## Tuesday, October 16

### Preconference Workshops

<table>
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<tr>
<th>Time</th>
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| 8:00 a.m. – 12:00 p.m. | W1. KM Strategy in a Box  
|               | W2. KM Driving Organizational Flows Using Enterprise Social Media  
|               | W3. KM Open Source Alternatives for Enterprise Search  
|               | W4. Better Face-to-Face Knowledge Sharing  
|               | W5. Knowledge Networks & Flow of Insights  
| 1:30 p.m. – 4:30 p.m. | W11. Change Management for Knowledge Managers  
|               | W12. Engaging for KM Success: Build, Maintain, Outperform  
|               | W14. KM Strategy & Knowledge Mapping  
|               | W15. Facilitating Knowledge Into Action  
| 9:00 a.m. – 10:00 a.m. | W6. Digital Workplace/Intranet Showcase & Design Strategies  
|               | W7. Intranet 2.0: Integrating Social Media Tools & Tech  
|               | W8. Knowledge Café  
|               | W9. Conducting Knowledge Audits  
|               | W10. Storytelling for KM Practitioners  

### Wednesday, October 17

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<tr>
<th>Time</th>
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| 8:45 a.m. – 9:45 a.m. | KM World  
|               | TRACK A * Renaissance Ballroom, Ballroom Level  
|               | TRACK B * Congressional Hall B, Ballroom Level  
|               | TRACK C * Congressional Hall A, Ballroom Level  
| 10:15 a.m. – 11:00 a.m. | KM Techniques & Practices  
|               | Are Intranets Social?  
| 11:15 a.m. – 12:00 p.m. | KM for Customers  
|               | Delivering Enterprise Mobility  
| 12:00 p.m. – 1:15 p.m. | Improving Decision Making  
|               | SharePoint for Enterprise 2.0  
|               | Finding New Solutions to Wicked Problems  
|               | Market Insights on Search and Customer Experience  
|               | Organizing Content for Findability  
|               | Representing Internal & External Taxonomy Requirements in a Taxonomy Model  
|               | Pecha Kucha: Taxonomies & Ontologies  
|               | Pecha Kucha: Taxonomies & Ontologies  
| 1:15 p.m. – 2:15 p.m. | Critical Success Factors in KM Initiatives  
|               | Improving Knowledge Flows With Social Media  
|               | User Adoption Strategies  
|               | Market Insights on Creating Successful Search  
|               | Best Practices for Enterprise Search  
|               | Taxonomy Beyond the Enterprise  

## Welcome & Keynote

- **Welcome & Keynote**  
  - Grand Ballroom Central, Ballroom Level  
  - Improving Information Interactions  
  - Samantha Starmer

- **Coffee Break**
Thursday, October 18

8:45 a.m. – 9:00 a.m.
9:00 a.m. – 9:45 a.m.
9:45 a.m. – 10:00 a.m.

Organizational Cultural Change Strategies

KEYNOTE * Grand Ballroom North, Ballroom Level * Facilitating Knowledge Sharing * David Weinberger

KEYNOTE * Grand Ballroom North, Ballroom Level * The Value of Content Intelligence to Big Data * Jeremy Bentley

8:45 a.m. – 9:00 a.m.

Grand Ballroom North, Ballroom Level

Facilitating Knowledge Sharing
David Weinberger

9:00 a.m. – 9:45 a.m.

Grand Ballroom North, Ballroom Level

Making Business Social
Lessons Learned in Social KM

9:45 a.m. – 10:00 a.m.

KEYNOTE

Jeremy Bentley

10:00 a.m. – 10:45 a.m.

Coffee Break

In the Enterprise Solutions Showcase

10:45 a.m. – 11:45 a.m.

Communication & KM Practice
Making Business Social

Finding Answers Using Crowdsourcing
Lessons Learned in Social KM

12:00 p.m. – 12:45 p.m.

Driving KM Adoption & Collaboration With Gamification
Collaboration in the Workplace

The DKW Pyramid Must Die
2.0 & KM for Business Improvement

12:45 p.m. – 2:00 p.m.

2:00 p.m. – 2:45 p.m.

2:00 p.m. – 3:45 p.m.

Driving KM Adoption & Collaboration With Gamification
Collaboration in the Workplace

The DKW Pyramid Must Die
2.0 & KM for Business Improvement

3:45 p.m. – 4:15 p.m.

Retaining & Transferring Knowledge
Collaboration & Search in the Cloud

Organizational Cultural Change Strategies
Enhancing Search With Authentication and Optimization Techniques

4:15 p.m. – 5:00 p.m.

5:00 p.m. – 6:00 p.m.

COFFEE BREAK

In the Enterprise Solutions Showcase

Friday, October 19

8:45 a.m. – 9:45 a.m.
9:45 a.m. – 10:00 a.m.

KMWorld Conference

KEYNOTE * Grand Ballroom North, Ballroom Level * KM Saves Lives * Patrick Lambe, Gary Klein, Colonel Nate Allen, & Nancy Dixon

KEYNOTE * Grand Ballroom North, Ballroom Level * How the Cloud Transforms Search * Jon Handler

8:45 a.m. – 9:45 a.m.

Grand Ballroom North, Ballroom Level

ACCELERATING KNOWLEDGE SHARING

KM TECHNIQUES

KM WORLD & INTRANET INNOVATION AWARDS

Enterprise Search Symposium

SharePoint Symposium

KMWorld, Enterprise Search Summit, SharePoint Symposium, and Taxonomy Boot Camp Only Attendees – Access to registered conference only

Gold Pass Attendees – Access to all KM, ESS, and SPS sessions

Platinum Pass Attendees – Access to ALL sessions (TBC or Workshops)

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SharePoint Symposium Conference .................... 45
**MORNING WORKSHOPS**  •  9:00 a.m. – 12:00 p.m.

**W1**  • KM Strategy in a Box  
**Gordon Vala-Webb**, Former National Director, Knowledge Management–PwC Management Services LP Canada

**W2**  • KM Driving Organizational Flows Using Enterprise Social Media  
**Frank Leistner**, Chief Knowledge Officer, Global PSD, SAS, & Author, Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work

**W3**  • KM Open Source Alternatives for Enterprise Search  
**Miles Kehoe**, President, New Idea Engineering Inc.

**W4**  • Better Face-to-Face Knowledge Sharing  
**Dave Pollard**, Retired CKO, Ernst & Young, & Environmental Blogger & Director, Group Pattern Language Project

**W5**  • Knowledge Networks & Flow of Insights  
**Chris Jones**, Senior Delivery Manager, CIBER, & Author, Collaboration DNA: Unlocking the Possibilities of the 21st-Century Organization

**W6**  • Digital Workplace/Intranet Showcase & Design Strategies  
**James Robertson**, Managing Director, Step Two Designs, & Author, Designing Intranets: Creating Sites That Work

**W7**  • Intranet 2.0: Integrating Social Media Tools & Tech  
**Carmine Porco**, Technology Strategist

**W8**  • Knowledge Café  
**Stan Garfield**, Community Evangelist, Deloitte  
**Kent Greenes**, Consultant, Greenes Consulting  
**Bill Ives**, Partner, Merced Group

**W9**  • Conducting Knowledge Audits  
**Patrick Lambe**, Founder, Straits Knowledge & Author, Organising Knowledge: Taxonomies, Knowledge and Organisational Effectiveness

**W10**  • Storytelling for KM Practitioners  
**Karuna Ramanathan**, Deputy Head, Center for Leadership Development, Singapore Armed Forces

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

**W11**  • Change Management for Knowledge Managers  
**Gordon Vala-Webb**, Former National Director, Knowledge Management–PwC Management Services LP Canada

**W12**  • Engaging for KM Success: Build, Maintain, Outperform  
**Jeff Hester**, KM Business Analyst, Fluor Corporation

**W13**  • Intranet/Digital Workspace Navigation  
**Kurt Kragh Sørensen**, Intranet Consultant, IntraTeam A/S

**W14**  • KM Strategy & Knowledge Mapping  
**Colin Cadas**, Engineering Associate Fellow-Knowledge Management, Rolls-Royce plc  
**John L. Gordon**, Founder & Managing Director, AKRI Limited

**W15**  • Facilitating Knowledge Into Action  
**Katrina Pugh**, President, AlignConsulting, Faculty, Columbia University, & Author, Sharing Hidden Know-How: How Managers Solve Thorny Problems With the Knowledge Jam  
**Lesley Shneier**, Former Knowledge Specialist, World Bank

**W16**  • Creating a KM Strategy  
**Dave Snowden**, Founder & CTO, Cognitive Edge

**W17**  • Creating Intranets That Work  
**James Robertson**, Managing Director, Step Two Designs, & Author, Designing Intranets: Creating Sites That Work

**W18**  • Demystifying SharePoint Strategy & Governance  
**Ben Curry**, Managing Partner, Summit 7 Systems, Inc., & Author

**W19**  • Findability in SharePoint 2010  
**Seth Earley**, CEO, Earley & Associates

**W20**  • Aligning People, Process, & Tech for KM Success  
**Stephanie Barnes**, Chief Chaos Organizer, Missing Puzzle Piece Consulting

**W21**  • Collaborative Work: Getting the Best from Your Virtual Teams and Communities  
**Martin White**, Managing Director, Intranet Focus Ltd., & Author, Intranet Management Handbook

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**welcome reception**

**Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.**  
Congressional Hall, Ballroom 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 KMWorld, Enterprise Search Summit Fall, SharePoint Symposium, and Taxonomy Boot Camp conference attendees, speakers, and sponsors.
Knowledge Sharing & Learning: Communication, Collaboration & Innovation

• Learn About Leading-Edge Knowledge-Sharing Practices
• Gain Insights for Enterprise 2.0 & Innovation
• Collaborate With Experts & Colleagues
• Explore Social Media in Current KM Practice
• Streamline Information & Knowledge Flows
• Improve Work Productivity
This year’s theme focuses on how organizations can learn, collaborate, share knowledge and innovate. Hear experts, thought leaders and practitioners share strategies, insights, stories, and techniques on how to create successful knowledge-based enterprises. Enjoy our many interactive forums, group conversations, receptions and networking activities, including our new BA & Bookstore.

WELCOME RECEPTION
Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.
Congressional Hall, 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 sponsors.

CONTINENTAL BREAKFAST & BREAKS
A continental breakfast will be provided on the Ballroom Level each morning from 8:00 a.m. – 8:45 a.m. before the keynote sessions. Check your program for additional morning and afternoon break times and locations.

ATTENDEE LUNCHEONS
Lunch on Wednesday will be served in the Renaissance Ballroom Foyer located on the Ballroom Level. On Thursday and Friday, lunch will be served in the Enterprise Solutions Showcase.

ENTERPRISE SOLUTIONS SHOWCASE
WEDNESDAY, OCTOBER 17 • 5:00 p.m. – 7:00 p.m. • Ballroom Level
Celebrate the opening of the 2012 Enterprise Solutions Showcase with a networking reception on Wednesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors. 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 the latest in product and service solutions.

EMAIL STATIONS
A limited number of email stations will be available for attendee use during regular Showcase hours.

SHOWCASE HOURS
Wednesday, October 17 • 5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Thursday, October 18 ……………………………. 10:00 a.m. – 4:30 p.m.
Friday, October 19 ……………………………. 10:00 a.m. – 2:00 p.m.

KM BA & BOOKSTORE
NEW!
Wednesday, October 17 • 10:00 a.m. – 4:00 p.m. • Rm. 18, Ballroom Level
5:00 p.m. – 7:00 p.m. • Showcase
Thursday, October 18 • 10:00 a.m. – 4:30 p.m. • Showcase
Friday, October 19 • 10:00 a.m. – 2:00 p.m. • Showcase

Come to the BA to meet our speakers and authors, exchange new KM ideas and insights, chat with other conference delegates, and challenge conventional wisdom! This year, KMWorld is hosting a BA & Bookstore. A BA is a safe place where ideas can be shared and collaboration can occur. Take advantage of this opportunity to browse our Bookstore, where you will find a great collection of KM books from our speakers, industry authors, and more — plus speak with the speaker/authors directly. The BA — a choice destination not to be missed!

COMMUNITIES OF INTEREST
Thursday, October 18 • 5:00 p.m. – 6:00 p.m.
Grand Ballroom Foyer, Ballroom Level
Join your colleagues at the end of the day for an informal debriefing and meeting with other attendees who have similar interests. Grab a drink at the cash bar before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators. Open to all conference attendees.

CONFERENCE PRESENTATIONS
Many speakers have made copies of their slides available for download from the conference website (www.kmworld.com/kmw12). Click on “PRESENTATIONS” and enter Username/Password: DC2012

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(800) 300-9868 • www.kmworld.com/kmw12
Wednesday, October 17

WELCOME & KEYNOTE * Renaissance Ballroom, Ballroom Level * Learning & Knowledge Sharing * John Seely Brown

KEYNOTE * Renaissance Ballroom, Ballroom Level * Aligning Corporate Information Governance & Content * Lt Col David S. Sanchez

10:15 a.m. – 11:00 a.m. ** TRACK A ** Renaissance Ballroom, Ballroom Level

KM STRATEGIES & PRACTICES

11:15 a.m. – 12:00 p.m.

KM for Customers

12:45 p.m. – 1:00 p.m.

Improving Decision Making

1:15 p.m. – 2:00 p.m.

