubleshoots a slow SQL server and a “bad” web part, and more! It includes the seven best and seven worst practices for running an enterprise SharePoint farm and highlights the most common end user support requests and resolutions.

**W19 • Platform & Programs in International NGOs**
*Steve Barth, Principal, Reflected Knowledge*

Large international NGOs face extra challenges in knowledge management and organizational learning. They pursue important, urgent, but elusive goals such as changing strategic national policies; maintaining peace and security in conflict zones; alleviating poverty, hunger, and disease; or building sustainable economic and political structures in transitional 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. Above all, NGOs need to demonstrate results based on intangible outcomes. This workshop distills lessons learned implementing programs in several organizations and builds on the insights generated by previous KMWorld discussions. NGOs are invited to share their experiences and collaborate on shared sense-making and knowledge creation about effective knowledge and learning strategies optimized for their activities. Topics covered include aligning KM programs to other management priorities, effective platforms for dispersed offices in developing countries, and leveraging informal networks within and beyond boundaries.

**W20 • Creating & Applying a Semantic Infrastructure Platform for Knowledge Sharing**
*Tom Reamy, Chief Knowledge Officer, KAPS Group*

While the distinction between information and knowledge has often been misused, there is an essential truth that knowledge is richer and deeper than simple information. In the early days of KM, there were numerous attempts to utilize information technologies and approaches (search, taxonomies, etc.) for knowledge sharing, and the results were not pretty. However, today, with a rich array of text analytics and knowledge platform software, we are in a position to support real knowledge creation and sharing, but only if we approach it with the right foundation. That foundation is based on a concept of a semantic infrastructure, an infrastructure needed to support all the ways in which people in organizations use language and meaning. This workshop explores the essential characteristics of creating, refining, and applying a semantic infrastructure for rich knowledge sharing. It starts with how to do a knowledge audit designed to create a platform for knowledge networks that provides the means for enhanced communication within and among self-defined social groups. It then looks at a range of text analytics tools including text mining, auto-categorization, entity and fact extraction, summarization, sentiment analysis, and how these tools can now go beyond mere information applications to form the basis of a range of knowledge-sharing apps.

---

**Finally—a Comprehensive, Authoritative Guide to Intranet Management**

**By Martin White**

2011/256 pp/hardbound  
ISBN 978-1-57387-426-7  
$69.50

Available at your local bookstore or call:  
(800) 300-9868  
or (609) 654-6266

To order outside North America, visit Facet Publishing at  
www.facetpublishing.co.uk.

**Information Today, Inc.**

143 Old Marlton Pike • Medford, NJ 08055  
www.infotoday.com
KM Solutions in the Cloud
9:45 a.m. – 10:00 a.m. *
Thurgood Marshall Ballroom, Mezzanine Level
Whitney Tidmarsh Bouck, General Manager, Box Enterprise

More than ever, IT is being held accountable for protecting valuable business information and intellectual property. Meanwhile, users are demanding better technology that provides the straightforward and intuitive characteristics of consumer technology for sharing content, collaborating with others, and accessing information from mobile devices. Hear from Whitney Tidmarsh Bouck and a key Box client about how cloud-based solutions provide companies of all sizes with the ability to meet the demands of end users and lower total cost of key applications while still protecting corporate information.

A102 • Sharing PepsiCo’s KM Success
11:30 a.m. – 12:15 p.m.
Denise Heather, Knowledge Engineering Coordinator, &
Dianna Gibson, Knowledge Engineering Manager, PepsiCo
PepsiCo speakers share their secrets of successful processes for maintaining their knowledgebase, the technologies they use, and the support they have had for their KM journey over the last decade. Filled with tips and lessons learned, this is a must hear presentation.

Attendee Luncheon • Thurgood Marshall Ballroom, Mezzanine Level
12:15 p.m. – 1:15 p.m.

A103 • Ten Tales From the Front Lines of Knowledge Management
1:15 p.m. – 2:00 p.m.
Stan Garfield, Community Evangelist, Deloitte Touche Tohmatsu Limited
A long time KM practitioner shares 10 stories and lessons based on his experience in several organizations: 1. Prima donnas; 2. Point/counterpoint; 3. Ask not, get not; 4. The sounds of silence; 5. Don’t try this at home; 6. You’re out! 7. Fear factor; 8. Location, location, location; 9. Hot potato; 10. Do good fences make good neighbors? Always popular and engaging, Stan Garfield provides lots of insights and tips!

A104 • 21st-Century Networked & Collaborative Enterprises
2:15 p.m. – 3:00 p.m.
Sameer Patel, Partner, The Sovos Group
The business case for building the 21st-century collaborative enterprise has a lot more to it than increased sharing and productivity, or better knowledge management. Whether you are in a B2B or a B2C industry, thanks to the social web, customer and prospect expectations around relevancy, expertise, latency, and quality of engagement are dramatically changing today. Not only does that compel those on the front lines such as marketing, sales, and support teams to respond in new ways, but it also requires the best minds across the larger ecosystem (customers, employees, partners, and suppliers) to collaborate, to innovate, and to serve this new customer more effectively. Sameer Patel addresses key changes in customer dynamics, relevant inefficiencies of current value chain based operational models, and how knowledge managers are best positioned to help their organizations compete effectively in the 21st century.

Coffee Break • 3:00 p.m. – 3:15 p.m.

