### Conference At-A-Glance

All rooms are located on the Ballroom Level unless otherwise noted.

#### Monday, November 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. –</td>
<td>W1  • KM 101</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>W2  • Working Out Loud: Leading the Collective Intelligently</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>W3  • Applying ‘Agile’ in Developing KM Strategies &amp; Implementing Frameworks</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>W4  • Enabling a Sophisticated Search User Experience</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>W5  • Creating Effective Search Solutions With SharePoint 2016</td>
</tr>
<tr>
<td>1:30 p.m. –</td>
<td>W6  • Managing Knowledge Work: Practical Collaboration in Process</td>
</tr>
<tr>
<td>4:30 p.m.</td>
<td>W7  • Communities of Practice: Harnessing Informal Networks</td>
</tr>
<tr>
<td>5:00 p.m. –</td>
<td>W8  • Optimizing Knowledge Flows</td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td>W9  • Delivering Successful Social Projects</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>W10 • Knowledge Management: Maturity Modeling &amp; Assessment</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>W11 • Creating a KM Strategy</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>W12 • Accelerating Organizational Change for KM Adoption</td>
</tr>
<tr>
<td>8:30 p.m.</td>
<td>W13 • Avoiding Common Pitfalls in Implementing KM</td>
</tr>
<tr>
<td>9:00 p.m.</td>
<td>W14 • Critical Success Factors for KM Initiatives</td>
</tr>
<tr>
<td>9:30 p.m.</td>
<td>W15 • Inspiration, Insights, &amp; Innovation Through Cognitive Computing</td>
</tr>
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#### Tuesday, November 3

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>8:00 a.m. –</td>
<td>W16 • Selecting the Right Digital Workplace Technologies</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>W17 • Design Workshop for Interactive Online Meetings</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>W18 • Exploring the World’s Best Intranets</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>W19 • Team Problem Solving, Learning, &amp; Knowledge Sharing</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>W20 • Visualization &amp; Analytics</td>
</tr>
</tbody>
</table>

**Enterprise Solutions Showcase Grand Opening Reception**

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**Wednesday, November 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
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</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>W21 • Knowledge Retention Processes, Tools, and Experiences</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>W22 • Intranet Showcase</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>W23 • The New Face of Army KM</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>W24 • Knowledge Sharing, Ideas &amp; Learning</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>W25 • Optimizing and Beautifying Search</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>W26 • All of Us Are Smarter Than Some of Us</td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>W27 • Teamwork Improves Search</td>
</tr>
</tbody>
</table>

**Conference At-A-Glance**

All rooms are located on the Ballroom Level unless otherwise noted.

#### Thursday, November 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>W28 • Knowledge Retention Processes, Tools, and Experiences</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>W29 • Intranet Showcase</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>W30 • The New Face of Army KM</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>W31 • Knowledge Sharing, Ideas &amp; Learning</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>W32 • Optimizing and Beautifying Search</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>W33 • All of Us Are Smarter Than Some of Us</td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>W34 • Teamwork Improves Search</td>
</tr>
</tbody>
</table>
Wednesday, November 4

8:00 a.m. – 8:45 a.m.  
CONTINENTAL BREAKFAST

8:45 a.m. – 9:00 a.m.  
CONTINENTAL BREAKFAST & TUTORIAL

9:00 a.m. – 9:45 a.m.  

9:45 a.m. – 10:15 a.m.  
KEYNOTE – Capitol Ballroom – Emerging Trends With Enterprise Search & Big Data – Kamran Khan

10:15 a.m. – 10:45 a.m.  
COFFEE BREAK – in the Enterprise Solutions Showcase

10:45 a.m. – 11:30 a.m.  
TRACK A – Grand Ballroom, Salon 1  
Social KM & Knowledge Sharing

11:30 a.m. – 12:15 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Building Smarter Organizations

12:30 p.m. – 1:30 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Building Smarter Organizations

1:30 p.m. – 2:15 p.m.  
TRACK A – Grand Ballroom, Salon 1  
Enabling a Culture of Problem Solving

2:15 p.m. – 2:50 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Transferring Critical Knowledge When Speed Matters

2:50 p.m. – 3:25 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Building Smarter Organizations

3:25 p.m. – 4:10 p.m.  
TRACK A – Grand Ballroom, Salon 1  
Building & Enabling KM Culture

4:10 p.m. – 4:45 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Enabling a Culture of Problem Solving

4:45 p.m. – 5:30 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Enabling a Culture of Problem Solving

5:30 p.m. – 6:15 p.m.  
ATTENDEE LUNCHEON & KEYNOTE – Grand Ballroom, Salon 2/3/4  
Knowledge Cafe: Mentoring Morning – Grand Ballroom, Salon 2/4

6:15 p.m. – 7:00 p.m.  
COFFEE BREAK – Last chance to visit the Exhibits in the Enterprise Solutions Showcase