KM Movers & Shakers

2:15 p.m. – 3:00 p.m.

Information Architecture & Search

3:00 p.m. – 3:15 p.m.

KM Without the Name!

3:15 p.m. – 4:00 p.m.

Critical Success Factors in KM Initiatives

COFFEE BREAK * Ballroom Level

Thursday, October 18

KM WORLD & INTRANET INNOVATION AWARDS * Grand Ballroom North, Ballroom Level

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The DIKW Pyramid Must Die

2:45 p.m. – 3:30 p.m.

Retaining & Transferring Knowledge

3:30 p.m. – 5:00 p.m.

Collaboration & Search in the Cloud

5:00 p.m. – 6:00 p.m.

ATTENDEE LUNCHEON * Grand Ballroom Foyer, Ballroom Level

Entrepreneur Solutions Showcase Grand Opening Reception * Ballroom Level

Friday, October 19

KEYNOTE * Grand Ballroom North, Ballroom Level * KM Saves Lives * Patrick Lambe, Gary Klein, Colonel Nate Allen, & Nancy Dixon

KEYNOTE * Grand Ballroom North, Ballroom Level * How the Cloud Transforms Search * Jon Handler

10:00 a.m. – 10:45 a.m. ** TRACK A ** Grand Ballroom North, Ballroom Level

ACCELERATING KNOWLEDGE SHARING

10:45 a.m. – 11:30 a.m.

Putting Knowledge in the Flow

11:45 a.m. – 12:30 p.m.

KM — Is There an App for That?!

12:30 p.m. – 2:00 p.m.

COFFEE BREAK * In the Enterprise Solutions Showcase

2:00 p.m. – 2:45 p.m.

Portals: Getting Smaller With Social

3:00 p.m. – 3:45 p.m.

Search, Taxonomies, & Leveraging SharePoint

4:00 p.m. – 4:45 p.m.

CLOSING KEYNOTE * Grand Ballroom North, Ballroom Level * Making KM Strategic * Dave Snowden
KM World 2012

Wednesday, October 17

Continental Breakfast • 8:00 a.m. – 8:45 a.m.

Welcome & Keynote

Learning & Knowledge Sharing
8:45 a.m. – 9:45 a.m. • Renaissance Ballroom, Ballroom Level
John Seely Brown, Chief of Confusion, Visiting Scholar at USC, Independent Co-Chairman of the Deloitte Center for the Edge, & Author; A New Culture of Learning: Cultivating the Imagination for a World of Constant Change

By exploring play, innovation, and the cultivation of the imagination as cornerstones of learning, Brown creates a vision of learning for the future that is achievable, scalable, and one that grows along with the technology that fosters it and the people who engage with it. The result is a new form of culture in which knowledge is seen as fluid and evolving, the person is both enhanced and refined in relation to the collective, and the ability to manage, negotiate, and participate in the world is governed by the play of the imagination. Gain insights from our experienced speaker to apply in your organization for better communication, collaboration, innovation, and knowledge-sharing.

Keynote

Aligning Corporate Information Governance & Content
9:45 a.m. – 10:00 a.m. • Renaissance Ballroom, Ballroom Level
Lt Col David S. Sanchez, Deputy PM, USAF Pilot Physician Program

Our speaker explores aligning governance goals with content types and the enterprise managed metadata service. The enterprise IT challenge is to continue to provide business benefits to end users while maintaining a level of consistency and control. A governance plan is necessary for delivering relevant content to users in an effective way, while protecting the enterprise from legal, regulatory, and noncompliance issues. Sanchez illustrates the challenges of information governance as the USAF begins the process of migrating from multiple knowledge and information management systems to a single Knowledge Management platform with over 72,000 site collections.

Track A • KM Strategies & Practices

Renaissance Ballroom, Ballroom Level

This stream of forward-looking talks focuses on key strategies for knowledge sharing and application within organizations to improve decision making, innovation, customer satisfaction, success, and/or stronger bottom lines. It includes perspectives from KM pioneers, real-world examples from practitioners, and more.

Moderated by Art Murray, Applied Knowledge Sciences, Inc.

A101 • KM Techniques & Practices
10:15 a.m. – 11:00 a.m.
G. (Gurvais) Clayton Grigg, Chief Knowledge Officer, FBI

This session highlights a range of enterprise KM activities being used within a large enterprise and shares how these activities are impacting the organization’s mission. It shows real KM practices and discusses various tools and techniques to give new to KM a vision of what is possible in the enterprise.

A102 • KM for Customers
11:15 a.m. – 12:00 p.m.
Thomas A. Stewart, Chief Marketing & Knowledge Officer, Booz & Company

GE Capital has turned the tools and ideas of KM into a portal for customers, which they call Access GE. The idea is to use knowledge to differentiate GE Capital from other financial services companies. “Anyone can loan you capital—we can give you access to something far more valuable: our intellectual capital.” GE Capital customers have access to a library of documents about GE's own best practices in cost/operations management, innovation and growth, leadership and development, and finance; a curated collection of documents from Booz, McKinsey, HBR, and CFO on the same topics; and a team of “conciерges” who help match a client question with a GE expert who can answer it. Hear how customers are reacting and gain lots of insights to apply in your organization.

Attendee Luncheon • Renaissance Ballroom Foyer, Ballroom Level
12:00 p.m. – 1:15 p.m.

A103 • Improving Decision Making
1:15 p.m. – 2:00 p.m.
Sabine Durier, Principal Operations Officer, The International Finance Corporation (IFC)
Richard McDermott, President, McDermott Consulting

Experts typically have trouble articulating the subtle know-how they use to make effective judgment calls outside the specific cases in which they applied it. As a result, their deep understanding and ingenuity can’t be captured in decision trees or databases. Nor is it typically shared in the common tools of communities of practice. Recent developments in cognitive science and decision analysis have made it possible to describe a set of thinking disciplines experts use to make difficult judgment calls. These thinking disciplines provide a framework through which experts can teach more junior staff how they think through difficult judgment calls. Using examples from the IFC, MWH, NASA, and others, this talk highlights several different mechanisms KM staff can use to help experts teach others how they think.

A104 • KM Movers & Shakers
2:15 p.m. – 3:00 p.m.
Rose Oliveira, President, The KNOWledge Network Brasil
Sandra Prenstteter, Human & Organizational Development Manager, Schincario
Alexido Vaz, KM Specialist & Alexandre Sonntag, KM Manager, Capital Project Management Division, Vale

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 fresh new and unique approaches in your organization.

Coffee Break • Ballroom Level • 3:00 p.m. – 3:15 p.m.

A105 • KM Without the Name!
3:15 p.m. – 4:00 p.m.
Stan Garfield, Community Evangelist, Deloitte

The field of knowledge management is broad, comprising a wide range of disciplines. This longtime practitioner shares 25 specialties that can be included...
under the umbrella of KM. For each of the specialties, he provides a definition, an explanation of how it fits, and a discussion of why it is important. Join the discussion by commenting on the list and suggesting additional specialties!

A106 • Critical Success Factors in KM Initiatives
4:15 p.m. – 5:00 p.m.
Neil Olonoff, Knowledge Manager, U.S. Army Medicine, OCIO
Jay Liebowitz, The Graduate School University of Maryland University College & KM Handbook: How do you make a success of your knowledge management initiative?
Tammi Pierce, Army Civilian, TRADOC
Our speakers share their secrets and focus on the critical success factors of any KM project.

B101 • Are Intranets Social?
10:15 a.m. – 11:00 a.m.
Carmine Porco, Technology Strategist
Learn how 1,400-plus organizations from all around the world are using Intranet 2.0 tools as the results of a Social Intranet Study (sponsored by IABC) are shared, providing an exclusive look into how and to what extent organizations of all sizes are using social media on their intranets. The global perspective of the survey allows you to develop a new understanding and appreciation for Intranet 2.0 tools. Hear examples of blogs, wikis, and other social media tools from IBM, Cisco, Sony, Siemens, and others. Gain knowledge from lessons learned and key recommendations for undertaking an Intranet 2.0 and internal branding initiative.

B102 • Delivering Enterprise Mobility
11:15 a.m. – 12:00 p.m.
James Robertson, Managing Director, Step Two Designs, & Author, Award Winning Mobile Intranets
In organizations around the globe, senior managers are demanding (and getting) iPhones and iPads. Staffs want devices they use at home, which are more advanced than corporately provided tools. What should mobile enterprise solutions look like, and how best to deliver them? Mobile devices are transforming how we work, but there are still questions to answer to make them effective. This practical discussion provides real-world insight into how to design and deliver a mobile enterprise. It’s simpler and easier than you might think! See many screenshots and examples from leading organizations, and use the ideas gained to plan your own mobile projects.

Winning prizes is easy!
Just do what you would normally do in the Showcase—VISIT THE BOOTHS! When you visit each booth, get your badge scanned. Once you have been scanned by 12 different companies, you will be entered to win.

BONUS Increase your chances of winning by receiving an additional entry every time you visit a booth over the required 12. GOOD LUCK!

PRIZES
- Kindle Fire HD
- $50 Amazon Gift Card
In this session White looks at current and emerging search technologies and the role they can play in giving intranet managers the opportunity to provide enhanced access to information over both desktop and mobile devices and make a more significant impact on organizational performance.

Coffee Break • Ballroom Level • 3:00 p.m. – 3:15 p.m.

B105 • Improving Knowledge Flows With Social Media
3:15 p.m. – 4:00 p.m.
Frank Leistner, CKO, Global PSD, SAS & Author, Mastering Organizational Knowledge Flow
This session provides tips and techniques for using an enterprise social media platform for improving knowledge flows and knowledge sharing. Includes real world examples to learn from. Grab some insights to try in your organization.

B106 • Intranet Showcase
4:15 p.m. – 5:00 p.m.
James Robertson, Managing Director, Step Two Designs & Author, Award Winning Mobile Intranets
Paige Rhodes, Quality Manager, Weston Solutions
Craig Stoll, IT Senior Project Manager, Weston Solutions
Dan Lewis, Principal Consultant, Mobility, The Judge Group
This informative session lets you peek behind the firewall of leading-edge intranets from a number of different industries and includes award-winning sites from the 2012 Intranet Innovation Awards. These case studies of successful, active intranets provide ideas and insights to apply in your organization.

TRACK C • KM Issues & Challenges
Congressional Hall A, Ballroom Level
This interactive discussion stream with a roomful of colleagues at roundtables focuses on a series of topics of interest to KM practitioners. Led by experienced KM professionals, the session examines everything from how “good” KM looks to creating meaningful conversations to flow systems, dealing with wicked problems, and social collaboration.

C101 • What’s Your KM Vision?
10:15 a.m. – 11:00 a.m.
Stan Garfield, Community Evangelist, Deloitte
Kent Greene, Consultant, Greene Consulting
Bill Ives, Partner, Mercer Group
In February 2012, our speakers posed this question to a KM leaders community: “If knowledge management is working really well for an organization, what does it look like, and how does it work? Please reply with your vision for the ideal state, with as much specific detail as possible to avoid high-level generalities.” A lively discussion ensued. This panel shares the highlights of that discussion and the views of each of the panelists and solicits the ideas of the session attendees.

C102 • Conversations That Don’t Suck
11:15 a.m. – 12:00 p.m.
Dave Pollard, retired CKO at E&Y, Director, Group Pattern Language Project
This zany one-act comedy with nine short tragic scenes that illustrate really bad practices in business conversations and business meetings in a KM context is hosted by a long-time KM practitioner and features actors selected from the audience in the moment. Pollard invites the audience to suggest ways this comedy of errors might have gone better with the right forethought, design and in-the-moment facilitation. Prizes of Group Works: A Pattern Language for Bringing Life to Meetings and Other Gatherings, a 91-card deck of best practices and processes for group facilitation, is awarded to four astute audience members and the “best actor” as voted by the audience.

Attendee Luncheon • Renaissance Ballroom Foyer, Ballroom Level
12:00 p.m. – 1:15 p.m.

C103 • Finding New Solutions to Wicked Problems
1:15 p.m. – 2:00 p.m.
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge
Using facilitation techniques that are based on complexity science, this session helps you find ways to work out if a problem is complicated—or wicked—because if it is, there is no right answer, and we need to experiment with safe-to-fail solutions. Get a template with heuristics for creating wicked problem interventions and use “ritual dissent” to temper/test the proposals so that they will stand up. Participants will try these techniques and take home a set of simple techniques to use in their organizations to collectively find new solutions to complex problems.

C104 • Flow Systems & KM
2:15 p.m. – 3:00 p.m.
Gordon Vala-Webb, Former National Director, Knowledge Management, PwC Management Services LP Canada
Conversations begin with ideas from mechanical engineering professor Adrian Brejan’s book Design in Nature: How the Constructual Law Governs Evolution in Biology, Physics, Technology, and Social Organization. It focuses on KM lessons from flow systems and how they design and redesign themselves. Led by a longtime KM practitioner, this discussion is designed to help you see organizations and KM in a new light.

Coffee Break • Ballroom Level • 3:00 p.m. – 3:15 p.m.

C105 • User Adoption Strategies
3:15 p.m. – 4:00 p.m.
Susan Hanley, President, Susan Hanley LLC
Getting people to use knowledge management systems and their supporting technologies is not always easy. Even with the most well architected and designed solutions, there is no guarantee that users will be jumping to use it! This session focuses on how to “sell” the message to executives and colleagues, critical elements for user adoption, and practical examples of user adoption strategies that work. It is then followed by audience examples and discussion.