A105 • KM Strategies in Action
3:15 p.m. – 4:00 p.m.
Robert Burns, Director, KM, & Cheryl Kuczynski & Carol Carter, Senior KM Consultants, MetLife
Daniel Wollmann, KM Manager, Microsoft
Filled with lots of examples, MetLife speakers discuss their KM model based on “fit” with the business, plus the implementation of its four core elements—governance/strategy, people focus, knowledge quality, and access. Microsoft shares their KM strategies for transforming 45K global field sales force through change management, information discovery improvement with wiki technology, business process automation, and more.

A106 • Knowledge Management Vision for 2020
4:15 p.m. – 5:00 p.m.
Jeff Hester, KM Business Analyst, Fluor Corp.
During the past 10 years, Fluor’s knowledge management program has achieved success and recognition both inside and outside the enterprise. KM is no longer an initiative, but simply the way we get things done and drive strategic value. Looking ten years into the future, what is the next step in the evolution of KM? Using a “day in the life” perspective, this session looks at the implications and opportunities for KM in the future, with specific actions you can take now to begin making that vision a reality in your enterprise.
People are the key asset of any public or private organization, and their performance can be measured by the success of those enterprises. This track focuses on the major cultural factors of ensuring that people in any enterprise can deal with change, continue to learn and grow, share and apply knowledge, and take leadership roles in innovating and achieving organizational success. Moderated by Patti Anklam, NetWork

**B101** • Knowledge Leadership  
10:30 a.m. – 11:15 a.m.  
Kent Greenes, Founder & President, Greenes Consulting

The principles and practices of great leadership are timeless. But powerful new drivers for business value and growth are requiring even the greatest leaders to add some new skills, competencies, and behaviors to their toolkit. Kent Greenes explores knowledge leadership, leadership that creates demand for leveraging the collective experience of stakeholders along the entire value chain and beyond, to impact an institution’s mission. Specifically, he addresses the new drivers and enablers for impacting performance, including ambiguity and complexity of operational environments, working with a 4-generation workforce, and the rapid uptake of social networking and communication. He illustrates the emerging practices of knowledge leadership, social learning and knowledge transfer in the Army and private sectors to prompt conversation among the audience to get people engaged and thinking about new possibilities for their own organizations.

**B102** • What Knowledge Workers Want  
11:30 a.m. – 12:15 p.m.  
Rosemary Amato, Director, Global ERS KM, Deloitte

Knowledge-sharing is always the goal of knowledge workers. But when you have 12000 professionals located in 150 countries, how do you really know what type of knowledge-sharing those individuals really want? Rosemary Amato shares results of an annual KM survey aimed at finding out what Deloitte professionals really want. She discusses structured versus nonstructured knowledge-sharing and insights on how technology is making it even more difficult to understand what our professionals really want. She discusses the subway line concept that was put into place for business units and presents concrete ideas on how to really know what their professionals want.

**B103** • Free to Think: Improving Organizational Performance  
1:15 p.m. – 2:00 p.m.  
Richard McDermott, President, McDermott Consulting, & Author, forthcoming book, How to Think Like an Expert

KM has focused primarily on capturing, sharing, and organizing knowledge so it can flow easily and get the “right information to the right people at the right time.” In practice, this frequently makes all information available to everyone so they can serve themselves to the most relevant. But with massive amounts of information, self-service can be a burden that reduces the time for thinking. How do professionals use knowledge to think? Research in expertise has found that the difference between excellent and good performance is the quality of experts’ thinking, not the quantity of their knowledge. This talk describes why thinking matters, how to improve it, and shares the strategies of some organizations that have shifted their KM strategy to help free staff to think — through knowledge intermediaries, staff who manage their team’s knowledge so members can focus on thinking by “kitting” information to cue up knowledge for specific judgment calls, like manufacturing plants’ kit materials and thinking forums that focus professionals’ time on thinking that matters. Richard McDermott shares his research, which identifies six disciplines that experts use to improve their thinking: curiosity, close observation, shifting perspectives, deep understanding, risk-taking, and practice. Learn how experts think and how you can enable and improve the thinking in your organization.

**B104** • Flying Sheep & Making Organizations Fly!  
2:15 p.m. – 3:00 p.m.  
Gordon Vala-Webb, National Director, Knowledge Management, PwC Management Services LP Canada

Have you ever wondered why the organizations we work in seem to be like dim-witted sheep: just doing what they did last year and following along with the rest of the herd? Have you resented the fact that year after year they seem to demand more and more work from you — with less and less fun (and the same pay)? An award-winning KM practitioner with more than 10 years’ experience in understanding large and complex public and private sector organizations, Gordon Vala-Webb helps you understand why many large organizations are like that and how you can help transform your company into a sheep that flies. Just imagine the enormous possibilities (commercial and otherwise) should you succeed!

**Coffee Break** • 3:00 p.m. – 3:15 p.m.

**B105** • Applying Complexity Science to KM  
3:15 p.m. – 4:00 p.m.  
Holly Pendleton, Independent Consultant

The emergence of complexity science offers a transformational way to view organizations. The traditional mechanistic view is linear, top-down, planned and operates based on an assumption of predictable outcomes. This view is becoming increasingly irrelevant as the rate of change that organizations experience (and, therefore, must adapt to) increases exponentially. Complexity science exposes patterns, exchanges, emergence, and self-organization; it is more like an ecosystem that is interacting, evolving, and adapting. This introduction to complexity theory and the complex adaptive system view of organizations brings to light more relevant ways to leverage and influence patterns through knowledge management initiatives in order to help organizations adapt, increase capability, and ultimately sustain and thrive in the ever-changing environment. This session helps you set aside your current mental models and try on a new lens!