7:00 p.m. – 7:30 p.m.  
COMMITTEE OF INTEREST – 1331 Bar & Lounge, Restaurant Level

Thursday, November 5

8:00 a.m. – 8:45 a.m.  
CONTINENTAL BREAKFAST & TUTORIAL – Grand Ballroom, Salon 2/3/4 – 16 KM Myths Debunked – Stan Garfield

8:45 a.m. – 9:00 a.m.  
CONTINENTAL BREAKFAST & TUTORIAL

9:00 a.m. – 9:45 a.m.  
KEYNOTE – Grand Ballroom, Salon 2/3/4 – Learning It! Do It! Share It! – Carla O’Dell

9:45 a.m. – 10:15 a.m.  
KEYNOTE – Grand Ballroom, Salon 2/3/4 – Finding the Needle in the Haystack With Enterprise Search – Alon Mei-raz

10:15 a.m. – 10:45 a.m.  
COFFEE BREAK

10:45 a.m. – 11:30 a.m.  
TRACK A – Grand Ballroom, Salon 1  
Building & Enabling KM Culture

11:30 a.m. – 12:15 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Building Smarter Organizations

12:15 p.m. – 12:30 p.m.  
Knowledge Cafe: Mentoring Morning – Grand Ballroom, Salon 2/4

12:30 p.m. – 1:15 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Enterprise Content Management

1:15 p.m. – 1:30 p.m.  
TRACK A – Grand Ballroom, Salon 1  
Enabling a Culture of Problem Solving

1:30 p.m. – 2:15 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Transferring Critical Knowledge When Speed Matters

2:15 p.m. – 2:50 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Building Smarter Organizations

2:50 p.m. – 3:25 p.m.  
TRACK A – Grand Ballroom, Salon 1  
Building & Enabling KM Culture

3:25 p.m. – 4:10 p.m.  
TRACK B – Capitol Ballroom, Salon G  
Enabling a Culture of Problem Solving

4:10 p.m. – 4:45 p.m.  
TRACK C – Capitol Ballroom, Salon D  
Enabling a Culture of Problem Solving

4:45 p.m. – 5:30 p.m.  

5:30 p.m. – 6:00 p.m.  
COFFEE BREAK

6:00 p.m. – 7:00 p.m.  
CLOSING KEYNOTE – Grand Ballroom, Salon 1 – Insights, Ideas, & Innovation – Gary Klein

PLATINUM PASS ATTENDEES: Access to all sessions (Workshops or TBC on Monday based on pass selected)
GOLD PASS ATTENDEES: Access to all KM, ESD, and SPS sessions (no access to Monday workshops or TBC)
KMWorld, Enterprise Search & Discovery, SharePoint Symposium and Taxonomy Boot Camp ONLY ATTENDEES: Access to keynotes and registered conference only
Monday, November 2

Your choice of two half-day workshops is included when you register for a PLATINUM PASS or KMWORLD PASS WITH WORKSHOPS. Workshops may also be registered for separately.

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

W1 • KM 101
Stan Garfield, Community Evangelist, Global Knowledge Services, Deloitte Touche Tohmatsu Limited; Author, Implementing a Successful KM Programme; Founder, SIKM Leaders Community

Are you new to knowledge management? Want to learn about all the possibilities for making your organization smarter, more collaborative, innovative, and productive? Join our expert knowledge manager to gain insights and ideas for building a robust KM program in your organization—even if it is called by another name! This workshop highlights a range of potential enterprise KM activities being used in real organizations and shares how these activities are impacting the bottom line. It shows real KM practices and discusses various tools and techniques to give those new to KM a vision of what is possible in the enterprise.

W2 • Working Out Loud: Leading the Collective Intelligently
Euan Semple, Author, Organizations Don’t Tweet, People Do: A Manager’s Guide to the Social Web

More people than ever are active on social platforms, either at work or at home. There is an increasing maturity in their use as more people use the tools to work things out and increase their understanding of things that matter. We see opinion formers, from politicians to celebrities, taking to social platforms, cutting out the media middlemen, and talking directly to followers. With the advent of enterprise social platforms we are likely to see this trend moving inside our organizations, and this will affect communications professionals as well as managers. These platforms thrive on thoughtful exchange in a practice becoming known as “working out loud.” Sharing ideas and perspectives in new ways allows us to work things out together or cast our nets wider for support. Increasingly, personal profile and influence depends on getting good at this. As we look at new flexible and agile digital workplaces and workspaces, as well as different generational working styles, working out loud will have an organizational impact. Semple explores the opportunities and challenges of working out loud and offers practical advice for how to get better at it.