C106 • The Next (Big) Thing in KM
4:15 p.m. – 5:00 p.m.
Anthony Joyce, Assistant CIO, U.S. Navy
Jim Lee, Practice Leader, KM Advisory Services, APQC
Sometimes it’s most helpful to hear what other practitioners are thinking of doing next as well as visions of the next BIG thing. Hear from a few BIG thinkers as they share brief thoughts about what their organizations are planning for next week, next month, and next year, and then share your insights with colleagues.
**Facilitating Knowledge Sharing**

*Keynote*

**9:00 a.m. – 9:45 a.m.**  
Grand Ballroom North, Ballroom Level

**David Weinberger**, Senior Researcher, Harvard’s Berkman Center for Internet & Society, Author; Too Big to Know, & Columnist, KMWorld Magazine

“Knowledge is becoming inextricable from — literally unthinkable without — the network that enables it. In fact, knowledge is now a property of the network, and the network embraces businesses, governments, media, museums, curated collections, and minds in communication. But, because the properties of the Net include overwhelming abundance, unmasterable messiness, and unending disagreements, the challenge of building networked knowledge is not simple.” So says Weinberger, who shares his insights on how the concept of knowledge is changing and how we can facilitate its sharing for organizational learning, collaboration, innovation, and more.

**The Value of Content Intelligence to Big Data**

*Keynote*

**9:45 a.m. – 10:00 a.m.**  
Grand Ballroom North, Ballroom Level

**Jeremy Bentley**, CEO & Founder, Smartlogic

We are in the midst of a “Big Data” revolution. According to IDC, data is expected to grow by as much as 44X over the next year to a staggering 35.2 zettabytes globally. While Big Data is a big problem, the real issue is making sense of Big Data and finding patterns in it that help organizations make better business decisions. Whether it is social media data posted on Facebook about your product, customer service records, or the enterprise applications of a newly acquired company, your ability to harness this information bears directly on your bottom line. That is where content intelligence comes into play as it adds consistent metadata. The metadata is either based on taxonomies/ontologies or through sentiment analysis and fact extraction to improve the quality and depth of content, making Big Data much more amenable to analysis, and hence allowing organizations to better understand customers and competitors, to identify impactful market trends, or simply to automate the process of answering common customer questions.

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

**TRACK A**  
**KM Techniques**

*Grand Ballroom North, Ballroom Level*

This stream of sessions highlights ways to engage employees in KM practices, gamification, crowdsourcing, and more. Be prepared for lots new ideas!  
*Moderated by Daniel Lee, KPMG*

**A201**  
**Communication & KM Practice**  
10:45 a.m. – 11:45 a.m.

**Betsy Cogliano**, Manager, Information Management & Practice, The MITRE Corporation  
**Jeff Hester**, KM Business Analyst, Fluor Corporation  
**Patricia Eng**, Senior Advisor for KM, U.S. Nuclear Regulatory Commission

How do you guide employees to follow knowledge management best practices? How do you answer employees’ most frequent questions on information sharing and KM toolkits? How do you ensure that communications are aligned with strategy and resonate across business units? Speakers review strategies and techniques as well as experience and lessons learned in their organizational efforts to communicate KM practice.

**A202**  
**Finding Answers Using Crowdsourcing**  
12:00 p.m. – 12:45 p.m.

**Ian Coyne**, Sector Knowledge Manager, Russell Reynolds Associates

Late one night, a KPMG partner in the U.K. sent an email to 600 people asking for solutions to what he thought was an unsolvable problem: How could you peel a thousand bananas at the same time? Bringing ‘seekers’ and ‘solvers’ together via technology to find answers to some of a firm’s most difficult questions is definitely the goal of knowledge sharing. This crowdsourcing effort, which has come to be known as “Brave Banana,” has led to a dynamic, responsive, and inclusive way for KPMG partners, professionals, and staff to collaborate and share valuable ideas on a global scale. Get insights and tips for your organization.

**Attendee Luncheon**  
12:45 p.m. – 2:00 p.m.

**A203**  
**Driving KM Adoption & Collaboration With Gamification**  
2:00 p.m. – 2:45 p.m.

**Thomas Hsu**, Global KM, & **Stephen Kaukonen**, Senior Manager, Accenture

The use of game thinking and mechanics in nongame settings has become a hot topic lately. According to Gartner, gamification is “positioned to become a highly significant trend over the next 5 years” with more than 70% of Global 2000 organizations having at least one “gamified” application by 2014. However, many gamification projects fall short by taking a simplistic approach, ignoring the subtleties of game design and behavioral economics. As many critics point out, you can’t just slap points, badges, and a leaderboard on an application and expect long-term, desirable behavior change. But a well-thought-out and sustainable approach has enormous potential to make collaboration and knowledge sharing fun and engaging. Learn how using these techniques can “change the game” when it comes to getting people to collaborate.

**A204**  
**The DIKW Pyramid Must Die**  
3:00 p.m. – 3:45 p.m.

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

So many KM practitioners, academics, and vendors use as the framework for their work the data, information, knowledge and wisdom (DIKW) pyramid. Invariably, it leads them astray and causes much harm. Hear from an experienced KM practitioner why the DIKW pyramid’s siren call is so pernicious and must be resisted. Come to learn and explore what the alternatives might be that can set your KM program free. Add your voice to the discussion!

**Coffee Break**  
3:45 p.m. – 4:15 p.m.  
In the Enterprise Solutions Showcase
**A205 • Retaining & Transferring Knowledge**
4:15 p.m. – 5:00 p.m.
Cristiano Rocha, Consulting Director, Affero
Kent Lamb, Employee Development Manager, Pacific Gas & Electric
One of the most common challenges organizations face today is the loss of knowledge due to employee retirement and the need to transfer and retain the critical knowledge possessed by these employees. Hear from one of the largest energy companies in Brazil, which is challenged with 40% of its workforce eligible to retire in less than 2 years. It used KM techniques together with talent management and learning tools including knowledge maps, scoring types of knowledge, individual knowledge transfer and retention plans, and more. Then hear about the knowledge transfer strategy used at PG&E as Lamb demonstrates some of the tools and methodologies his company has used. Come learn about the tools and frameworks applied in these organizations and hear their lessons learned to use in your organizations.

**B205 • Collaboration & Search in the Cloud**
4:15 p.m. – 5:00 p.m.
This fast-paced session is filled with tips and tricks to enhance collaboration in any organization. It looks at some of the tools and platforms available today, showcases research of what organizations are currently using and investing in, and highlights the key factors for successful enterprise collaboration.

**B203 • Collaboration in the Workplace**
2:00 p.m. – 2:45 p.m.
Paul Nelson, Chief Architect, Search Technologies
You have invested a significant amount in developing an internal collaboration capability around SharePoint, but your business needs to reach beyond the firewall to collaborate with a network of business partners and share content. To facilitate information sharing with outside parties, your team may be using consumer-grade tools not sanctioned by IT. Balancing the need to provide business users with flexible collaboration tools in a way that meets your information governance policies is a challenge. Join Lees and a client and learn about best practices from organizations who have implemented cloud-based solutions to leverage their existing SharePoint investments. Nelson looks at building a search system for both public-facing and internal search applications which use the cloud for search. He discusses technology and architecture design decisions, the choice of user interface functions, the use and enhancement of metadata, relevancy tuning approaches — including the use of link analysis, and shares many lessons learned in providing search results excellence.

**B202 • Lessons Learned in Social KM**
12:00 p.m. – 12:45 p.m.
Ed O’Neal, Upstream Americas KM Lead, Shell Exploration & Production Company
The Shell wiki contains more than 44,000 articles across an array of technical and nontechnical topics authored by employees. These articles provide a valuable knowledgebase for learning and growing knowledge within the company. O’Neal discusses Shell’s journey in using the wiki to promote knowledge sharing across the enterprise, learnings around wiki governance, document control, export compliance requirements, training, etc. Bricklin talks about using social media in the enterprise to test and learn first from internal communities and then by extending beyond the firewall to increase and connect subject matter expertise and support emerging thought leaders.

**B204 • E2.0 & KM for Business Improvement**
3:00 p.m. – 3:45 p.m.
Tom Gilmartin, Manager, Enterprise Social Business & KM, & Eric Ziegler, Manager, E2.0, The Vanguard Group
Knowledge management can seem to be a costly endeavor and difficult to implement. Employees and management don’t often see the benefit, fearing that if they share their knowledge, their own personal impact is minimized. Find out how one organization built its knowledge hub using E2.0 tools — blogs, wikis, IMs, and communities of practice — to drive a culture change, improving collaboration and increasing knowledge sharing across all of IT.

**B201 • Making Business Social**
10:45 a.m. – 11:45 a.m.
Julia Smye-Rumsby, Knowledge Services Director, PricewaterhouseCoopers
Shamaila Javed, Chief Knowledge Officer & Zachary Barnes, Lead KM Analyst, Alion Science & Technology
Stan Garfield, Community Evangelist, Vandana Mysore, Senior Manager, & Lawrence Blank-Cook, Director, Deloitte
Launching internally facing social-business platforms is critical for collaborative organizations. This session features three examples. PwC wanted an innovative answer to get its teams collaborating and to connect its experts around the world — 170,000 people in 150 countries. Javed and Barnes discuss the strategies, design, and implementation behind Alion’s successful social networking and globalized KM SharePoint environment catering to executives (C-Levles), mid-level managers, developers, analysts, and end users. Deloitte uses various social media tools including DeloittePeopleNetwork (a proprietary global profiling system) and microblogging to create its social networking platform. Hear from each organization about what it took, how they built buy-in and adoption, measured value, user experience, lessons learned, tips, and more as they share their experiences and secrets to success!

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

**Attendee Luncheon**
In the Enterprise Solutions Showcase
12:45 p.m. – 2:00 p.m.
Today, the SAF operates not just as a conventional warfighting force, but as a full-spectrum force participating and contributing to counterpiracy, maritime security, peace support, and humanitarian assistance and disaster relief (HADR) operations. This session shares the SAF's secrets in leveraging KM to build up knowledge capital and to equip people to operate in such dynamic and complex environments.

C204 • Making Organizations Smarter: Industry Insights
3:00 p.m. – 3:45 p.m.
Lucas Hrabovsky, CTO, ex.fm
Beth Maser, Director, Taxonomy & Metadata, Project Performance Corporation

Enterprises that learn fast stay ahead of their competitors and have better bottom lines. Hear from our industry experts and get insights to apply in your organization. Hrabovsky discusses building search applications in the cloud and how ex.fm, a social music discovery service, implemented a new cloud-based search application. He touches on how to get up and running with search in the cloud, the technological costs and benefits versus open source and other alternatives, cost and performance optimization techniques, and working with large data sets. Maser shares real-world examples of how taxonomy and metadata solutions are making organizations smarter and more productive. Kaplan explains how filling in the information gaps that exist across an organization is key to working smarter and faster. He describes how relevant content can be made instantly available whenever and wherever it’s needed to support a business process — and how that generates maximum value from existing technologies.

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

C205 • Organizational Cultural Change Strategies
4:15 p.m. – 5:00 p.m.
Francisco E. Rivera, Computer Scientist, Lessons Learned Lead, Federal Aviation Administration (FAA)

The FAA is evolving into a performance-based organization. It doesn’t happen overnight, as organizational cultures are inherently resistant to change. Despite such difficulties, FAA employees have adapted to changes in technology, methods, processes, and leadership. Providing safe and efficient air services to the flying public remains the paramount goal of the agency as it moves toward next generation air transportation. Hear about the company’s Lessons Learned (LL) and how it responds to the need of minimizing duplicative mistakes, eliminating the tendency to “reinvent the wheel,” and transitioning to a new culture as a learning organization. LL is making employee action more efficient as the organization transitions to a new way of doing business, encourages the sharing of experiences between groups through communities of practice, and facilitates the development of better-defined processes so that employees can understand each other’s work, integrate activities when possible, and collaborate to achieve organizational excellence.

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

C203 • Operational Learning & KM
2:00 p.m. – 2:45 p.m.
General Shiang Long Lee, Head, Joint Communications & Information Systems Dept., & Kim Hai Neo, Head, SAF KM Office, Singapore Armed Forces (SAF)

Today, the SAF operates not just as a conventional warfighting force, but as a full-spectrum force participating and contributing to counterpiracy, maritime security, peace support, and humanitarian assistance and disaster relief (HADR) operations. This session shares the SAF’s secrets in leveraging KM capabilities to enhance knowledge sharing with partner navies and multinational agencies and to enable its operations. It discusses the lessons learned system that allows systematic and rapid transfer and internalization of lessons learned from one deployment to the next. Speakers illustrate how the SAF are fundamentally transforming training and pedagogical approaches to build up knowledge capital and to equip people to operate in such dynamic and complex environments.
KM Saves Lives
8:45 a.m. – 9:45 a.m. • Grand Ballroom North, Ballroom Level
Patrick Lambe, Founder, Straits Knowledge & Author, Organising Knowledge
Gary Klein, Senior Scientist, MacroCognition LLC, & Author, Streetlights and Shadows: Searching for the Keys to Adaptive Decision Making
Nancy Dixon, Principal Researcher, Common Knowledge Associates
This keynote panel, interviewed by Patrick Lambe, explores the idea, through military, healthcare, and emergency response contexts, that KM is not just a backroom support function but can have significant impact on people’s lives and organizational performance. The panel shares how lessons from KM practices in these contexts can raise the stakes for, and impact of KM in, other organizational contexts.