**B106** • Sparking Action Through Storytelling  
4:15 p.m. – 5:00 p.m.  
Melinda J. Bickerstaff, Senior Manager/Principal, Accenture LLC

Top medical schools are instituting programs in “narrative medicine” so doctors can better analyze patient stories; journalists are replacing the inverted pyramid with protagonists and story arcs; legal scholars are investigating how storytelling can clarify the maze of law and its implications; and top executives at IBM and the World Bank have promoted the business value of storytelling as a way to change these huge organizations. A couple of years ago, 3M introduced storytelling to two dozen rising executives and found it so effective that 140 received storytelling lessons. What’s going on? Why so much emphasis on this low-tech form in our high-tech world? Interest in this ancient genre of communication stems from the rapidly increasing importance of “sharing knowledge” as a competitive advantage and realizing its inspirational and instructive value, a duo that abstraction and conventional analysis cannot match. Hence, the re-birth of the “story” to spark action, encourage shared values, share knowledge and best practices, get people to work together or march forward together into the future. Bickerstaff describes how innovative narrative techniques were developed and deployed to organizationalize knowledge-sharing strategies in three well-known organizations: a global macro-policy organization, a global consumer products company, and a global manufacturer of information technologies.
pharmaceutical company; a giant in media/entertainment; and, a large government defense contractor. She shares lessons learned.

**TRACK C • Enterprise 2.0: Intranets for the Future**

**Lincoln 4, Exhibition Level**

The future of how people work and share information across and beyond the enterprise is just on the horizon. The series of talks in this track include practical looks at intranet strategy and practices, workplace digital trends, user experience, and more.

*Moderated by Martin White, Intranet Focus Ltd.*

### C101 • Intranet Strategy & Practice

**10:30 a.m. – 11:15 a.m.**

*Rick Cantor, KM Practice Manager, Chubb & Son*

A critical business goal of Chubb Commercial and Specialty Insurance is to provide underwriters with easily accessible, credible information to support risk assessment, product selection and pricing decisions. Additionally, account servicing staff need information supporting loss control and policy processing decisions. Rick Cantor discusses the past, present and future of Chubb’s intranet design and operation, including best practices and lessons learned. He covers staff engagement best practices and lessons learned with regard to design, organization, taxonomy and navigation; Chubb’s strategic use of metadata to meet four primary needs — content context, life cycle, placement, and special handling; and examples to demonstrate the importance of metrics and measurement.

### C102 • Evaluating Intranets for Future Directions

**11:30 a.m. – 12:15 p.m.**

*Andy Jankowski, Director, Intranet Benchmarking Forum (IBF) North America*

Drawing on IBF’s extensive experience of evaluating intranets and portals, the IBF Digital Workplace Maturity Model helps those responsible for managing their company’s intranets and digital workplace to understand where they are in terms of the overall user experience and to think strategically about future directions. This session provides an overview of the model and illustrates ways to begin using it for your organization.

### C103 • Digital Workplace Trends

**1:15 p.m. – 2:00 p.m.**

*Jane McConnell, Intranet & Digital Workplace Strategy & Governance, NetJMC*

Join the official release of the results of the 6th annual Digital Workplace Trends study (previously Global Intranet Trends) and hear the latest from leading organizations around the world. Here are some of the hot topics covered: Is the mobile intranet a reality? Has social computing killed the intranet? What is the state of enterprise search? What are the top five things leading organizations are doing differently in their digital workplaces? What can you learn from the pioneers? Where should you be investing your time and resources?

### C104 • Intranet Showcase

**2:15 p.m. – 3:00 p.m.**

*Rebecca Rodgers, Senior Consultant, Step Two Designs*

This interactive and informative session shares examples of leading-edge intranets from a number of different industries and includes award-winning sites from the 2011 Intranet Innovations Awards. These case studies of successful, active intranets provide ideas and insights to apply in your organization.

### Coffee Break • 3:00 p.m. – 3:15 p.m.

### C105 • Harnessing KM

**3:15 p.m. – 4:00 p.m.**

*Tim Shaw, Managing Director, Forum One Communications*

Zach Wahl, Director, Information Management, Project Performance Corporation

The Defense Security Cooperation Agency (DSCA), a US Defense Department’s liaison with allies and friendly nations, recently was compelled to confront a unique problem: The 17 discrete web sites under its management were complex, difficult to maintain, and susceptible to a myriad of usability issues. Further, shrinking DSCA budgets threatened the maintenance and development costs needed to support the 17 sites. DSCA determined that the best solution was to migrate all its properties to a single site, while strengthening the platform’s scalability. The result is GlobalNET, a central web site for security and defense professionals around the world to communicate for security studies and security-related institutions, based on Acquia’s Managed Cloud service. Our first speaker discusses the impact and the collaborative features. Wahl focuses on a second case study presenting best practices and lessons learned for taxonomy and usability applicable to any organization.