W3 • Applying ‘Agile’ in Developing KM Strategies & Implementing Frameworks
Bill Kaplan, Founder & Principal Consultant, Working KnowledgeCSP
Kent Greenes, Founder & Principal Consultant, Greenes Consulting

“Agile” development methods, which are based on solid KM fundamentals, can be effectively applied to the development of KM strategies and implementing frameworks. This workshop, by two long-time KM practitioners, explains a practical, agile-based methodology for developing “fit for purpose” and context-relevant KM strategies and implementing frameworks. Strategies are based upon “Fast Learning” fundamentals that need to be taught to the organization for long-term KM success and are part of the foundation for agile. Workshop leaders provide practical tips and techniques for teaching these fundamentals to your organization. They also discuss how to incorporate a KM pilot project up front as a primary source of insight for strategy development.

W4 • Enabling a Sophisticated Search User Experience
Duane Degler, Principal, Design for Context
Eric Pugh, Principal, OpenSource Connections

Our speakers have a deep experience in enterprise search, including commercial public search, large-scale intranet search, and intensive knowledge-centered government search applications. Their interactive workshop takes participants on a journey through the evolving landscape of search, with a particular focus on the considerations for designing and evaluating the user experience. The journey starts with understanding the types of mental models that users form around their information-seeking experience. It then takes participants through hands-on activities using a number of different search sites and tools that illustrate the varieties of experiences users have today. User experiences are “deconstructed” with the different sites in order to understand how the tools work and what aspects affect user experience—both positively and negatively. The workshop looks at current trends in search as well as broadly federated information-seeking, mobile “just in time” and high-context seeking, proactive search, mental models and their influence on requirements, exploring an array of search sites, behaviors of different search technologies, relevance ranking and modeling, design options and opportunities for search interfaces, and more. Designing for experienced knowledge workers and the intelligent questions they ask must be at the forefront of effective search applications to help make sense of multiple search capabilities: data search, semantic search, mobile search, federated search, and embedded search within websites and applications. This workshop enables you to think through the end-to-end needs for enterprise search, interactively explore search examples and discuss their implications, and look at how to make decisions about the capabilities you need.

W5 • Creating Effective Search Solutions With SharePoint 2016
Jeff Fried, CTO, BA Insight

This workshop focuses on the search capabilities of SharePoint 2016 and how to match them to a variety of search needs and strategies. Attendees get deep-dive information about the architecture, search capabilities, and tools—including content capture and enrichment, ranking models and relevancy, query rules, result templates, and management console. Jeff Fried shares effective techniques in the context of case studies and practical tips. Much of this material is useful to those using SharePoint 2013 search, but this workshop has a special focus on the new capabilities in SharePoint 2016, including next-gen hybrid search. Learn what’s possible, what’s easy, and what to watch out for.

W6 • Managing Knowledge Work: Practical Collaboration Process
Gordon Vala Webb, Principal, Building Smarter Organizations

Knowledge work is basically invisible—which makes it really hard to manage it effectively. What if there was a way for a team—or even an entire organization—to make their knowledge work visible? That way people could see who was working on what, where it was at, what needed to happen next, and how to improve the process the next time? And what if that approach was easy to adopt and cost little to implement? You can make the invisible manageable to drive efficiency and effectiveness. Led by a 15-year KM veteran and thought-leader, this interactive workshop helps you learn about “kanban” and how knowledge-intensive organizations can make their work visible and take their performance to the next level.

W7 • Communities of Practice: Harnessing Informal Networks
Richard McDermott, President, McDermott Consulting

During the last 3 decades many organizations have built communities of practice. Communities of practice play many roles: hosting forums for members to draw on the knowledge of more senior staff, collectively developing technical procedures, managing mentoring relationships, sponsoring forums for collectively thinking through particularly difficult technical issues, and building relationships between their members. But many voluntary communities fall apart within a year as members’ workloads become heavy for them to participate in community forums and activities. Based on the largest quantitative study of the worth of community value, this workshop describes what organizations can do to make their communities of practice valuable for both their members and the organization.
Afternoon Workshops • 1:30 p.m. – 4:30 p.m.

W8 • Optimizing Knowledge Flows: Using Lenses to See Needs in Systems of Engagement
Thomas Vander Wal, Senior Consultant, Adjuvi

Organizations have been shifting how work is done, moving from working in documents and email to collaboration/social/systems of engagement platforms that are part of their digital transformation. This shift not only improves efficiency in workflows but improves knowledge capture for reuse. Organizations have many options and variations, and making sense of them without a guide is challenging. This workshop provides a tool, the foundational social lenses, to see the problems and issues better in order to understand an organization’s needs as well as to see the paths forward far more clearly. Those who have gone through this workshop have stated they wish they had this understanding and ability to see their needs and way forward many years back. Vendors have found value in these lenses to better understand gaps and areas that could use improvement with clarity to better design and develop solutions. Join this workshop and grab a wonderful tool to find the way forward and improve knowledge flows.