How the Cloud Transforms Search
9:45 a.m. – 10:00 a.m. • Grand Ballroom North, Ballroom Level
Jon Handler, Solutions Architect, Amazon CloudSearch, A9
Want to know the top ten ways the cloud will change traditional search? Join us to get the latest insights which will definitely impact your future.

Putting Knowledge in the Flow
10:45 a.m. – 11:30 a.m.
Darcy Lemons, Senior Project Manager, APQC
How do leading organizations effectively integrate knowledge-sharing approaches and capabilities with key business processes to enable employees at their teachable moment when they most need content, information, or expert knowledge to finish a task or make a decision, making it “just enough, just in time, and just for me?” Hear the results of APQC’s recent KM best-practice research study to explore how organizations across industries successfully embed knowledge sharing and transfer into the flow of work and core business processes. Discover how it improved access to knowledge and expertise with the use of social media. Learn how APQC has increased engagement and participation in knowledge sharing and collaboration. Understand how it articulates the tangible and intangible benefits and gathers proven practices that you can immediately take back to your KM core team and other stakeholders to improve performance within your organization.

KM — Is There an App for That?
11:45 a.m. – 12:30 p.m.
Kyle Strand, Senior Associate, & Michaan van Waesberge, Specialist, Knowledge & Learning, Inter-American Development Bank
It is increasingly common that conversations about KM — and organizational KM functions — are dominated by IT. From BlackBerries to iPads (mobile), wikis to intranet blogs (social), and SharePoint to ERPs (institutional), there is a wealth of technology tools out there that make our work easier. In such a fast-moving IT innovation driven environment, have VM and IT become one and the same? What does KM even mean or do if you separate it from technology? Who needs KM if there’s an app for that? There’s no denying that IT is a critical enabler of modern-day KM, but is there really an IT solution for every KM challenge? Collaborative technology does not buy collaborative behavior. Innovative technology alone does not spur innovation. Using a creative delivery method, two KM-IT practitioners invite participants to explore the value of KM beyond IT and how they can effectively work together. Reconnect with the essence of KM and how it can be a powerful force for change and innovation in organizational performance.

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

Portals: Getting Smaller With Social
2:00 p.m. – 2:45 p.m.
Robert Maguire, Executive Director, Merck SBS
Sync, Merck’s enterprise portal, has become an invaluable asset for creating connections between employees, executives, and clients and ensuring a global alignment with Merck’s mission. Central to the vision for Sync was the integration of social media tools to make the organization “smaller” to ensure connection and alignment leading to a culture of success. Maguire shares real-world examples of how users have connected and stayed aligned both within and across Merck through the use of Sync. He provides lessons learned and ideas for other organizations that want to utilize an enterprise portal to foster connections across globally dispersed employees while embracing social media and creating a culture of success across the enterprise.

Search, Taxonomies, & Leveraging SharePoint
3:00 p.m. – 3:45 p.m.
Seth Earley, CEO, Earley & Associates
Making information stored on a corporate intranet findable to global users requires multiple taxonomies organized into a logical collection of managed metadata, as well as SharePoint 2010 with improved search functionality, enabling collaboration in a secure environment. By being directly involved in helping to refine search results in SharePoint, rather than simply developing taxonomies itself, an organization can make sure that the taxonomies are actually working in SharePoint to produce a better search experience, giving more accurate and usable search results. Earley shares tips, lessons learned, and more!

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Building and supporting an online community is a powerful way to support innovation, create leadership relationships, connect with customers to gain new insights and transform internal organizational productivity. You can also gain useful market intelligence about the concerns of community members to further enable innovative product and marketing strategies. The practices and lessons learned can be easily applied to a wide variety of online communities that are designed to enable innovation. This talk guides you through a community strategy process that is aligned with the business strategy and focused on innovation. It includes identifying and surveying stakeholders, accurately assessing and clarifying the unmet needs of the community stakeholders to drive the user experience, developing content and programming plans, and creating marketing plans through a variety of social media channels, and more.

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

- Managing and growing a taxonomy
- New tools on the market and where the market is headed
- Enhancing your information infrastructure with the right taxonomy
- Taxonomy design concepts and strategies
- Selecting the right metadata, taxonomy approach, and tools for your environment
- Evaluating auto-categorization schemes and tools
- Managing the build, buy, or automate decision
- Working collaboratively with your content and stakeholders
- Measuring and demonstrating the business impact and ROI
- Creating and implementing successful taxonomies
- Case studies, lessons learned, and best practices

OCTOBER 16–17 2012
Washington, D.C.
Renaissance Washington, DC Downtown Hotel

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Bridging the Gap

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www.TaxonomyBootCamp.com
The 8th annual Taxonomy Boot Camp has experts, practitioners, and thought leaders ready to help you find out how to leverage the data and content created by your employees and customers through better organization and integration. Learn how to bridge the gap between your chaotic collection of random content and a well-structured, informative information system. Two parallel tracks on the first day provide those new to the field with the nuts and bolts they need to get up-to-speed, and expert practitioners with insights into how other professionals have made their organizations more successful through better use of taxonomies. On the second day of the Boot Camp, everyone shares in case studies, practical sessions on taxonomy tools and their use, and cutting-edge developments in the field. Sharpen your skills, meet new colleagues, explore new technologies and techniques, and be the one who is prepared to bridge the gap between scattered information and purposefully designed taxonomies so you're the hero in your own organization.

**WELCOME RECEPTION**
Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.
Congressional Hall, 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 sponsors.

**CONTINENTAL BREAKFAST & BREAKS**
A continental breakfast will be provided on the Ballroom Level each morning starting at 8:00 a.m. before the keynote sessions. Check your program for additional morning and afternoon break times and locations.

**ATTENDEE LUNCHEONS**
Lunch on Tuesday will be served in the Grand Ballroom North Foyer on the Ballroom Level. Lunch on Wednesday will be served in the Renaissance Ballroom Foyer on the Ballroom Level.

**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**
Wednesday, October 17 • 5:00 p.m. – 7:00 p.m. • Ballroom Level
Celebrate the opening of the 2012 Enterprise Solutions Showcase with a networking reception on Wednesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors. 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 the latest in product and service solutions.

**WIN BIG AT THE ENTERPRISE SOLUTIONS SHOWCASE!**
Winning prizes is easy! Just do what you would normally do in the showcase—VISIT THE BOOTHs! When you visit each booth, get your badge scanned. Once you have been scanned by 12 different companies, you will be entered to win. Increase your chances of winning by receiving an additional entry for every time you visit a booth over the required 12. GOOD LUCK!

**CONFERENCE PRESENTATIONS**
Many speakers have made copies of their slides available for download from the conference website (www.taxonomybootcamp). Click on “PRESENTATIONS” and enter Username/Password: DC2012

**GET CONNECTED ON twitter**
Don’t miss a thing! Ramp up your Taxonomy Boot Camp experience by connecting with other attendees and speakers today. Get the conversation started by following @TaxonomyBC and using #TaxoBC in your tweets.

**TAXONOMY BOOT CAMP IN MOTION**
The program for Taxonomy Boot Camp and its co-located events is available in a mobile version and is an easy way to access everything you need during the event at any time.

Enter URL: http://m.KMWorld.com

**Conference Chair**
Michael Crandall
University of Washington
TUESDAY • OCTOBER 16, 2012

8:00 a.m. –
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7:00 p.m.

CONTINENTAL BREAKFAST

WELCOME & KEYNOTE • Grand Ballroom Central, Ballroom Level • Improving Information Interactions • Starmer

COFFEE BREAK

Track 1 • Grand Ballroom Central, Ballroom Level

Taxonomy Fundamentals Workshop

Governance & Change Management

Successful Horticulture of Taxonomy

Guiding Others Through the Maze: Working With Stakeholders to Build a Taxonomy

Taxonomy in Practice: Navigating Content, EA, SharePoint, and Politics

Discussion, Questions, & Answers

The Curious Lives of Full-Time Taxonomists

COFFEE BREAK

Metadata Interoperability & Findability Workshop

Enterprise Taxonomies in Action

Social Semantic Web for the Enterprise

Improving the CPSC’s Enterprise Taxonomy, Collaboration, & Knowledge Flows

Using Taxonomy to Build a Better Knowledge Tool

Discussion, Questions & Answers

Chaos-Control: Enterprise Management of Federated Taxonomies

SharePoint Tips & Tricks

SharePoint Taxonomy Workshop

ATTENDEE LUNCHEON • Grand Ballroom North Foyer

WELCOME RECEPTION • Congressional Hall, Ballroom Level

WEDNESDAY • OCTOBER 17, 2012

All sessions will take place in the Grand Ballroom North, Ballroom Level unless otherwise noted.

8:00 a.m. –
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7:00 p.m.

CONTINENTAL BREAKFAST

KEYNOTE • Renaissance Ballroom, Ballroom Level • Learning & Knowledge Sharing • Seely Brown

KEYNOTE • Renaissance Ballroom, Ballroom Level • Aligning Corporate Information Governance & Content • Sanchez

KEEPING TRACK OF YOUR TERMS

Using Taxonomy Management Software to Analyze & Manage Multiple Vocabularies

Managing Taxonomies Within Web Content Management Systems

Discussion, Questions, & Answers

Leveraging Taxonomies & Semantics to Create Descriptions of People & Expertise

Taxonomy, Mythbuster’s Edition

ATTENDEE LUNCHEON • Renaissance Ballroom Foyer, Ballroom Level

Taxonomy & Information Architecture

Representing Internal and External Taxonomy Requirements in a Taxonomy Model

COFFEE BREAK

Pecha Kucha: Taxonomies & Ontologies

CLOSING KEYNOTE • Taxonomy Beyond the Enterprise • Lambe

GRAND OPENING RECEPTION • in the Enterprise Solutions Showcase, Ballroom Level

(800) 300-9868 • www.TaxonomyBootCamp.com
The resemblance between a taxonomy and a living tree is more than superficial. Both have a core structure that supports the growth of various components. In a taxonomy, this core is the foundational knowledge that serves as the basis for all other information. It is this core that gives direction and coherence to the rest of the taxonomy. Without it, the resulting structure would be disconnected and difficult to find.

A taxonomy is a living and breathing system that must be actively managed or it will wither. Learn how to provide proper care and maintenance of your taxonomy during all stages of growth—from learning how to till the soil (explaining taxonomy to lay audiences) to germination (how to create meaningful facets and structures) to succession planting (taxonomy’s role in the broader information ecosystem) to developing a grower’s guide (how to diagnose and remediate issues) to the final stage of bearing fruit (metrics to explain the impact of taxonomy). Each of these phases is illustrated through brief case studies and industry best practices.

Guiding Others Through the Maze: Working With Stakeholders to Build a Taxonomy

Theresa Putkey, Information Architect, Key Pointe Usability Consulting, Inc.

Whether you’re a full-time employee or a consultant, creating a taxonomy is a collaborative effort that involves people who don’t know anything about taxonomies. Reviews and feedback can be constructive and useful if we help others learn what they need to know to collaborate on taxonomies. As the resident expert, you can build the initial taxonomy, but you need to guide others through the review process as well as through understanding how a taxonomy will look and how it should work. Theresa Putkey discusses collaboratively building taxonomies and teaching others enough taxonomy basics to be effective reviewers and users, and shares some challenges and ways to overcome them.

Taxonomy in Practice: Navigating Content, EA, SharePoint, and Politics

Claude Baudoin, Founder and Principal, cébé IT & Knowledge Management

In theory, creating an enterprise taxonomy is a clear undertaking with good justifications. There are known techniques to extract the information, ANSI guidelines, and commercial tools. And since companies rarely have taxonomists on board, it’s a dream for consultants. In practice, a lot of things can go bump in the dark, and this talk exposes some of these challenges and recommends some approaches. Content is everywhere and inconsistent—it may be hard to surface at first, but it doesn’t stop coming out of the woodwork; subject matter experts are sometimes reluctant to contribute, since it doesn’t make them money immediately and it adds to their workload; you’re stepping over a lot of toes with IT, business system owners, and enterprise architects; and you have to deal with various arcane systems, as well as with the panacea of the decade, SharePoint. Get some clear, experience-based recommendations on how to handle these challenges and make a positive impact through taxonomy work.

Discussion, Questions, & Answers

The Curious Lives of Full-Time Taxonomists

2:15 p.m. – 3:00 p.m.

MODERATOR: Zachary R. Wahl, Vice President of Strategic Solutions, Project Performance Corp.

Jessica Peterson, Knowledge Representation Specialist, Smart Content, Elsevier

Angela Pitts, Project Manager, SusQtech

Robert G. Harp, Trans-Management Systems Corp

This popular session facilitates a conversation with a panel of full-time taxonomists from the public and private sectors and consulting world. The taxonomists discuss their career paths, daily activities, and noted trends in the industry. The audience has the opportunity to ask questions, with answers and different perspectives provided by each panelist.

Coffee Break • 3:00 p.m. – 3:15 p.m.

Metadata Interoperability & Findability Workshop

3:15 p.m. – 5:00 p.m.