### C106 • Institutionalizing User Experience

**4:15 p.m. – 5:00 p.m.**

*Jeff Horvath, VP, User Experience Strategy, Human Factors International*

Most organizations know that, in order to succeed, they need to understand and involve users for all of their software and web design efforts. For an organization to mature in its ability to design great user-centered products and services, it must truly be able to collect, manage, maintain, and extrapolate the collective wisdom about who the users are, what they need, and how to design for them. Jeff Horvath discusses what it means for organizations to institutionalize the knowledge, processes, and tools necessary to promote and support User Experience (UX) at their organization. He describes a Usability Maturity Model (UMM) that can be used to evaluate how mature any given organization is and the key components to institutionalizing and reviews a tool designed explicitly to provide a cloud-based solution to providing enterprise-level knowledge management of all user experience knowledge at an organization. Filled with tips and tools, this session also looks at the overall ROI for this kind of endeavor.
Today, there are so many more social tools for use both inside and outside enterprises. This stream of presentations highlights the “social enterprise” and how the sharing of knowledge is being handled in more social and productive ways.

**A201 • The Best of CoPs**
10:45 a.m. – 11:45 a.m.

Stephen Dale, Director, Semantix (UK) Ltd
Patricia Brueschke, Manager, KM, Grant Thornton LLP
Robert L. Huffman, Army Professional Forums Project Manager, &
John Nelson, Project Manager, Dynamics Research Corporation

Stephen Dale discusses the Knowledge Hub (KHub), an innovative new social business platform that enables public sector staff to take greater advantage of new media tools and techniques to support more effective knowledge sharing. Developed out of a U.K. Local Government Communities of Practice (CoPs) platform using open source, it supports more than 80,000 registered users sharing knowledge on more than 1,350 topic areas with blogs, forum, wikis, calendar, user ratings, tagging, web conferencing, Twitter, and more. Lisa Tallman talks about operational tools for successful CoPs and lessons learned in her organization. Robert Huffman and John Nelson share how the Army has transformed its approach to professional development using CoPs to bridge geographic distances and enhance traditional mentor/protégé relationships and transfer knowledge. The Accenture team shares tools and processes as well as strategies to engage employees in collaborating and sharing their knowledge and experiences with one another.

**A202 • Governing the Corporate Wiki: KM as Corporate Culture**
12:00 p.m. – 12:45 p.m.

David Schwartz, Enterprise 2.0 Adoption Consultant, Target Corporation

A wiki is fundamentally an ungoverned space: “Anyone can write anything” is a common refrain. Every month at Target Corporation, more than 800 different people contribute content, and more than 7,500 individuals have contributed over the last 4 years. In that apparent free-for-all, a deep order and consistency have emerged, as well as substantial business value. David Schwartz shares the strategies Target has used to govern the space and how the company has succeeded (and failed) as the wiki grew from an idea to a tool used by 30,000-plus team members every month. He digs into the evolving ethos of the environment, and argues strenuously for the vital role of decentralized knowledge management in which every single consumer of content is simultaneously a contributor and editor of content: developing knowledge management as corporate culture.

**Attendee Luncheon • In the Enterprise Solutions Showcase**
12:45 p.m. – 2:00 p.m.

**A203 • Engaging Community With Intranets & Social Media**
2:00 p.m. – 2:45 p.m.

Lisa Tenerelli Smith, Director, Associate Communications, The Scotts Miracle-Gro Company

This session shares engagement strategies for the company intranet, The Garden, and illustrates with a look at their internal pages. It shows how the use of social media has connected company associates with consumers through discussion forums, audio feeds from call centers, and more. It also shares how associate feedback, led to the launch of an internal social networking Facebook-like site, The Vine, to build community and knowledge sharing.
A204 • Employee Voices Transforming KM
3:00 p.m. – 3:45 p.m.
Leslie Owens, Senior Analyst, Forrester Research
Organizations aim to differentiate themselves by delivering great customer service. To do so, they need to know their customer in order to offer a contextual, personalized experience. New tools and techniques to listen to and analyze the aggregate “voice of the customer” are transforming activities like new product development, crisis management, and brand strategy. In this session, Leslie Owens explores how knowledge managers can use similar technology and processes inside the enterprise to listen to the “voice of the employee.” IT leaders who know their employees are able to segment their workforce to make smarter decisions about technology provisioning and to identify and amplify employee advocates. The role of knowledge managers of the future will be to coordinate and harness the ideas and insights of their workforce just as their counterparts are doing in customer service.

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

A205 • Social Computing & SharePoint
4:15 p.m. – 5:00 p.m.
Steve Brantner, Manager of Learning & Communications, General Mills
Alfred P. Hsi, Director, Deloitte Services LP
Eric Sauve, VP, Corporate Development, NewsGator Technologies
Social computing is taking hold in most organizations. This session explores best practices and approaches at the intersection of social computing and SharePoint and looks at how organizations have standardized on SharePoint to bring social to their users. It revolves around use cases, best practices, ROI, role-out strategies, and pitfalls to avoid. Join this panel of experts for a lively discussion and learn how to plan for the use of social computing in your enterprise, the steps involved in executing social computing through pilot to deployment, how to encourage employee adoption throughout the organization, and tips to achieve results.

TRACK B • KM Metrics & Performance
Lincoln 2/3, Exhibition Level
Metrics and performance are closely tied, and this track of sessions showcases winning knowledge-sharing programs, looks at methods for improving KM, provides frameworks for KM metrics, and discusses analyzing analytics.
Moderated by Gayle Gossen, Consultant

B201 • KM Movers & Shakers
10:45 a.m. – 11:45 a.m.
Rose Olivera, President, The KNOWledge Network Brasil
Renata Dalmaso, Latin America Knowledge Management Driver - Ericsson Brasil
Mauricio Bernardes, Engineer, Tecnisa S.A.
Sandra Valeria Gilberti Prensteter, Schincariol Group
Winners of the Brazil MAKE (Most Admired Knowledge Enterprises) award share their successful strategies and techniques for knowledge sharing in their organizations. Learn from these experienced practitioners and gain insights for applying new and unique approaches in your organization.