W9 • Delivering Successful Social Projects
James Robertson, Founder, Step Two Designs

Social and collaboration tools connect people, and enable richer sharing of knowledge and experience. In the last few years, many organizations have purchased and deployed these tools. Success, however, has been patchy. While there are remarkable cases that demonstrate the full power of social and collaboration tools, many organizations have struggled to gain adoption and use. Using the new “Pathway to social” methodology, workshop participants conduct a hands-on planning session, exploring different ways of approaching these projects in an agile way. By the end of this practical workshop, participants have the methodology for use in their organization, along with inspiration and ideas on how to deliver success.

W10 • Knowledge Management Maturity Modeling & Assessment
Denise Bedford, Faculty, Georgetown University
Margaret Camp, Vice President, Development, Wolters Kluwer Financial Services

This workshop provides attendees with a step-by-step methodology for defining a KM maturity model for their organization. Presented by a team of corporate practitioners, academic faculty, and students who have successfully implemented the methodology in organizations, it is grounded in good practices drawn from the literature, adapted and fine-tuned to produce value for different kinds of organizations, and designed for long-term use. The agenda covers distinctions and clarifications of knowledge audits and maturity assessments; aligning maturity models with knowledge strategies; aligning knowledge strategies with business capabilities; establishing enterprise-level maturity models; identifying initiatives to achieve new maturity levels; assessing initiatives; and gauging the impact on enterprise targets. The workshop comes with a workbook for participants.

W11 • Creating a KM Strategy
Dave Snowden, Founder & CSO, Cognitive Edge

This workshop, by a KM pioneer and popular KMWorld speaker, focuses on how to build a successful KM strategy and revitalize knowledge sharing within your organization. Dave Snowden, our engaging workshop leader, takes participants through a step-by-step approach to rethinking the role of the KM function within an organization. It includes creating a decision/information flow map to understand the natural flows of knowledge; defining micro-projects that directly link to the decision support needs of senior executives; mapping the current flow paths for knowledge within the organization; and finding natural ways to manage the knowledge of the aging workforce as well as the IT-enabled apprenticeship. Using real-world examples, Snowden shares winning strategies and insights to rejuvenate your knowledge-sharing practices.

W12 • Accelerating Organizational Change for KM Adoption
Steve Barth, Senior Consultant, & Jowilla Rabor, Senior Manager, Hitachi Consulting

“If you build it, they will come” is a poor mantra for knowledge management programs. KM matters only if knowledge is shared in ways that build organizational value. Too many KM initiatives struggle because they focus on technical implementation but neglect the realities of organizational behaviors and beliefs. This is true of almost any enterprise program, such as ERP, but KM is especially susceptible because knowledge sharing can only be voluntary. In this practical, interactive workshop, see why proactive “change management” makes such a difference in user adoption and ROI; learn the basic components of any successful change management program; practice how to assess and address challenges and opportunities in your organization; and engage in a forward-looking discussion about the latest thinking in organizational change.

W13 • Avoiding Common Pitfalls in Implementing KM
Nick Milton, Director & Founder, Knoco Ltd
Patrick Lambe, Partner, Straits Knowledge

KM implementations are often complex, with many stakeholders and dependencies. They can be beset by challenges and pitfalls at any stage of the implementation cycle. This workshop, led by two deeply experienced KM practitioners, gives you an opportunity to share with peers the challenges you have encountered with implementations. It introduces the 12 most common pitfalls KM practitioners encounter, as well as the root causes. Work through effective strategies to avoid, mitigate or recover from these pitfalls when they occur. This highly interactive workshop encourages you to leverage and learn from your own experience as well as from the experiences of others. The material for the workshop comes from the forthcoming book The Knowledge Managers Handbook by Milton and Lambe, to be published in 2016.

W14 • Critical Success Factors for KM Initiatives
Mary Abraham, Co-Founder, Broadli Inc.
Thomas Vander Wal, Senior Consultant, Adjuvi

We have about 100 years of looking at social at scale through the eyes of social science. How people interact at various scales in cities and towns in the world around us has strong correlation to how people interact with each other in digital environments. Sociology, cultural anthropology, cultural psychology, communication, urban planning, and economics are just some of the social sciences that provide insight and understanding. This workshop focuses on key insights from these disciplines and how these insights can help attendees improve their social platforms so that these platforms work the way humans work, not how technology dictates. Specifically, attendees analyze areas in which common KM practices either ignore or poorly implement established scientific research regarding human behavior; see how this research could be used to create more productive social platforms; understand how to look
at the environment to understand why social interactions are not going as expected; and learn how the social sciences could be used to improve engagement and knowledge sharing within the organization.