Joseph Busch, Founder & Principal, Taxonomy Strategies

Vivian Bliss, Associate, Taxonomy Strategies

Metadata contains critical information about knowledge assets—the who, what, when, where and why for each item. This information is provided to meet certain needs. In general these needs boil down to findability—“better search” for discovering existing knowledge and “better processes” for creating new knowledge. Dublin Core is the nickname for ISO standard 15838 that specifies a small set of 15 resource descriptors that almost anyone can understand. It has become the de-facto standard for descriptive metadata to identify assets
on the web. This workshop focuses on a few metadata fields that are key for interoperability—various types of Dates, Roles and Topics—and the relationships between them. It discusses how to model Dublin Core and other relationships using RDF triples. It describes how to implement metadata methods for tagging knowledge assets with metadata in KM systems such as SharePoint and how to automate tag management using workflow and categorization tools.

**Track 2 • Grand Ballroom South, Ballroom Level**

**Text Analytics Workshop**

10:15 a.m. – 12:00 p.m.

Tom Reamy, Chief Knowledge Architect, KAPS Group

Fabrice Dennieau, Sales Director, arisem

A workshop on text analytics development that covers how to develop advanced categorization capabilities, how to add a level of sophistication to extraction of entities from unstructured text, and how to develop the right kind of taxonomy for a text analytics project. Text analytics combined with taxonomies has a lot to offer to enhance semantic applications ranging from enterprise search to social media applications. However, combining taxonomies and text analytics has implications for the design and development of both elements, from favoring smaller, more modular taxonomies to fulfilling the promise of taxonomies by automating the application of taxonomies to documents. This workshop covers all you need to know to add text analytics to semantic applications. It covers the basic analytic techniques from machine learning to sophisticated rule building, surveys the vendor space of text analytics, offers an evaluation process of the right text analytics software for your organization, discusses the role of taxonomies in text analytics development and the implications for the structure of taxonomies, offers an iterative development process, and identifies issues and how to overcome them.

**Attendee Luncheon • Grand Ballroom North Foyer**

12:00 p.m. – 1:00 p.m.

**ENTERPRISE TAXonomies IN ACTION**

1:00 p.m. – 2:00 p.m.

**Social Semantic Web for the Enterprise**

Sarah Berndt, JSC Taxonomist, DB Consulting for NASA Johnson Space Center

The importance and nuances of human interaction are often de-emphasized when focusing on automatic generation of semantic markup, which results in dissatisfied users and unrealized return on investment. The Social Semantic Web (s2w) reaches beyond the search box to transport us from a collection of hyperlinks to meaningful, real-time knowledge sharing. It facilitates the fluid transition of meaningful information from the source to the user. As users consistently qualify the value of information sets through the act of selection, they are the de facto stakeholders of the s2W. Employers are the ultimate beneficiaries with a better-informed, more-decisive workforce, one not achieved with an IT miracle technology, but by improved human-computer interactions. Sarah will discuss the planning, development, and maintenance stages for components of a semantic system while emphasizing the necessity of an s2W for the enterprise. Identification of risks and variables associated with layering the successful implementation of a semantic system are also modeled.

**Improving the CPSC’s Enterprise Taxonomy, Collaboration, & Knowledge Flows**

Tatiana Baquero, Principal Knowledge Management Analyst, &

Yanko Ivanov, Senior Knowledge Management Analyst, Project Performance Corporation

Michael Williams, Program Manager, InfoReliance

Ming Zhu, Director, Division of Solutions Development, Consumer Product Safety Commission (CPSC)

In 2011, the U.S. Consumer Product Safety Commission (CPSC) launched a public online database enabling Americans to search and report against the safety of consumer products. The launch of this database required coordination and modernization of CPSC’s IT framework. A large component of this modernization related to centralizing multiple silo systems, the development of an enterprise taxonomy, improving knowledge flows throughout the Commission, and the shift in collaboration between inter-Commission departments, presenting a challenge in organizational culture and change management. Learn how the CPSC improved its enterprise taxonomy, collaboration, and knowledge flows; how the public database system has become a critical part of staff operations and enables CPSC to gather more and better data from the beginning; how it processes and interprets that data more quickly and makes pertinent information available to the public more rapidly than ever before.

**Using Taxonomy to Build a Better Knowledge Tool**

Helen Clegg, Knowledge Team Director, A.T. Kearney

What happens if you implement SharePoint, Web 2.0 tools, and enterprise search and people still can’t find what they’re looking for? This is exactly the situation encountered within the Procurement & Analytic Solutions unit of A.T. Kearney. Deployment of these tools went smoothly, functioning as expected for the most part. Yet confusion remained high and usage low. To address these issues, all knowledge-sharing tools were streamlined into a single system. The Single Place of Knowledge (SPOK) unifies all A.T. Kearney knowledge tools and different types of content—wiki pages, podcasts, case studies, templates and documents—into one entity. The SPOK isn’t just about the technical integration of knowledge tools—it is about using a comprehensive taxonomy as the architectural driver. Helen outlines how SPOK was architected, a taxonomy developed, as well as how change management helped to drive adoption of the tool and the lessons learned along the way.

**Discussion, Questions, & Answers**

**Chaos-Control: Enterprise Management of Federated Taxonomies**

2:00 p.m. – 2:15 p.m.

Jim Sweeney, Product Manager, Synaptica

Enterprise taxonomy is generally synonymous with centralized taxonomy just as federated taxonomy is generally synonymous with decentralized taxonomy. Each model has its pros and cons. What happens when an organization needs both the efficiency and cross-searchability associated with centralized taxonomy management and the autonomy and heterogeneity associated with decentralized taxonomy management? Drawing upon real-life examples this presentation compares and contrasts the two models and then explores various hybrid solutions, which bridge the divide to combine and deliver advantages from the alternative approaches.
Continental Breakfast • Juan Celaya, The MITRE Corporation

Of tools for managing enterprise taxonomies, there are still many issues to be addressed. Through an examination of case studies, practical experiences, and integration with third party tools that provide missing functionality, this session dives into the practical issues surrounding the use of SharePoint for large-scale, distributed management of enterprise taxonomies. Learn how to manage, implement, use, and get the maximum value out of SharePoint in your organization.

Coffee Break • 3:00 p.m. – 3:15 p.m.

SharePoint Taxonomy Workshop
3:15 p.m. – 5:00 p.m.
Robert Dornbush, Sr. Information Architect, Earley & Associates

Find out how to translate a business specific taxonomy into site collections, sites, lists, libraries, web content metadata, term sets, search terminology, content types, and search refiners. Robert Dornbush demonstrates an effective Information Architecture methodology for SharePoint 2010 that he has been using to provide working custom SharePoint applications to over 40 Fortune 500 clients across the past seven years. Learn how to lower the user burden of metadata entry tactics to cater to a wider range of audiences when and how to leverage the term store and keywords; and how to get the best range of findability from the design patterns that emerge from your taxonomy design efforts.

Welcome Reception
Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.
Congressional Hall, Ballroom 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 KMWorld, Enterprise Search Summit Fall, SharePoint Symposium, and Taxonomy Boot Camp conference attendees, speakers, and sponsors.

Welcome & Keynote
Tuesday, October 16 • 8:45 a.m. – 9:15 a.m.
Renaissance Ballroom, Ballroom Level

Learning & Knowledge Sharing
John Seely Brown, Chief of Confusion, Visiting Scholar at USC, Independent Co-Chairman of the Deloitte Center for the Edge, & Author; A New Culture of Learning: Cultivating the Imagination for a World of Constant Change

By exploring play, innovation, and the cultivation of the imagination as cornerstones of learning, Brown creates a vision of learning for the future that is achievable, scalable, and one that grows along with the technology that fosters it and the people who engage with it. The result is a new form of culture in which knowledge is seen as fluid and evolving, the personal is both enhanced and refined in relation to the collective, and the ability to manage, negotiate, and participate in the world is governed by the play of the imagination. Gain insights from our experienced speaker to apply in your organization for better communication, collaboration, innovation, and knowledge-sharing.

Keynote
Tuesday, October 16 • 9:45 a.m. – 10:15 a.m.
Renaissance Ballroom, Ballroom Level

Aligning Corporate Information Governance & Content
Lt Col David S. Sanchez, Deputy PM, USAF Pilot Physician Program

Our speaker explores aligning governance goals with content types and the enterprise managed metadata service. The enterprise IT challenge is to continue to provide business benefits to end users while maintaining a level of consistency and control. A governance plan is necessary for delivering relevant content to users in an effective way, while protecting the enterprise from legal, regulatory, and noncompliance issues. Sanchez illustrates the challenges of information governance as the USAF begins the process of migrating to a single Knowledge Management platform with over 72,000 site collections.

Keeping Track of Your Terms
10:15 a.m. – 11:00 a.m.

Using Taxonomy Management Software to Analyze & Manage Multiple Vocabularies
Paula McCoy, Manager, Taxonomy and Illumina, ProQuest

Managing controlled vocabularies and authority files is a day-to-day task at ProQuest’s editorial office, which indexes hundreds of thousands of articles each year for online databases covering multiple disciplines. In 2010–11, the Taxonomy department took on management of nearly 50 new natural science, technology, and social science databases—produced using a different editorial system, different vocabularies, and different automated indexing methods. The challenge: First, to integrate these vocabularies into ProQuest’s master taxonomy management software, and second, to begin to manage and improve the new vocabularies, especially the social science thesauri.

Managing Taxonomies Within Web Content Management Systems
Ben Licciardi, Analyst, Project Performance Corporation

Many content management systems come with out-of-the-box tagging and taxonomy management capabilities. But are those built-in tools adequate for using and maintaining the multi-faceted vocabularies required to successfully manage content within a CMS, and how do they stack up against dedicated taxonomy management tools? In this presentation, we will explore the vocabulary management capabilities of the web content management system CQ5 and compare it with more established taxonomy management tools like MultiTes and DataHarmony. We will use this particular comparison to outline some general considerations to keep in mind as you are evaluating where and how to manage a taxonomy. In the course of this presentation, we will also touch on how documentation, workflows, and governance play a critical role in managing taxonomies within this context.

Discussion, Questions, & Answers

Continental Breakfast & Breaks
A continental breakfast will be provided on the Ballroom Level each morning starting at 8:00 a.m. before the keynote sessions. Check your program for additional morning and afternoon break times and locations.
Leveraging Taxonomies to Create Descriptions of People & Expertise

11:15 a.m. – 11:45 a.m.
MODERATOR: Denise Bedford, Goodyear Professor of Knowledge Management, Kent State University
Jean Pagani, Chief Knowledge Officer, The Monitor Group
Jessica Gardner, Graduate Student, Kent State University
Sara Feldman, KM Master’s Student, Kent State University
Margo Thomas, Lead Operations Officer, International Finance Corporation

In the 21st century, KM is all about people. Our focus is shifting from documents—which may be a snapshot of what someone knows or says at a particular point in time—to the larger repository that is represented in an individual’s experience, knowledge, behavior and communications. Just as we used multifaceted profiles and information management systems to manage documents and content in the industrial economy, so we must have deep, representative and multifaceted profiles to represent people in the knowledge economy—profiles that describe their social intelligence, narrative intelligence, emotional intelligence, knowledge quotient, and areas of expertise.

Panelists discuss two case studies in which taxonomies and semantic technologies were used to generate deep profiles of individuals: a Performance Appraisal Feedback exercise at the World Bank and a collaborative research project between Kent State University and the Monitor Group LLP.

Taxonomy, Mythbuster’s Edition

11:45 a.m. – 12:00 p.m.
Gina Bulatovic, Director, Professional Services, ByteManagers

If you’ve ever seen the TV show Mythbuster’s, you know that in their search for the great truths of life—whether mixing Pop Rocks and soda will explode your stomach or whether a cellphone really can cause a plane to crash—they like to blow up stuff. Today, Gina blows up the common myths about taxonomy for the great truths of life—whether mixing Pop Rocks and soda will explode your stomach or whether a cellphone really can cause a plane to crash—they like to blow up stuff. Today, Gina blows up the common myths about taxonomy. If businesses take some of these new truths to heart, they might just grow their business beyond their wildest expectations.

Coffee Break • 3:00 p.m. – 3:15 p.m.

Pecha Kucha: Taxonomies & Ontologies

3:15 p.m. – 4:00 p.m.
MODERATOR: Joseph Busch, Founder & Principal, Taxonomy Strategies
Marjorie M. K. Hlava, President & Chairman, Access Innovations, Inc.
Bob Ducharme, Solution Architect, TopQuadrant
Amanda Vizedom, Principal Ontologist, Wind River Consulting
Simon Spero, Doctoral Student, School of Information and Library Science, UNC Chapel Hill
Hollie White, Digital Initiatives Librarian, Goodson Law Library, Duke University

The rapid growth in the use of semantic technologies is raising interesting issues for those who have been in the trenches building traditional taxonomies to support large-scale information systems. How does the growing presence of the semantic web, ontologies, and linked data affect existing enterprise taxonomies? Where are the sweet spots that allow integration of these different approaches to organizing information? How do you move from one method to another without wasting the effort you’ve put into building your existing system? This session explores these questions and more through rapid-fire presentations of real-life examples where ontologies/link data/semantic applications have been applied in settings ranging from healthcare to government, and provides insights and examples from experts who have worked with these traditional and new approaches on what works and doesn’t work. Each presenter provides a quick summary of their work in a 5-minute presentation, followed by a 20-minute free-for-all discussion. Drink some coffee before you come so you can keep up with the ideas!!