8:45 a.m. – 9:00 a.m.
Thurgood Marshall Ballroom, Mezzanine Level

KMWorld magazine is proud to sponsor the KMWorld 2011 Awards. These two awards are designed to celebrate the success stories of knowledge management.

B202 • Using Measurement Methodologies to Improve KM
12:00 p.m. – 12:45 p.m.
Jim Lee, KM Advisory Services, Practice Leader, APQC
The measurement of knowledge management’s impact on an organization’s performance has been, and continues to be, of great interest to both practitioners as well as executives. For practitioners, the ability to measure KM value is both an operational tool as well as an improvement framework. For executives, the ability to measure KM may simply mean the difference between engaging the organization in the effort, or choosing to use resources for other initiatives perceived to be of greater value. Jim Lee describes recent advances in the measurement of KM, including KM maturity, KM relationships to operational performance, and KM measurement as a driver of organizational strategy. Beginning with a KM maturity model and assessment tool as a qualitative measurement device, he illustrates with case studies how quantitive methods have been applied to KM to identify its effect on an organization’s business performance and influence its improvement strategies.

Attendee Luncheon • In the Enterprise Solutions Showcase
12:45 p.m. – 2:00 p.m.

B203 • Measuring Knowledge-Sharing & Innovation
2:00 p.m. – 2:45 p.m.
Ann Kedia, Deputy Program Manager, Johns Hopkins Applied Physics Laboratory (JHU/APL)
JHU/APL’s knowledge-sharing and innovation program is a multifaceted progam focusing on culture, policy, and tools. The program is at the cutting edge of measuring social media organizational impact by defining and implementing metrics where no precedence exists. In addition to sharing its techniques for measuring and metrics, Ann Kedia discusses the implementation of social software tools, culture change initiatives, and the trade-offs between a more controlled policy approach versus guidelines for engagement, as well as lessons learned from the challenges and successes.

B204 • Practical Framework for KM Metrics
3:00 p.m. – 3:45 p.m.
Susan Hanley, President, Susan Hanley LLC
Measurement is not just about looking for a bottom-line result to justify investment. It’s also a tool to provide feedback about where the organization is along the road to successfully leveraging investments in knowledge management. At every stage in the journey, metrics provide a valuable means for focusing attention on desired behaviors and results. This session showcases a realistic framework for knowledge management metrics based on real-world examples and successes, provides suggestions for measurement approaches at all stages of your KM initiative, and shares practical approaches to apply to your own KM initiatives, including examples that you can take home and use.

Coffee Break • In the Enterprise Solutions Showcase
3:45 p.m. – 4:15 p.m.
B205 • Analyzing KM Analytics & CoPs
4:15 p.m. – 5:00 p.m.
Amy Davidson, Deloitte Analytics KM Leader, Deloitte Services LP
Jennifer Whalen, Program Lead, PMO & Metrics for Global Consulting
Knowledge Management, Deloitte Touche Tohmatsu Limited (DTTL)
Patricia Michalski, Senior Manager, Deloitte Services LP

Knowing what the collective “we” knows is at the core of a successful KM program, but what about knowing what we don’t know? One of the biggest challenges for KM professionals working to understand the health of their organizations’ knowledge ecosystems is to harness the insights at the intersection of data and KM to uncover what is and isn’t working. The first two speakers discuss how Deloitte borrowed the latest analytics techniques from its practitioners to convert everyday metrics into actionable improvements for their internal practice. Built upon a communities of practice (CoP) evaluation framework, Patricia Michalski takes a balanced scorecard approach to CoP metrics. She shares results of this tool that was used to evaluate communities within Deloitte.

C201 • Information & Knowledge Management Techniques & Practices
10:45 a.m. – 11:45 a.m.
Nicholas Nylund, Principal KM Analyst, Project Performance Corporation
Doug Brook, CEO, Triune Group & Brian Follen, NSCKN Program Manager; NASA Safety Center

This session highlights a series of organizations which have successfully achieved the benefits of information and content management. Information architects discuss the World Bank’s use of enterprise information architecture to integrate structured and unstructured information residing in disparate sources. They provide examples of the Bank’s implementation of automatic metadata capture using semantic technologies. Nicholas Nylund describes a large U.S. federal agency that experienced challenges with providing consistent and accurate information to its constituency and how the KM team laid the foundation for an ever-evolving information management strategy. The Knowledge Now collaborative environment was implemented to support the NASA Safety Center. Hear how they worked with partners and technology to support 18,000 users across 800 work groups, providing interactive collaboration around activities including distribution of best practices in the form of safety plans, quality plans, risk plans, etc.; lessons learned; system failure case studies; process flows (audits, etc.); and training.

C202 • Collaborative Platforms
12:00 p.m. – 12:45 p.m.
Hind Benbya, Group Sup De Co-Montpellier Business School, & Author, Knowledge Management Systems Implementation

For years we’ve done the best we can with organizing and trying to manage the knowledge of our companies. We’ve used content structures and library sciences to catalog and store these assets where our people can find them. But now we’re coming to the realization that if we go back to the source, the creators, the people, we have a much better way of connecting people with the ideas and answers necessary to increase our business. Hind Benbya discusses the potential of collaborative platforms (i.e., knowledge and innovation platforms) for facilitating peer-to-peer assistance and helping bring to the surface hidden ideas, solutions and expertise your company needs to address business issues. Benbya describes a three-phase approach to designing and implementing an effective collaborative platform including the challenges and solutions adopted by more than 50 organizations.