**W15 • Inspiration, Insights, & Innovation Through Cognitive Computing**

_Sue Feldman, CEO, Synthesia_

Imagine if you could understand the personality characteristics of your customers at a deeper level. Imagine if you could find new, related pathways in your data to make discoveries in a fraction of the time you could before. Imagine a world where information presented itself at the point of possibility; decisions were made with all available evidence; and the expertise of your entire organization was available on demand. This is the power of what can be achieved with cognitive computing. This introduction to cognitive computing by those leading the way gives attendees an overview of cognitive computing. It defines the term, describes cognitive systems, and examines how they differ from today’s business intelligence, search, and question answering systems. It describes problems that cognitive computing can solve, looks at various adoption patterns, and delves into use cases that lend themselves to this new computing paradigm.

**W16 • Selecting the Right Digital Workplace Technologies: An Agile Selection Process**

_Tony Byrne, Founder & President & Jarrod Gingras, Managing Director, Real Story Group_

This fast-paced workshop shares customer research from noted analyst firm Real Story Group on significant digital workplace technology and provides a framework for buyers to assess technology choices based on their particular needs. Specifically, it provides a methodology for mapping business needs to technology alternatives, as well as a road map for evaluating technology vendors. It clarifies your architectural choices in an increasingly confusing marketplace where standards remain more promise than reality. Our analysts share what they’re hearing from customers, what is working, what is not, and what the prognosis is for technology buyers under pressure.

**W17 • Design Workshop for Interactive Online Meetings**

_Nancy Dixon, Senior Researcher, Common Knowledge_

Most of us plan a second task to do while we listen to a webinar. We view them as a necessary—but boring—way to get information. Forget all that! Online meetings can be an engaging way to come together. With a few rules of thumb and a willingness to experiment, you can design online meetings that participants look forward to, take action after it’s over, enjoy the event, and feel heard. You’ve got good ideas about online meetings, and Dixon’s got lots of ideas. She believes putting the ideas together can make a change in those boring online meetings. The group discusses and provides insights about broadcast webinars, online meetings with breakout rooms where participants actually talk to each other, and team meetings for problem solving or coordination.

**W18 • Exploring the World’s Best Intranets**

_James Robertson, Founder, Step Two Designs_

For nine years, the Intranet Innovation Awards have uncovered remarkable intranet ideas from around the globe. The fundamental purpose of these awards has been to share solutions that would otherwise remain hidden within organizations, for the benefit of the wider intranet community. This screenshot-packed workshop, presented by the global thought-leader in the intranet space, shares countless ideas to inspire and inform. Structured around the five purposes of intranets (content, communication, collaboration, culture and activity), there is also plenty of time for questions and discussions.

**W19 • Team Problem Solving, Learning, & Knowledge Sharing**

_Filip Callewaert, Head Information & Knowledge Management, Port of Antwerp Authority, & Author, Thriving on Adaptability: Best Practices for Knowledge Workers_

Collaborative (or adaptive/dynamic) case management (CCM) is a lean and agile way for team problem solving. In CCM, you design the balance between structuredness and chaos, individual impulses and team wisdom, process creativity and results ambition—all necessary powers in “problem-solving” knowledge work. It is different from traditional case management in that it not only includes case records, but also the collaboration process itself, tasks, ideas, turning the problem-solving process explicit. In this dynamic case, all participants in the process “work out loud.” It is the perfect basis for team learning and knowledge sharing. The case is the container for the “bigger data” of a problem-solving process, but this asks for cerebral labor in filtering, keeping order, and creating meaning toward a satisfying resolution. Human knowledge workers curate, analyze, synthesize, link, process, interpret, disclose, share, question relevant information and understand this in the perspective of the end result. Some people think it is about investing in a new kind of BPM software. In the design of productive team processes, this workshop shares the best practices, and starts from unstructured working environments, then designing work processes nested in generic team collaboration software. Learn how valuable this 2.0 case management can be for knowledge worker teams as the spine of their digital workplace. See what the necessary ingredients are and how you can translate this concept fairly easily with team collaboration software. Plenty of real world examples are given.

**W20 • Visualization & Analytics**

_Miles Kehoe, Search Practice Director, Avalon Consulting LLC_
_Pritesh Patel, Manager, Business Architecture of the Industrial Internet, GE_

Elasticsearch and LucidWorks, two leaders in open source-based search, have created buzz with tools such as Kibana, Banana, and Silk to deliver search result visualization. These tools produce stunning interactive options to view search results and enable conventional search in ways that deliver meaning and encourage interactive discovery. See how others are using these tools. Bring your own laptop to install and use these tools and learn to build custom visualization plug-ins.
CONFERENCE AGENDA

INFORMATION DISCOVERY, TECHNOLOGY, STRATEGIES

2015

NOVEMBER 2–5, 2015
JW MARRIOTT
WASHINGTON, DC

LEARN About Leading-Edge Practices
STREAMLINE Information & Knowledge Flows
GAIN Knowledge to Build Strong Organizations
COLLABORATE With Experts & Colleagues
EXPLORE Social Media & Networking for the Enterprise
IMPROVE Taxonomies & Content Management