Representing Internal & External Taxonomy Requirements in a Taxonomy Model

2:15 p.m. – 3:00 p.m.
MODERATOR: Seth Maislin, Taxonomy Practice Lead, Earley & Associates
Seth Maislin, Taxonomy Practice Lead, Earley & Associates
Gary Carlson, Principal, Gary Carlson Consulting

Panelists bring their experience with multiple projects and platforms to the table for an in-depth discussion of how taxonomies can be leveraged in information architecture. Taxonomies play an important role in enterprise information sites, through integration into navigation structures, search, and design patterns, as well as reflecting the overall purpose of the information architecture of a system. Presenters explore the technical aspects of exploiting Sharepoint term stores, using IA tools and techniques to design effective taxonomies for navigation, developing taxonomy design patterns to facilitate multi-channel content delivery, and aligning information architecture and taxonomy design for maximum effectiveness.

Closing Keynote

Taxonomy Beyond the Enterprise: Knowledge Organization Systems, Semantic Web, Big Data, & Next-Gen Search

4:15 p.m. – 5:00 p.m.
Patrick Lambe, Founder, Strats Knowledge & Author, Organising Knowledge

Most taxonomy professionals work in comparatively well-bounded information spaces working within enterprises and focusing on making information content accessible to reasonably well-defined communities of users. As the ambitions and the underpinning technologies of the semantic web mature, there are increasing opportunities for taxonomy skills in larger-scale, much less well bounded information spaces, society- and internet-wide. Lambe uses the National Science Foundation/National Institutes of Health STAR METRICS case study to explore how important taxonomy skills are going to be for extracting meaning and insight from an increasingly rich, connected information landscape.

Enterprise Solutions Showcase Grand Opening Reception

Wednesday, October 17 - 5:00 p.m. – 7:00 p.m.
Ballroom Level

Celebrate the opening of the 2012 Enterprise Solutions Showcase with a networking reception on Wednesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors. The Enterprise Solutions Showcase will feature the top companies in the KM, CM, search, taxonomy, and intranets marketplace, offering attendees the opportunity to explore all the latest in product and service solutions.
Discover Strategies to Hit Your Moving Targets

RENAISSANCE
WASHINGTON, DC
DOWNTOWN HOTEL

WWW.ENTERPRISESEARCHSUMMIT.COM/FALL

- Strategize on hitting business targets
- Maximize your search investment
- Discuss search improvements
- Optimize search experiences
- Find value in technology
- Enhance findability
- Innovate with analytics
- Enter the cloud
- Go mobile

platinum sponsors:

diamond sponsors:

association sponsor:

media sponsors:
Enterprise Search Summit Fall 2012 combines reports of real-world, practical, internal search services with reviews of some of the latest developments on the part of search companies. Case studies anchor the 3 days of presentations and discussion. Learn from your peers about how to hit the moving targets that affect your organization’s environment. People’s search experience outside of work raises their expectations of what they can quickly and effortlessly locate on the job. Successful enterprise search is the key to satisfied employees and customers. It enables them to be more productive, perform their jobs better, make informed decisions, and pick out the salient information they need.

We hope you take advantage of the Enterprise Search Summit program to enhance your organization’s success with findability, open source, cloud search, and market insights. Be sure to visit the Enterprise Solutions Showcase to see the latest from our sponsors and to talk with your peers during the networking opportunities.

WELCOME RECEPTION
Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.
Congressional Hall, 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 sponsors.

CONTINENTAL BREAKFAST & BREAKS
A continental breakfast will be provided on the Ballroom Level each morning from 8:00 a.m. – 8:45 a.m. before the keynote sessions. Check your program for additional morning and afternoon break times and locations.

ATTENDEE LUNCHEONS
Lunch on Wednesday will be served in the Renaissance Ballroom Foyer located on the Ballroom Level. On Thursday and Friday, lunch will be served in the Enterprise Solutions Showcase.

MARKET INSIGHT PANELS
Enterprise Search Summit Fall is embedded with special “market insight” sessions, which will examine specific, search-based business solutions that are currently provided in the marketplace and explain the business application challenges these solutions are designed to address.

SHOWCASE HOURS
Wednesday, October 17 ..............................5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Thursday, October 18 ...............................10:00 a.m. – 4:30 p.m.
Friday, October 19 ......................................10:00 a.m. – 2:00 p.m.

EMAIL STATIONS
A limited number of email stations will be available for attendee use during regular Showcase hours.

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
Wednesday, October 17 • 5:00 p.m. – 7:00 p.m. • Ballroom Level
Celebrate the opening of the 2012 Enterprise Solutions Showcase with a networking reception on Wednesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors. 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 the latest in product and service solutions.

WIN BIG AT THE ENTERPRISE SOLUTIONS SHOWCASE!
Winning prizes is easy! Just do what you would normally do in the showcase—VISIT THE BOOTHS! When you visit each booth, get your badge scanned. Once you have been scanned by 12 different companies, you will be entered to win. Increase your chances of winning by receiving an additional entry for every time you visit a booth over the required 12. GOOD LUCK!

CONFERENCE PRESENTATIONS
Many speakers have made copies of their slides available for download from the conference website (www.enterprisesearchsummit.com/fall). Click on “PRESENTATIONS” and enter Username/Password: DC2012

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LinkedIn • http://ow.ly/dyOjH

ENTERPRISE SEARCH SUMMIT IN MOTION
The program for Enterprise Search Summit and its co-located events is available in a mobile version and is an easy way to access everything you need during the event at any time.
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<td><strong>CONTINENTAL BREAKFAST</strong></td>
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<td>8:45 a.m.</td>
<td><strong>WELCOME &amp; KEYNOTE</strong> • Renaissance Ballroom, Ballroom Level • Learning &amp; Knowledge Sharing • Seely Brown</td>
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<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Renaissance Ballroom, Ballroom Level • Aligning Corporate Info Governance &amp; Content • Sanchez</td>
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<td>10:15 a.m.</td>
<td>Cloud Search: Who, Why and When for the Enterprise</td>
<td>Renaissance Ballroom, Ballroom Level</td>
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<td>11:15 a.m.</td>
<td>A Linking Solution to Enhance Knowledge Discovery: FDA Case Study</td>
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<td>12:00 p.m.</td>
<td>The Weakest Link in Enterprise Search</td>
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<td>12:15 p.m.</td>
<td><strong>ATTENDEE LUNCHEON</strong> in the Renaissance Ballroom Foyer, Ballroom Level</td>
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<tr>
<td>1:15 p.m.</td>
<td>Market Insights on Search and Customer Experience</td>
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<td>2:15 p.m.</td>
<td>Organizing Content for Findability</td>
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<td>3:00 p.m.</td>
<td>Coffee Break • Ballroom Level</td>
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<td>3:15 p.m.</td>
<td>Market Insights on Creating Successful Search</td>
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<td>4:15 p.m.</td>
<td>Best Practices for Enterprise Search</td>
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<td>5:00 p.m.</td>
<td><strong>GRAND OPENING RECEPTION</strong> in the Enterprise Solutions Showcase, Ballroom Level</td>
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**THURSDAY, OCTOBER 18**

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<td><strong>CONTINENTAL BREAKFAST</strong></td>
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<td>8:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom North, Ballroom Level • Facilitating Knowledge Sharing • Weinberger</td>
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<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom North, Ballroom Level • The Value of Content Intelligence to Big Data • Bentley</td>
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<td>10:00 a.m.</td>
<td>Coffee Break in the Enterprise Solutions Showcase</td>
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<td>10:45 a.m.</td>
<td>The Filter Bubble, Fragmentation, and Universal Search</td>
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<td>12:00 p.m.</td>
<td>Market Insights on Search in the Era of Big Data</td>
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<td>12:45 p.m.</td>
<td><strong>ATTENDEE LUNCHEON</strong> in the Enterprise Solutions Showcase</td>
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<td>2:00 p.m.</td>
<td>Search Management and Strategy Case Studies</td>
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<td>3:00 p.m.</td>
<td>Market Insights on Open Source Search</td>
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<td>Coffee Break in the Enterprise Solutions Showcase</td>
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<td>4:15 p.m.</td>
<td>Enhancing Search With Authentication and Optimization Techniques</td>
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**FRIDAY, OCTOBER 19**

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<td>8:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom North, Ballroom Level • KM Saves Lives • Lambe, Klein, Allen, &amp; Dixon</td>
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<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom North, Ballroom Level • How the Cloud Transforms Search • Handler</td>
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<td>10:00 a.m.</td>
<td>Coffee Break in the Enterprise Solutions Showcase</td>
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<td>10:45 a.m.</td>
<td>Unifying Search: Multiple Tools, One User Experience</td>
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<td>11:45 a.m.</td>
<td>Market Insights on Scaling and Managing Search for the Large Enterprise</td>
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<td>12:30 p.m.</td>
<td><strong>ATTENDEE LUNCHEON</strong> in the Enterprise Solutions Showcase</td>
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<td>2:00 p.m.</td>
<td>Planning for Future Search</td>
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<td>3:00 p.m.</td>
<td>Driving Today’s Best Web Experiences</td>
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<td>4:00 p.m.</td>
<td><strong>CLOSING KEYNOTE</strong> • Grand Ballroom North, Ballroom Level • Making KM Strategic • Snowden</td>
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Ants devised an innovative set of ontologies to discover and create precise information. Going beyond the traditional indexing approach to search, consult-metadata, or terminology to facilitate identification of each category of information on the NIH search site. Plus, there were no standardized naming conventions, dated public access to clinical trials information. Links to FDA data were not available and knowledge precluded its use. Today, cloud-based enterprise search is not merely an option, it’s being heavily promoted by search vendors and used in a number of different organizations. This talk looks at several vendors’ activities in the area of cloud search and addresses which individual use cases are likely to be suitable for the cloud. They discuss the reasons for the choice of a cloud-delivered search solution, along with the pros and cons or on-premises versus cloud, the timing for cloud search, and comparative pricing.

A Linking Solution to Enhance Knowledge Discovery: FDA Case Study
11:15 a.m. – 12:00 p.m.
Helen Mitchell, Principal, & Terence Ho, Senior Software Architect, Team Technology, Inc.
The Food & Drug Administration (FDA) faced a challenge when Congress mandated public access to clinical trials information. Links to FDA data were not on the NIH search site. Plus, there were no standardized naming conventions, metadata, or terminology to facilitate identification of each category of information. Going beyond the traditional indexing approach to search, consultants devised an innovative set of ontologies to discover and create precise links across all required data sources.
Enterprise Search Summit Fall

Thursday, October 18

All sessions will take place in Mt. Vernon Square A, Meeting Room Level unless otherwise noted.

Continental Breakfast © 8:00 a.m. – 8:45 a.m.

KMWorld & Intranet Innovation Awards
8:45 a.m. – 9:00 a.m.

keynote

Facilitating Knowledge Sharing
9:00 a.m. – 9:45 a.m. • Grand Ballroom North, Ballroom Level
David Weinberger, Senior Researcher, Harvard’s Berkman Center for Internet & Society; Author, Too Big to Know, & Columnist, KMWorld Magazine

“Knowledge is becoming inextricable from — literally unthinkable without — the network that enables it. In fact, knowledge is now a property of the network, and the network embraces businesses, governments, media, museums, curated collections, and minds in communication. But, because the properties of the Net include overwhelming abundance, unmasterable messiness, and unending disagreements, the challenge of building networked knowledge is not simple.” So says Weinberger, who shares his insights on how the concept of knowledge is changing and how we can facilitate its sharing for organizational learning, collaboration, innovation, and more.

keynote

The Value of Content Intelligence to Big Data
9:45 a.m. – 10:00 a.m. • Grand Ballroom North, Ballroom Level
Jeremy Bentley, CEO & Founder, Smartlogic

We are in the midst of a “Big Data” revolution. According to IDC, data is expected to grow by as much as 44X over the next year to a staggering 35.2 zettabytes globally. While Big Data is a big problem, the real issue is making sense of Big Data and finding patterns in it that help organizations make better business decisions. Whether it is social media data posted on Facebook about your product, customer service records, or the enterprise applications of a newly acquired company, your ability to harness this information bears directly on your bottom line. That is where content intelligence comes into play as it adds consistent metadata. The metadata is either based on taxonomies/ontologies or through sentiment analysis and fact extraction to improve the quality and depth of content, making Big Data much more amenable to analysis, and hence allowing organizations to better understand customers and competitors, to identify impactful market trends, or simply to automate the process of answering common customer questions.

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

The Filter Bubble, Fragmentation, and Universal Search
10:45 a.m. – 11:45 a.m.
Martin Baumgartel, Search Product Manager, Walt Disney Parks and Resorts Online

An examination of the Walt Disney search logs leads to some conclusions about the effect of the filter bubble on search. If limiting factors such as autocomplete, profile bases recommendations, tag clouds, and “what others search” reinforce mainstream search and marginalize explorative search, what effect does that have for fragmentation and the role of universal search? Is enterprise search really verging on “Too Big to Know”? Baumgartel speculates on the role of mobile search, what constitutes filters in enterprise search, and how the cyclic pattern in search affects universal intranet search. He presents both his optimistic and pessimistic prognoses.