C203 • Trends in Web Content Management, Portals, & Social Software
2:00 p.m. – 2:45 p.m.
Jarrod Gingras, Analyst, Real Story Group
Join experienced trends analysts who explain the categories of vendors and specific characteristics of products in each category and give their honest and independent opinion of the vendors in these spaces. They share the trends they have observed happening within the web content management, portal, and social software product landscapes.

C204 • Content & Collaboration in the Cloud
3:00 p.m. – 3:45 p.m.
Rob Kopilowitz, VP, Principal Analyst, & TJ Keitt, Analyst, Forrester Research
The cost savings businesses can realize by putting certain workloads in multi-tenant infrastructures, the cloud, has captured the imagination of IT pros in companies large and small. For content and collaboration professionals, vendor software-as-a-service (SaaS) offerings present suites that natively integrate productivity, collaboration, and business applications at a fraction of the cost to do so on-premise. This opens the door for rapidly building information workplaces, commonly used applications integrated in a contextual interface, to boost employee efficiency and productivity. Learn from vendor-neutral analysts what the current collaboration SaaS vendor landscape is offering, how these offerings can accelerate the creation of information workplaces, and how to develop strategies to take advantage of the potential of the collaboration SaaS products.

C205 • Content Management Tools
4:15 p.m. – 5:00 p.m.
Marcel Jemio, Chief XML Architect, Financial Management Services, U.S. Department of Treasury/FMS
Ed Dale & Paul Larsen, Enterprise Search Product Managers, Ernst & Young, LLP
Marcel Jemio discusses Financial Management Service’s rethinking of metadata for its ability to generate the right kind of knowledge at the right level for the right decision maker. He shares the FMS approach to managing the evolving business requirements with timely, meaningful data and business intelligence as well as lessons learned. Since KM rests on content, the ability to find content via navigation, and the ability to find content via search, Ed Dale and Paul Larsen talk about the tools needed to optimize the entire system, share their organization’s content strategy and SEO methods to improve the overall findability of content, and describe the methods Ernst & Young use to measure navigation and search.

Coffee Break • In the Enterprise Solutions Showcase
3:45 p.m. – 4:15 p.m.
Continental Breakfast  8:00 a.m. – 9:00 a.m.

**keynote**

**KM for the Future: Pioneers’ Perspectives**
9:00 a.m. – 10:00 a.m.
Thurgood Marshall Ballroom, Mezzanine Level

Robert H. Buckman, Retired Chairman & CEO, Bulab Holdings
Dave Snowden, CTO & Founder, Cognitive Edge
Patrick Lambe, Straits Knowledge
Verna Allen, Founder, ValueNet Works & Author, Value Networks & The True Nature of Collaboration

Longtime KM practitioners and industry pioneers reflect on the key strategies that are necessary for successful knowledge-sharing and application in any organization. They are interviewed by Lambe to bring out their different perspectives and insights. They will definitely stimulate your thinking about the future of knowledge-sharing in your organization.

Coffee Break  In the Enterprise Solutions Showcase
10:00 a.m. – 10:45 a.m.

**TRACK A • KM in Action**
Thurgood Marshall Ballroom, Mezzanine Level

There are lots ideas and theories around KM, but this track focuses on real-world practices and successes. From government agencies to technology firms to armed forces – learn from these organizations and take home working strategies to implement in your organization.

*Moderated by Neil Olanoff, Army Medicine OCIO*

**A301 • Optimizing Operations With KM**
10:45 a.m. – 11:30 a.m.

*Patricia Eng, Senior Advisor, KM, U.S. Nuclear Regulatory Commission*

*Tracy Conn, Assistant Vice President, Federal Reserve Bank of Cleveland*

This session summarizes how two very different government organizations used very different approaches to achieve the same goal — using KM collaborative tools to streamline agency operations. Speakers share their experiences in developing viable business cases, obtaining management support, their biggest challenges in launching their KM tools, and their return on investment in streamlining agency operations. They discuss their plans for improving their programs and moving forward to further optimize government operations. Take home tips and techniques to use in your organization.

**A302 • KM Challenges & Solutions**
11:45 a.m. – 12:30 p.m.

*Gary Borella, Sr. Manager Intellectual Capital Management, Cisco Systems*

*Mary-Sara Camerino, Director of Technical Services, Greystones Group*

This panel of practitioners shares the strategies, practices, and metrics that have worked in their organizations. Gary Borella discusses Cisco Quad, an enterprise collaboration platform that combines the power of social networking with communications, business information, and content management systems. Cisco Quad improves productivity in all aspects of the employees life cycle (train new employees, scale expertise, and encourage collaboration); shares knowledge by establishing environments to encourage employees to contribute, get new and better ideas, consolidate document management, share best practices, and drive a collaborative culture to meet customer needs; and generates growth by accelerating sales cycles through customized communities. The second presentation looks at how the Navy built a knowledge management system using open source technology.

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

**A303 • Dealing With Complexity & Transformation**
2:00 p.m. – 2:45 p.m.

*Shiang Long Lee, Head, Joint Communications & Information Systems Dept., & Kim Hai Neo, Head SAF KM Office, Singapore Armed Forces (SAF)*

Highlighting an Asian MAKE award-winning KM enterprise, this session shares how the SAF, in striving to remain ready, relevant and decisive to deal with evolving and complex security challenges, is constantly innovating and transforming its organization into 3rd Generation SAF, a knowledge-based organization. Speakers showcase how they developed their knowledge-based organization strategy to deal with operational complexity, systems complexity, and quick staff turnover.