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SEARCH TECHNOLOGIES

synaptica knowledge organization systems

Transversal connecting people to knowledge

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eGain

ENTERPRISE KNOWLEDGE

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TALLYFOX

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Hitachi Consulting

LEARNING LAB

Visibility

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CMS Wire
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KMWorld
Online Searcher
TOP SEOs
Visibility

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Organized and Produced by Information Today, Inc.
Wireless Internet
Complimentary Wi-Fi is available in all meeting rooms.
1) Network: JW conference
2) Click on browser to open log-in page
3) Enter passcode: infotoday

Enterprise Solutions Showcase
Grand Opening Reception
Monday, November 2 • 5:00 p.m. – 6:30 p.m.
Join us for a “fiesta of flavors” as we celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, and intranets marketplace, the Showcase offers attendees an opportunity to explore the latest product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up to date with the latest developments, be sure to visit the Enterprise Solutions Showcase.

Showcase Hours
Monday, November 2..................................................5:00 p.m. – 6:30 p.m.
      Grand Opening Reception
Tuesday, November 3.................................10:00 a.m. – 6:00 p.m.
      Networking Reception...............................5:00 p.m. – 6:00 p.m.
Wednesday, November 4............................10:00 a.m. – 4:00 p.m.

Continental Breakfast & Breaks
A continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:45 a.m. Check your program for additional morning and afternoon break times and locations.

Attendee Luncheons
Lunch on Tuesday and Wednesday will be served in the Enterprise Solutions Showcase. On Thursday a keynote lunch presentation will take place in the Grand Ballroom.

Networking Reception
Tuesday, November 3 • 5:00 p.m. – 6:00 p.m.
Enterprise Solutions Showcase
Stop by the showcase after a full day of stimulating sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.

KMWorld Bookstore
Don’t forget to stop by the KMWorld Bookstore located in the Enterprise Solutions Showcase offering a great collection of KM and KM-related titles at discount prices! Open during Showcase hours.

Communities of Interest
Wednesday, November 4 • 5:00 p.m. – 6:00 p.m.
1331 Bar & Lounge, Restaurant Level
Join your colleagues at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Enjoy some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators. A cash bar will be available.

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CONFERENCE OVERVIEW

Tuesday, November 3

8:45 a.m. – 9:45 a.m.
 Welcome & Keynote * Capitol Ballroom * Complexity Informed Agility in Knowledge Management * Will Evans, Jabe Bloom, & Dave Snowden

9:45 a.m. – 10:00 a.m.
 Keynote * Capitol Ballroom * Unbounded Discovery: Designing a Taxonomy-Driven User Experience * Dave Clarke

10:00 a.m. – 10:45 a.m.
 Track A * Capitol Ballroom, Salon F
 KM Strategies & Practices

Track B * Capitol Ballroom, Salon G
 Digital Workspace

Track C * Capitol Ballroom, Salon D
 Knowledge Sharing, Ideas, & Learning

10:45 a.m. – 11:30 a.m.
 Evolution of KM at Merck

11:45 a.m. – 12:30 p.m.
 Innovating KM With SharePoint 2013

12:30 p.m. – 1:15 p.m.
 Knowledge Retention Processes, Tools, and Experiences

1:45 p.m. – 2:30 p.m.
 The New Face of Army KM

2:45 p.m. – 3:30 p.m.
 Agility KM: Piloting New Approaches

3:30 p.m. – 4:15 p.m.
 Agile KM: Piloting New Approaches

4:15 p.m. – 5:00 p.m.
 Continental Breakfast & Tutorial

5:00 p.m. – 6:00 p.m.
 Attendee Luncheon * In the Enterprise Solutions Showcase

Wednesday, November 4

8:45 a.m. – 9:00 a.m.
 Keynote * Capitol Ballroom * Sparking Innovation: Cognitive Computing & KM * Sue Feldman

9:00 a.m. – 9:45 a.m.
 Keynote * Capitol Ballroom * Emerging Trends With Enterprise Search & Big Data * Kamran Khan

10:00 a.m. – 10:45 a.m.
 Track A * Grand Ballroom, Salon 1
 Social KM & Knowledge Sharing

Track B * Capitol Ballroom, Salon G
 Innovation

Track C * Capitol Ballroom, Salon D
 Tools for Getting KM Started

10:45 a.m. – 11:30 a.m.
 Measuring Value of Social Tech

11:45 a.m. – 12:30 p.m.
 Social Tech to Accelerate Critical Knowledge Transfer

12:30 p.m. – 1:15 p.m.
 Tech Zone: Social KM for Tech Support

1:30 p.m. – 2:15 p.m.
 Pinterest for the Enterprise?