Market Insights on Search in the Era of Big Data
12:00 p.m. – 12:45 p.m.
Mark Myers, Senior Director, Product Marketing, Vivisimo, an IBM company

Enterprise search has evolved and adapted over the years with the changing technology landscape and changing business needs—from client/server to intranets and the web to service-oriented architectures, mobile access and, most recently, the cloud. How is search evolving to meet the growing imperative to exploit “big data”? This session explores the nature and strategic importance of big data and the role enterprise search can play in big data initiatives.

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

Search Management and Strategy Case Studies
2:00 p.m. – 2:45 p.m.
Patrick Karayil, Director, Search Operations, Dell

These two presentations detail search management and strategy implementations, first at Dell, then at Allstate. From Karayil, learn how Dell has synthesized technology, business operations, and extensive analytics to meet the tall order of search presented by a multinational company with thousands of products and services offered to a wide variety of types of customers. Allstate capitalized on its limited resources by moving to a two-tiered search strategy and a point solution.

Market Insights on Open Source Search
3:00 p.m. – 3:45 p.m.
Gil Tene, CTO and Co-Founder, Azul Systems

Recent advancements in robust, very large in-heap memory support for Java/Linux environments have made truly “new” scales and speeds possible in search. This presentation discusses the benefits of using in-memory, in-process, and in-heap index representations that can now make full use of current commodity server scale. Learn the commonly available choices for index storage and representation and memory-based index storage options. Compare throughput and latency characteristics of the various architectural alternatives using some of the configurable choices available in the Lucene 4.0 for specific examples.

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

Enhancing Search With Authentication and Optimization Techniques
4:15 p.m. – 5:00 p.m.
Diana Bittern, Director, Product Management, Knovel
Cynthia Larson, Manager, Content and Information Services, Eaton Corporation’s Eaton University
Richard Iams, Senior Analyst, Project Performance Corporation

Bittern and Larson present the results of a recent survey of industry information professionals on the topic of authentication. The survey reveals some pros and cons of the various authentication methods, indicates why solving the problem remains an elusive challenge, and speculates on where standards makers are looking to lead the industry. Iams turns his attention to enhancing ordinary search with autoclassification and facets. So the enterprise will have an information domain it wants to share (just share, presumably with anybody who’s interested in that particular domain of information, like if it’s Joe’s Basketball Club, the information domain would be basketball), plus it knows its audience, understands the relationship of its specific vocabulary, and can provide additional terms to increase contextual relevancy.
**Enterprise Search Summit Fall**

**Friday, October 19**

All sessions will take place in Mt. Vernon Square A, Meeting Room Level unless otherwise noted.

**Continental Breakfast**  
8:00 a.m. – 8:45 a.m.

**Attendee Luncheon**  
12:30 p.m. – 2:00 p.m.

**Planning for Future Search**  
2:00 p.m. – 2:45 p.m.  
Martin White, Managing Director, Intranet Focus Ltd.

Search is not static, yet few organizations have a written enterprise search strategy to guide them through future changes. Based on his extensive experience with many different types of enterprises, Martin White highlights the issues that should be high on your priority list, since you want to make the best use of your search investment and bullet-proof your planning for any major enhancements. He covers industry consolidation, new search applications, and the necessity of providing high-quality mobile search of enterprise resources.

**Driving Today’s Best Web Experiences**  
3:00 p.m. – 3:45 p.m.  
Tim McLaughlin, President & Founder, Siteworx

Enterprise search vendors and practitioners clearly understand the value of enterprise-search-based applications; for the business side of the house, that value proposition can be lost or poorly understood. Through a series of case examples, McLaughlin stresses the importance of context and user-centric design, discusses advanced techniques for functional online experiences, and shares successful search characteristics.

**Coffee Break**  
10:00 a.m. – 10:45 a.m.

**Unifying Search: Multiple Tools, One User Experience**  
10:45 a.m. – 11:30 a.m.  
Krista Kennedy Groenwoldt, Lead Information Architect, The MITRE Corporation

MITRE fosters an open information sharing culture and encourages employees to leverage the knowledge and experience of others. In 2012, the organization added FAST Search for SharePoint and continues to support a Phonebook lookup along with Fast Jump keyword capability. With so many search tools and options, MITRE intranet users expressed frustration. Finding information had become too complex. They needed a streamlined user experience. Groenwoldt describes the phased approach that leveraged multiple back-end search applications to achieve user satisfaction.

**Market Insights on Scaling and Managing Search for the Large Enterprise**  
11:45 a.m. – 12:30 p.m.  
Kamran Khan, CEO, Search Technologies

As users expect to have a single search process across multiple and varied data sources and enterprises increase the number and capacity of silos, search must scale to hundreds of millions or even billions of text items and structured data—all searchable in near-real-time. Robust indexing among multiple servers requires scalable architecture, which may be found in a traditional software application, open source software or hardware/software appliance. Gain insight from real-world examples of large enterprise implementations.

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**Keynote**

**KM Saves Lives**  
8:45 a.m. – 9:45 a.m.  
Grand Ballroom North, Ballroom Level  
Patrick Lambe, Founder, Straits Knowledge & Author, Organising Knowledge

Gary Klein, Senior Scientist, MacroCognition LLC, & Author, Streetlights and Shadows: Searching for the Keys to Adaptive Decision Making


Nancy Dixon, Principal Researcher, Common Knowledge Associates

This keynote panel, interviewed by Patrick Lambe, explores the idea, through military, healthcare, and emergency response contexts, that KM is not just a backroom support function but can have significant impact on people’s lives and organizational performance. The panel shows how lessons from KM practices in these contexts can raise the stakes for, and impact of KM in, other organizational contexts.

**Keynote**

**How the Cloud Transforms Search**  
9:45 a.m. – 10:00 a.m.  
Grand Ballroom North, Ballroom Level  
Jon Handler, Solutions Architect, Amazon CloudSearch, A9

Want to know the top ten ways the cloud will change traditional search? Join us to get the latest insights which will definitely impact your future.

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**Closing Keynote**

**Making KM Strategic**  
4:00 p.m. – 4:45 p.m.  
Grand Ballroom North, Ballroom Level  
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge

Making KM strategic means looking harder at knowledge flows naturally occurring in human society and using technology to augment that process rather than trying to force humans to conform to the needs of technology. It means drawing boundaries around the limits of technology, including the lure of social media, as not all things that work in public work within an organization. How do we balance between the excessive order and structure of traditional KM and the near anarchy of social computing? Gain insights and ideas from our popular speaker.

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Give your conference experience a boost by connecting with other attendees, speakers and exhibitors before, during and after the event.

Be sure to use #KMWorld, #TaxoBC, #ESS12, or #SharePointSym in your tweets so that everyone can see what you’ve got to say.
SharePoint SYMPOSIUM

October 18–19, 2012
Renaissance Washington, DC Downtown Hotel
WASHINGTON, DC

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SharePoint Symposium

Evaluating Where, When, and How to Use It in the Enterprise

The SharePoint Symposium aims to be something very different, a conference on the topic of Microsoft SharePoint that does not proselytize. Whether you already have SharePoint in your organization or are looking to acquire it, you will encounter no sales pitches here.

What you will encounter are sessions led by true industry experts who will lead you through the pros and cons and strengths and weaknesses of SharePoint in practice. From managing (and avoiding) the threat of sprawl and viral growth, to considering alternatives and add-on technologies, all the conference schedules will be drawn from real-life experience and best practices from leading practitioners.

WELCOME RECEPTION
Tuesday, October 16 • 6:00 p.m. – 7:00 p.m.
Congressional Hall, 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 sponsors.

CONTINENTAL BREAKFAST & BREAKS
A continental breakfast will be provided on the Ballroom Level each morning from 8:00 a.m. – 8:45 a.m. before the keynote sessions. Check your program for additional morning and afternoon break times and locations.

ATTENDEE LUNCHEONS
Thursday and Friday lunches will be served the Enterprise Solutions Showcase.

ENTERPRISE SOLUTIONS GRAND OPENING RECEPTION
Wednesday, October 17 • 5:00 p.m. – 7:00 p.m. • Ballroom Level
Celebrate the opening of the 2012 Enterprise Solutions Showcase with a networking reception on Wednesday evening. Enjoy drinks and hors d’oeuvres while visiting with our conference sponsors. 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 the latest in product and service solutions.

EMAIL STATIONS
A limited number of email stations will be available for attendee use during regular Showcase hours.

SHOWCASE HOURS
Wednesday, October 17 ........................................5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Thursday, October 18 ..........................................10:00 a.m. – 4:30 p.m.
Friday, October 19 ................................................10:00 a.m. – 2:00 p.m.

WIN BIG AT THE ENTERPRISE SOLUTIONS SHOWCASE!
Winning prizes is easy! Just do what you would normally do in the showcase—VISIT THE BOOTH! When you visit each booth, get your badge scanned. Once you have been scanned by 12 different companies, you will be entered to win. Increase your chances of winning by receiving an additional entry for every time you visit a booth over the required 12. GOOD LUCK!

CONFERENCE PRESENTATIONS
Many speakers have made copies of their slides available for download from the conference website (www.sharepointsymposium.com). Click on “PRESENTATIONS” and enter Username/Password: DC2012

GET CONNECTED ON twitter
Don’t miss a thing! Join the conversation by following @SharePointSym and using #SharePointSym in your tweets.

SHAREPOINT SYMPOSIUM IN MOTION
The program for SharePoint Symposium and its co-located events is available in a mobile version and is an easy way to access everything you need during the event at any time.

Enter URL: http://m.KMWorld.com
Smartphone Users SCAN HERE
**WEDNESDAY, OCTOBER 17, 2012**

5:00 p.m. – 7:30 p.m.  GRAND OPENING RECEPTION in the Enterprise Solutions Showcase

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**THURSDAY, OCTOBER 18, 2012**

*All sessions will take place in Mt. Vernon Square B, Meeting Room Level unless otherwise noted.*

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<td>CONTINENTAL BREAKFAST</td>
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<tr>
<td>8:45 a.m. –</td>
<td>AWARDS &amp; KEYNOTE • Grand Ballroom North, Ballroom Level • Facilitating Knowledge Sharing • Weinberger</td>
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<tr>
<td>9:45 a.m. –</td>
<td>KEYNOTE • Grand Ballroom North, Ballroom Level • The Value of Content Intelligence to Big Data • Bentley</td>
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<td>COFFEE BREAK in the Enterprise Solutions Showcase</td>
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<tr>
<td>10:45 a.m. –</td>
<td>TRACK 1 The Next SharePoint Wave</td>
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<td>10:45 a.m. –</td>
<td>KEYNOTE • Is SharePoint’s Past SharePoint’s Prologue? • Byrne</td>
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<tr>
<td>11:45 a.m. –</td>
<td>SharePoint 2013: What We Know (And Still Don’t) About the Next Office Wave</td>
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<td>1:00 p.m. –</td>
<td>TRACK 2 Your SharePoint Health and Maturity</td>
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<td>2:00 p.m. –</td>
<td>A SharePoint Maturity Model</td>
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<td>2:45 p.m. –</td>
<td>Is Your SharePoint Healthy? What’s the Right Prescription?</td>
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<td>3:45 p.m. –</td>
<td>TRACK 3 Perspectives on the Real SharePoint</td>
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<td>4:15 p.m. –</td>
<td>Stump the SharePoint Consultant</td>
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**FRIDAY, OCTOBER 19, 2012**

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<td>KEYNOTE • Pundit Debate • MODERATOR: Gingras • SPEAKERS: Foley &amp; Byrne</td>
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**Facilitating Knowledge Sharing**

8:45 a.m. – 9:45 a.m. · Grand Ballroom North, Ballroom Level

David Weinberger, Senior Researcher, Harvard’s Berkman Center for Internet & Society, Author

“Knowledge is becoming inextricable from — literally unthinkable without — the network that enables it. In fact, knowledge is now a property of the network, and the network embraces businesses, governments, media, museums, curated collections, and minds in communication. But, because the properties of the Net include overwhelming abundance, unmasterable messiness, and unending disagreements, the challenge of building networked knowledge is not simple.” Weinberger shares his insights on how the concept of knowledge is changing and how we can facilitate its sharing for organizational learning.

**The Value of Content Intelligence to Big Data**

9:45 a.m. – 10:00 a.m. · Grand Ballroom North, Ballroom Level

Jeremy Bentley, CEO & Founder, Smartlogic

Data is expected to grow by as much as 44X over the next year to a staggering 35.2 zettabytes globally. While Big Data is a big problem, the real issue is making sense of Big Data and finding patterns in it that help organizations make better business decisions. Whether it is social media data posted on Facebook about your product, customer service records, or the enterprise applications of a newly acquired company, your ability to harness this information bears directly on your bottom line.

**Is SharePoint’s Past SharePoint’s Prologue?**

10:45 a.m. – 11:00 a.m.

Tony Byrne, President & Principal Analyst, Real Story Group

Is SharePoint’s past SharePoint’s prologue? On the eve of 2013, what have we learned from past SharePoint releases that we can apply to this release? Where is Microsoft really going strategically with SharePoint, and how should you tailor your investment accordingly?

**Is Your SharePoint Healthy? What’s the Right Prescription?**

3:00 p.m. – 3:45 p.m.