**A304 • KM Tips & Tricks**
3:00 p.m. – 3:45 p.m.

*Tracy Conn, AVP, Supervision & Regulation, & Kathy Valderrama, Project Manager, Knowledge Management, Federal Reserve Bank of Cleveland*

*Lesley Smee, Sr. Knowledge Specialist; Arno Boersma, Sr. Knowledge Management Officer; Social Development; & Ramin Aliyev, Knowledge Management Officer, World Bank Group*

Learn how to advance your KM implementation to the next level and increase the business value of existing KM efforts. Tracy Conn & Kathy Valderrama discuss the critical success factors for success, utilizing existing business problems to showcase value of knowledge-sharing, recognizing the synergies between collaboration and learning, ideas for sustaining communities of practice, and tips for measuring the success of knowledge-sharing initiatives. Hear about the lessons learned from the World Bank Group speakers in its KM journey during the last 15 years as well as its new knowledge agenda and strategy for “Open Data, Open Knowledge, Open Bank.” The speakers also discuss their own social collaboration tools, using competitions to spur innovation internally and externally and how open data enables anyone to find and make visible facts relevant to development.

**TRACK B • Enterprise Memories, Records & Documents**
Lincoln 2/3, Exhibition Level

The morning focuses on strategies and practices to ensure that enterprise knowledge assets are not lost with the coming waves of boomer retirements and that those assets are transferred to new generations of workers. The afternoon looks at trends and practices in document and records management.

*Moderated by Donna Scheeder, Congressional Research Service, Library of Congress*

**B301 • Knowledge-Sharing & Enterprise Memory**
10:45 a.m. – 11:30 a.m.

*Darcy Lemons, Senior Project Manager, APQC*

*Claude Malaison, President, EmergenceWeb*

Organizations that invest the most in their KM programs to promote participation and measure that participation most rigorously are achieving a financial ROI of two dollars for every dollar spent per participating employee, a healthy ROI. Lemons discusses how KM practitioners can drive successful engagement, adoption and participation, including tricks to speed up the rate at which employees use and contribute to collaboration and social networking. Many enterprises will lose, in the course of the next few years, a large part of their working force (an estimated 76 million Baby Boomers) while a new generation of employees will arrive. Steps can be taken to avoid losing the expertise of retired employees and to ensure knowledge transfer to new employees. Malaison explains the 10 essential stages involved in creating the memory of an enterprise order to transmit critical expertise.

**B302 • Knowledge-Sharing Solutions**
11:45 a.m. – 12:30 p.m.

*Bo Yang, Senior Manager, CKM, Pfizer Inc.*

*Cecilia Nahas, Information Management, Emplaza S/A*

This session discusses solutions, techniques and lessons learned for retaining organizational knowledge and enhancing knowledge transfer. Implementing enterprise search is a key component of every KM program and is a technical challenge. Yang talks about how he incubated an enterprise search
implementation from scratch in Pfizer, how it’s grown into a company wide shared service and provides value to thousands of business customers every day not only for text but also non-text content sources such as image, chemistry structures and Audio/Video files. Nahas discusses how a Geoinformation system can put together 435 years of history, lower the costs of searching and democratizing information and offer huge benefits. The Emplasa GEO System can be a benchmark for all the governments around the world.

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

B303 • Document Management Market Overview
2:00 p.m. – 2:45 p.m.
Alan Pelz-Sharpe, Principal Analyst, Real Story Group
The document management marketplace is changing rapidly with no slowdown in sight. As major infrastructure vendors (IBM, Microsoft, and Oracle) threaten to take over the sector, what will happen to incumbents like EMC, OpenText and Interwoven? How will open source options play out — and what about software as a service (SaaS)? One thing is for sure: The document management market is growing substantially, yet making sense of it becomes harder by the day. Our experienced analyst subdivides the sector both by technology orientation and geographic dominance and provides an honest and independent opinion on the vendors in this space. He looks at current trends in the vendor marketplace and discusses how they will play out in 2011 and beyond.

B304 • Documents & Records in Practice
3:00 p.m. – 3:45 p.m.
Kirk Graham, IT Director, American Outcomes Management (AOM), LP
James True, VP Business Development, Cabinet NG
Brad Teed, CTO, GimmalSoft
American Outcomes Management (AOM), a leader in home infusion/IV therapy services, needed a solution that allowed its field nurses, independent of their location, to access patient charts and wanted to reduce the cost of a paper environment. Today, AOM utilizes the Apple iPad, document management software and an e-forms program to streamline its day-to-day business operations. Hear how AOM improved organization, streamlined patient chart maintenance and billing efficiency, and gave nurses time to concentrate on patient care. Brad Teed shares tips for records managers using SharePoint 2010 as well as best practices.

TRACK C • Beyond Enterprise 2.0
Lincoln 4, Exhibition Level
What strategies, technologies and practices are going to jettison enterprises to the top of the heap in 2012? These talks provide some solid thinking and insights but also more questions to be pursued over the next year to ensure your organization hits peak performance.
Moderated by Daniel Lee, KPMG

C301 • Business Goes Virtual
10:45 a.m. – 11:30 a.m.
Cindy Gordon, CEO, & Alex Blom, CTO & Social Practice Partner, Helix Commerce International Inc., & Author, Business Goes Virtual
Cindy Gordon shares research on the latest collaboration, social, mobile and immersive virtual business trends and supports it with examples of leading practices and lessons learned from enterprise companies such as RIM, IBM, Microsoft, Vale Inco, Wells Fargo, and more. Take away practical insights on both strategy and implementation to support your global knowledge management and collaboration/social needs.