2:30 p.m. – 3:15 p.m.
 Knowledge Sharing at Lafarge

3:15 p.m. – 4:00 p.m.
 Enterprise Social Networks

4:00 p.m. – 4:45 p.m.
 Innovating Like da Vinci & With Collaboration

5:00 p.m. – 6:00 p.m.
 Networking Reception * In the Enterprise Solutions Showcase

Thursday, November 5

8:00 a.m. – 8:45 a.m.
 Continental Breakfast & Tutorial * Grand Ballroom, Salon 2/3/4 * 16 KM Myths Debunked * Stan Garfield

9:00 a.m. – 9:45 a.m.
 Keynote * Grand Ballroom, Salon 2/3/4 * Learn It! Do It! Share It! * Carla O'Dell

9:45 a.m. – 10:00 a.m.
 Keynote * Grand Ballroom, Salon 2/3/4 * Finding the Needle in the Haystack With Enterprise Search * Alon Meir-raz

10:00 a.m. – 10:15 a.m.
 Track A * Grand Ballroom, Salon 1
 Building & Enabling KM Culture

Track B * Capitol Ballroom, Salon G
 Building Smarter Organizations

Track C * Capitol Ballroom, Salon D
 Enterprise Content Management

10:15 a.m. – 12:00 p.m.
 Knowledge Café: Mentoring Morning * Grand Ballroom, Salon 2/3/4

12:00 p.m. – 1:15 p.m.
 Attendee Luncheon & Keynote * Grand Ballroom, Salon 2/3/4 * Cognitive Knowledge: Emerging Solutions * Heather Richards

1:15 p.m. – 2:00 p.m.
 Enabling a Culture of Problem Solving

2:15 p.m. – 3:00 p.m.
 Millennial KM

3:15 p.m. – 4:00 p.m.
 KM Culture in a Nonprofit

4:15 p.m. – 5:00 p.m.
 Closing Keynote * Grand Ballroom, Salon 1 * Insights, Ideas, & Innovation * Gary Klein
Continental Breakfast • 8:00 a.m. – 8:45 a.m.

WELCOME & KEYNOTE

Complexity Informed Agility in Knowledge Management
8:45 a.m. – 9:45 a.m. • Capitol Ballroom
Will Evans, Chief Design Officer, Praxis Flow, & Design Thinker-in-Residence, NYU Stern’s Berkeley Center for Innovation & Entrepreneurship
Jabe Bloom, Chief Flow Officer, Praxis Flow
Dave Snowden, Chief Scientific Officer, Cognitive Edge

Although the application of agile methods to software development is most common, the heart of agile is knowledge management. Agile relies on direct communication and intense collaboration across an integrated team of subject matter experts. Agile focuses on concurrent efforts with learning built into all phases and levels of the effort. Our experts in agile and KM provide a lively discussion of the types of knowledge, key methods of transferring and sharing knowledge, and how these can lead to innovation.

KEYNOTE

Unbounded Discovery: Designing a Taxonomy-Driven User Experience
9:45 a.m. – 10:00 a.m. • Capitol Ballroom
Dave Clarke, CEO, Synaptica

Taxonomies are a proven enabler for information discovery as distinct from targeted search. How does one interpret and anticipate user needs and intentions when designing an information system? When do they need more options, fewer options, and how can they get reoriented should they go down a blind alley? Clarke explores how taxonomies, metadata, and graph queries can help transcend these design challenges and deliver an exceptionally engaging user experience.

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

TRACK A • KM Strategies & Practices

Capitol Ballroom, Salon F

This illuminating track of case studies including pharma, military, industrial and government organizations, shares strategies and practices in a number of different organizations. Grab insights and ideas to use in your organization.

Moderated by Daniel Lee, Deloitte Canada

A101 • Evolution of KM at Merck
10:45 a.m. – 11:30 a.m.
Rachel Howe, Associate Director, KM Center of Excellence, & Yunnie Jenkins, Associate Director, GSTC Pipeline & KM IT, Merck

Merck Manufacturing Division (MMD) manufactures, packages, and distributes Merck products to more than 140 markets. MMD operates in an integrated global manufacturing network and is committed to delivering compliant, reliable products to customers and patients on time, every time. MMD recognizes knowledge as an equally important “product.” This knowledge is a key competitive advantage. It is rationale behind decisions. It is the know-how and “know why.” It is what MMD knows about its products and processes that enable Merck to be World Class Supplier of medicines that improve the quality of life for its customers. Starting in 2009, MMD developed a KM strategy based on extensive benchmarking and best practices. The goal of this strategy is to improve MMD’s ability to solve technical problems and accelerate the development of more robust products through increased knowledge flow and better collaboration. Four pilots were launched to establish KM capabilities for products, platforms, expertise retention, and connectivity. Building on the business success of the pilots and overwhelmingly positive user feedback, the KM program and capabilities have continued to evolve and mature. This presentation focuses on using a holistic approach, utilizing people, process, content, and technology with effective change management and inclusion principles to successfully evolve a KM program in a complex, global organization within a rapidly transforming industry. Learn about MMD’s critical success factors, challenges, business benefits, and lessons learned.