Richard Harbridge, Senior SharePoint Architect/Evangelist, Portal Solutions

As an organization matures, the platform must mature and grow along with it to ensure it can continue to meet/exceed the needs of the business. If the SharePoint implementation is unhealthy or has problems, these will compound over time and may lead to solution, project, and potentially even platform failure. A “SharePoint Health Check” helps identify how “healthy” your SharePoint implementation is in the following areas: Infrastructure, Performance, Security, Integration, Search, Taxonomy, Governance, User Adoption, Usability, and Development. Through a “SharePoint Prescription,” learn about many SharePoint best practices that can help make your SharePoint environment healthier based on the above-mentioned areas.

**Is Your SharePoint Healthy?**

2:00 p.m. – 2:45 p.m.

Sadalit Van Buren, SharePoint Content Architect, BlueMetal Architects

Is your SharePoint implementation reaching its full potential? The SharePoint Maturity model can help you understand where you are and build your road map to the future. The model applies a holistic view to a SharePoint implementation and brings standardization to the conversation around functionality, best practices, and improvement. The benefits of the model are threefold: It gives SharePoint implementation owners an understanding of their current state, helps them define their strategic road map, and creates a data model to assist all SharePoint users in benchmarking their level against others from similar industries, organization sizes, and years of use.

**Stump the SharePoint Consultant**

4:15 p.m. – 5:00 p.m.

Shawn Shell, Principal Consultant, Consejo, Inc.

For those of you unfamiliar with this format, the concept is simple: Bring your toughest, thorniest, most intractable SharePoint conundrum or challenge and a team of experienced consultants will compete to offer you the best advice in 2 minutes or less. But there’s a twist … We use noise-canceling head-phones to make sure the consultants can’t hear the answers that the other consultants give. Come and get insightful, likely controversial, and sometimes entertaining answers to your most pressing questions.
All sessions will take place in Mt. Vernon Square B, Meeting Room Level unless otherwise noted.

**Continental Breakfast**  8:00 a.m. – 8:45 a.m.

**Attendee Luncheon**  12:45 p.m. – 2:00 p.m.

**TRACK 3**  Perspectives on the Real SharePoint

**keynote**

**KM Saves Lives**  8:45 a.m. – 9:45 a.m.  *Grand Ballroom North, Ballroom Level*

Patrick Lambe, Founder, Straits Knowledge & Author, Organising Knowledge  
Gary Klein, Senior Scientist, MacroCognition LLC, & Author, Streetlights and Shadows: Searching for the Keys to Adaptive Decision Making  

Nancy Dixon, Principal Researcher, Common Knowledge Associates  
Hugh McKellar, Chair, SharePoint Symposium, Editor-in-Chief, KMWorld  
Miles Kehoe, President, New Idea Engineering, Inc.  
Bruce Olsen, Product Marketing, Kapow Software

This keynote panel, interviewed by Patrick Lambe, explores the idea, through military, healthcare, and emergency response contexts, that KM is not just a backroom support function but can have significant impact on people’s lives and organizational performance. The panel shares how lessons from KM practices in these contexts can raise the stakes for, and impact of KM in, other organizational contexts.

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

**TRACK 4**  Getting the Most From SharePoint

**keynote**

**How the Cloud Transforms Search**  9:45 a.m. – 10:00 a.m.  *Grand Ballroom North, Ballroom Level*

Jon Handler, Solutions Architect, Amazon CloudSearch, A9  
Jarrod Gingras, Analyst, Real Story Group  
Mary-Jo Foley, Editor, All About Microsoft, ZDNet  
Tony Byrne, President & Principal Analyst, Real Story Group

Want to know the top ten ways the cloud will change traditional search? Join us to get the latest insights which will definitely impact your future.

**Pundit Debate**  10:45 a.m. – 11:30 a.m.  
MODERATOR: Jarrod Gingras, Analyst, Real Story Group  
Mary-Jo Foley, Editor, All About Microsoft, ZDNet  
Tony Byrne, President & Principal Analyst, Real Story Group

Featuring analysts from Real Story Group, as well as a noted Microsoft-watching journalist, this world-class panel of pundits shares their thoughts on SharePoint today and its impact on the technology sector. Find out what is hype and what you really need to know about SharePoint.

**Making Sense of Office365 and SharePoint Online**  11:45 a.m. – 12:15 p.m.  
Shawn Shell, Principal Consultant, Consejo, Inc.

Microsoft released its updated cloud offering for productivity tools in June of last year. Since that time, adoption has taken off. However, there’s still confusion among end users regarding what’s included, how it works, and what opportunities (especially in the case of SharePoint) organizations have to customize the basic experience. In this session, internationally renowned expert on SharePoint, Shawn Shell, gives you an overview of “what’s in the box” with Office365 and shows the highs and lows of the SharePoint experience in the cloud.

**KMWorld**

**Spotlight on Solutions:** FAST Integration in SharePoint 2013  
2:00 p.m. – 2:45 p.m.  
MODERATOR: Hugh McKellar, Chair, SharePoint Symposium, Editor-in-Chief, KMWorld  
Miles Kehoe, President, New Idea Engineering, Inc.  
Bruce Olsen, Product Marketing, Kapow Software

SharePoint 2013 includes a number of major enhancements—but what’s happening in SharePoint Search? Join Miles Kehoe as he offers an overview of the changes brought by integrating FAST with SharePoint 2013—and some of the things that will stay the same. Bruce Olsen gives insights into crawling and searching content types that even SharePoint 2013 doesn’t support.

The Five Deadly Sins of SharePoint in the Enterprise  
3:00 p.m. – 3:45 p.m.

Dux Raymond Sy, Managing Partner and Chief Evangelist, Innovative-e, Inc.

SharePoint is a complex and broad-reaching technology that is extremely effective for managing projects and fostering collaborative efforts, but implementing it intentionally and with a view to ensuring that the implementation addresses the issues of each department in your organization is critical to a successful implementation. It’s easy to be tempted to skip crucial aspects of an implementation to get a solution off the ground more quickly, and these temptations can lead to several “deadly sins” that will hurt your implementation. Join Dux Raymond Sy as he explains the pitfalls and describes how to avoid them to maximize success with your SharePoint implementation.

Meet the Extranet Challenge and Move the Boundaries of Business Collaboration  
4:00 p.m. – 4:45 p.m.

Bob German, SharePoint Practice Director, BlueMetal Architects

Common extranet scenarios include the following:  
• Moving the boundaries of work, access, and control  
• Driving value and adoption (real world examples)  
• Managing users and content  
• Mixing publishing and collaboration  
• Extranet Theory vs. Reality (perspectives from an ex-Microsoftie)  
• Extranet Evolution: From SharePoint 2010 to 2013

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Be sure to use #KMWorld, #TaxoBC, #ESS12, or #SharePointSym in your tweets so that everyone can see what you’ve got to say.
Speaker Directory

Richard McDermott
McDermott Consulting
richard@mcdermottconsulting.com

Jacob Morgan
Chess Media Group
jacob@chessmediagroup.com

Art Murray
Applied Knowledge Sciences, Inc.
amurray@aks Sciences.com

Vandana Mysore
Deloitte
vmysore@deloitte.com

Paul Nelson
Search Technologies
pnelson@searchtechnologies.com

Ed O’Neal
Shell Exploration & Production Company (SEPCo)
edward.oneal@shell.com

Joe Oebbecke
U.S. Army Training and Doctrine Command
joseph.oebbecke@us.army.mil

Rose Oliveira
The KNOWledge Network Brasil
roseoliveira@gmail.com

Neil Olenoff
U.S. Army Medicine, OCIO
olenoff@us.army.mil

Rose Oliveira
The KNOWledge Network Brasil
roseoliveira@gmail.com

Tammi Pierce
TRADOC
tammi.c.pierce.civ@mail.mil

Dave Pollard
Group Planning Language Project
dave.pollard@gmail.com

Carmine Porco
Technology Strategist
carmorco@hotmail.com

Ed Pratt
PriceWaterhouseCoopers
ed.pratt@us.pwc.com

Katrina B. Pugh
Align Consulting and Columbia University
katepugh@alum.mit.edu

Karuna Ramanathan
Singapore Armed Forces
karuna@starnet.gov.sg

Daniel W. Rasmus
Futurist & Author
dwramus@danielwrasmus.com

Mark Rebar
Merck & Co.
Mark_Rebar@merck.com

Scott Rechtsaffen
Little Mendelson
SRechtsaffen@littlel.com

Paige Rhodes
Weston Solutions
Paige.rhodes@WestonSolutions.com

Francisco E. Rivera
Federal Aviation Administration
francisco.rivera@faa.gov

James Robertson
Step Two Designs
jamesr@steptwo.com.au

David Sanchez
Air Force Medical Service
david.sanchez@brooks.af.mil

Donna Scheeder
Congressional Research Service
dscheeder@crs.loc.gov

John Seely Brown
Chief of Confusion
jsb@johnseelybrown.com

Guy Schecter
Philips Healthcare
guy.schecter@philips.com

Catherine Shinners
Merced Group
catherine.shinners@mercedgroup.com

Lesley Shneier
Knowledge Specialist
lshneier@gmail.com

Thomas Sinclair
The OED Group
tsinclair@qedgroupllc.com

Julia Smye-Rumsby
PriceWaterhouseCoopers
julia.smye-rumsby@us.pwc.com

Dave Snowden
Cognitive Edge
snowden@btinternet.com

Alexandre Sonntag
Vale
alexandre.sonntag@vale.com

Thomas A. Stewart
Booz & Company
Tom.Stewart@booz.com

Craig Stoll
Weston Solutions
Craig.Stoll@WestonSolutions.com

Kyle Strand
Inter-American Development Bank
kyles@iadb.org

Kurt Kragh Sørensen
IntraTeam A/S
Kurt@IntraTeam.com

Gordon Vola-Webb
PwC Management Services LP Canada
gvalawebb@gmail.com

Sandra Valeria Gilberti
Prenstetter
schincariol.sandra.prenstetter@schincariol.com.br

Micha van Waesberghe
Inter-American Development Bank
michiav@iadb.org

Alexildo Vaz
Vale
alexildo.sonntag@vale.com

Tim Walters
Digital Clarity Group
walterswd2@gmail.com

David Weinberger
Harvard University
self@evident.com

Martin White
Intranet Focus Ltd
martin.white@intranetfocus.com

Stacey Young
USAID
styoung@usaid.gov

Cabot Yu
Citizenship & Immigration Canada
cabot.yu@cic.gc.ca

Eric Ziegler
The Vanguard Group
eric_ziegler@vanguard.com

KM BA & bookstore

Wednesday, Oct. 17 • 10:00 a.m. – 4:00 p.m. • Room 18, Ballroom Level
5:00 p.m. – 7:00 p.m. • Showcase

Thursday, Oct. 18 • 10:00 a.m. – 4:30 p.m. • Showcase

Friday, Oct. 19 • 10:00 a.m. – 2:00 p.m. • Showcase

Interested in collaboration, innovation, and organizational improvement? Come to the BA to meet our speakers and authors, and exchange new KM ideas and insights, chat with other conference delegates, and challenge conventional wisdom! This year, KMWorld is hosting a BA & Bookstore. A BA is a safe place where ideas can be shared and collaboration can occur. Take advantage of this opportunity to browse our Bookstore, where you will find a great collection of KM books from our speakers, industry authors, and more — plus speak with the speaker/authors directly. The BA — a choice destination not to be missed!

Communities of Interest

Thursday, October 18 • 5:00 p.m. – 6:00 p.m.
Grand Ballroom Foyer, Ballroom Level

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 or a soda before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators. Topics to include: Collaboration Techniques & Best Practices, Intranets & Enterprise 2.0, Social Media & KM, Learning Techniques & Best Practices, Knowledge Retention Strategies, Culture Issues & KM.

A cash bar will be available. Open to all conference attendees.
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<td>National Defense University iCollege</td>
<td><a href="mailto:nate.allen2@gmail.com">nate.allen2@gmail.com</a></td>
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<td><a href="mailto:patricia.kelley@allstate.com">patricia.kelley@allstate.com</a></td>
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<td>John Seely Brown</td>
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<td>Kurt Kragh Sorensen</td>
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<td>Martin White</td>
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Exhibitor List & Floor Plan

Showcase Hours
Wednesday, October 17
5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Thursday, October 18
10:00 a.m. – 4:30 p.m.
Friday, October 19
10:00 a.m. – 2:00 p.m.

Email Stations
A limited number of email stations will be available for attendee use during regular Showcase hours.

Company | Booth # | Company | Booth #
Abbyy USA | 301 | KnowledgeLake | 308
Amazon.com/A9 | 300/302 | Lymba | 309
Azul Systems | 307 | NovaQuest | 107
Cambridge Semantics | 109 | Perceptive Software | 104
CapTech | 101 | Project Performance Corporation | 209
Columbia University | 103 | Q-Sensei | 208
Comintelli AB | 100 | Raytion GmbH | 401
Concept Searching | 201/203 | Search Technologies | 303
Discover Technologies | 400 | Smartlogic | 200/202
Intralinks | 206 | Strategic Knowledge Solutions | 306
Kapow Software | 407/409 | SusQtech | 102
KM Institute | 403 | Vivisimo | 207
KM World Magazine | TBD | Workflow Management Coalition | 402
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- Registration
- Keynotes
- KMWorld conference sessions
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