C302 • Enterprise Information Mobility
11:45 a.m. – 12:30 p.m.
Martin White, Managing Director, Intranet Focus Ltd.
How smart is your smartphone? This session discusses the benefits and challenges of providing employees with access to enterprise information and external business information using smartphone technology. It covers the technology of smartphone delivery, providing an effective user interface experience, mobile search, and information security. Of value to intranet and knowledge managers, this talk is based on a major research project carried out in 2011 for the Intranet Benchmark Forum.

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

C303 • Are Enterprise 2.0 & Web 2.0 Different?
2:00 p.m. – 2:45 p.m.
Jordan Frank, VP Sales & Business Development, Traction Software
Sid Probsttein, CTO, Attivio
Paul Fisher, Senior Policy Advisor, FDA
Marcelus DeCoulode, Strategy & Operations, Deloitte Consulting
“We want Facebook for the enterprise!” That’s a call to action, but what does it mean, and why will it fail? There is a gulf of difference in the use case for 2.0 in the Enterprise vs. the Web. Deloitte research indicates the best starting point for £2.0 is exception management, not making friends. Permissions issues, incentives, and infrastructure differ enormously when you consider the enterprise vs. the web. Enterprise architects and decision makers need to look to the web to gather ideas but not to look in the mirror. This session provides insight into the differences and what they mean for deployments in the enterprise.

C304 • Channeling Insight Into Action
3:00 p.m. – 3:45 p.m.
Katrina Pugh, President, AlignConsulting, & Author, Sharing Hidden Knowledge: How Managers Solve Thorny Problems With the Knowledge Jam
To manage business operations — let alone innovate — amid frequent restructurings, outsourcing, and retirements, leaders must quickly capitalize on hidden know-how that lives inside our teams, processes, and experts. Katrina Pugh discusses a facilitated process, Knowledge Jam, where conversation is at the center of knowledge transfer. Together, knowledge-seekers and knowledge-originators draw out the context and reasoning behind their know-how, so that they can apply knowledge quickly. A conversation culture begins to shift us from transaction to discovery. As a result, organizations improve operations, accelerate new product development, and produce productive action out of their social media initiatives.

c losing keynote

KM From the Bottom Up
4:00 p.m. – 4:45 p.m. • Thurgood Marshall Ballroom, Mezzanine Level
MODERATOR: Patrick Conway, Chief Knowledge Officer (CKO), U.S. Army Combined Arms Support Command
Dan Kirsch, CIO, KMPro
Perry Puccetti, President/CEO, The Triple-I Corporation SITEAKS, FiberKC
Joe Debbeke, Chief Knowledge Officer, U.S. Army Training and Doctrine Command

You don’t want to miss this closing session! In this “Panel Challenge,” the moderator presents some tough questions for panel members, based on the experiences and practical issues encountered by one government agency (U.S. Army CASCOM) during its ongoing implementation of knowledge management (KM), specifically from the vantage point of different stakeholders. The session approaches KM from individual users’ perspectives, whether it be a young soldier, employee, middle manager, or senior leader, each having different expectations and requirements from a KM program. Uniqueness aside, all organizations share fundamentally common challenges in successfully launching KM programs, but when viewed from the individual user and stakeholder perspective, it’s clear KM is not one tool, but a toolbox of different techniques and technologies. While the challenges pointed out in this session are examples from a single DOD organization, they are shared by all, and this discussion provides an opportunity for planting seeds of innovation and creativity in overcoming obstacles and challenges with KM implementations.
Many speakers have made copies of their slides available for download from the conference website (www.kmworld.com/kmw11). Click on “PRESENTATIONS” and enter Username/Password: DC2011. 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 visit www.mondodigital.net.
**Exhibitor List & Floor Plan**

**Company**

** Booth #

- ABBYY USA Software ............ 10
- Acquia .......................... 27
- Avalon Consulting, LLC ....... 26
- BA Insight ....................... 15
- Bamboo Solutions ............... 19
- Box.net, Inc. ...................... 37
- CapTech .......................... 40
- Comintelli AB ..................... 24
- Concept Searching ............... 11
- Datawatch Corporation .......... 14
- Discover Technologies .......... 23
- Enterprise Data Fusion, Inc. ... 18
- HiSoftware, Inc. ................. 20
- IGLOO Software .................. 28
- K2 ................................. 17
- Kent State University ............ 41
- KM Institute ....................... 29
- KMWorld Magazine ............... 4
- Kofax, Inc. ......................... 9
- Metalogix ......................... 39
- NavigationArts .................. 1
- Project Performance Corporation .. 16
- Raytion ........................... 6
- RSD ................................. 25
- Search Technologies ............ 7
- Smartlogic ......................... 8
- Summit 7 Systems ................ 15
- SusQtech ......................... 22
- Telligent ......................... 13
- Vivisimo .......................... 21

**Showcase Hours**

**Tuesday, November 1** .................. 5:00 p.m. – 7:00 p.m.
*Grand Opening Reception*

**Wednesday, November 2** .............. 10:00 a.m. – 4:30 p.m.

**Thursday, November 3** .................. 10:00 a.m. – 2:00 p.m.