A102 • Innovating KM With SharePoint 2013
11:45 a.m. – 12:30 p.m.
Barry Byrne, Chief Information & KM Officer, Irish Defence Forces

Hear about the largest project of its type in Europe this year, including internationally recognized academic and empirical research, using cutting-edge technology in its implementation and realizing significant ROI and cost saving efficiencies—$750,000 in the first year alone. In 2012, the Defence Forces began its multi-year, multi-phase project to address KM. A major part of this project was the implementation of an online system which connects users across the organization and enables tacit and explicit knowledge sharing through the use of portals, wikis, enterprise social and an organization-wide cultural change project. Based on SharePoint 2013, the new system, Information and Knowledge Online (IKON), has improved internal communication, increased productivity, and enhanced decision making across all sections of the Defence Forces. IKON fosters improved knowledge transfer between communities of interest. It provides enhanced information sharing for 9,500 personnel who are operating at home and overseas, facilitating greater and easier access to information to enable better decision making in a shorter timeframe, bringing about significant cost, and sometimes lifesaving efficiencies.

Attendee Luncheon • In the Enterprise Solutions Showcase
12:30 p.m. – 1:15 p.m.

A103 • Knowledge Retention Processes, Tools, and Experiences
1:45 p.m. – 2:30 p.m.
Colin Cadas, Associate Fellow—Knowledge Management, Rolls-Royce plc
Katarzyna Cichomska, Research Fellow, University of Leeds

Rolls-Royce has operated “KAMP” (Knowledge Acquisition and Modelling Process) since 2000. The key focus is on critical functional, engineering know-how. As business demands have changed, understanding of KM has evolved, an increasing range of scenarios is needed, from “Help, my expert leaves next week” to “We’re moving this entire capability 4,000 miles next year, what do we do?” New tools are also available. Throughout 2014 and 2015, KAMP is being revised to deal with these scenarios and new tools and evaluating through a number of use cases. Hear how Rolls-Royce developed these scenarios and what they are and get the lessons from the use cases as well as tips for what will work for other organizations and sectors, as well as the future of knowledge retention practices.

A104 • The New Face of Army KM
2:45 p.m. – 3:30 p.m.
Michael Prevou, President, & Mike Hower, Chief Learning Officer, Strategic Knowledge Solutions

The U.S. Army Corps of Engineers (USACE) is developing an enterprise-wide integrated KM strategy to promote and drive quality and improve performance across the organization. As the world’s largest public engineering, design, and construction management agency, more than 37,000 USACE personnel manage dams, canals, and flood protection projects throughout the United States, as well as a wide range of public works throughout the world. The strategy will drive a program which provides approaches, methods, and tools that enable KM best practices and promote the flow of actionable information with the goal of capturing critical knowledge and expertise of a growing workforce, transferring knowledge between teams, and improving collaboration and learning across the USACE enterprise. This presentation examines the results of a 3-month study to understand how KM is implemented today across the entire Department of the Army and to create an Army-wide picture of KM benchmarks and best practices that may be beneficial to any attendee.
Twelve critical areas, focused on improving knowledge flow, are addressed in the presentation.

**Coffee Break**  In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m.

**A105**  Agile KM: Piloting New Approaches
4:15 p.m. – 5:00 p.m.
Lisa Binckes, Director, Office of Client Solutions, GSA Public Buildings Service, National Capital Region
Sam Falcone, Managing Principal, Integrated Strategy Associates
The General Services Administration (GSA) Public Buildings Service (PBS) needed better KM approaches for supporting its building maintenance, leasing, construction, and renovation projects delivered annually across the United States. A national KM team was formed and conducted an internal inventory of potential KM approaches. Google Sites/websites and Salesforce Chatter were available within PBS as potential KM tools, and were subsequently configured using agile approaches to support a KM pilot program for property managers. After the successful pilot, additional KM initiatives using combinations of the Google Sites/Chatter format were developed as part of the current KM Initiative, and as independent initiatives. Hear about the critical success factors including the importance of sustained leadership support; the availability of cost-effective tools easily customized to serve users; dedicated staffing to coordinate regular system maintenance and updates; and direct team dialogue for sustaining agility in fluid or turbulent organizational environments.

**TRACK B**  Digital Workspace
Capitol Ballroom, Salon G
Work, along with its future, is rapidly changing. With many working outside the walls of their organizations, real-time communication and collaboration, tools, and platforms, as well as strategies, are changing in the digital workplace/workspace. Hear how leading organizations are meeting the challenge! Learn about new tools and techniques.
Moderated by Amy S. Pavlik, Accenture

**B101**  Taking an Agile Approach to the Digital Workplace
10:45 a.m. – 11:30 a.m.
James Robertson, Founder, Step Two Designs, & Author, Essential Intranets: Inspiring Sites That Deliver Business Value
Organizations are looking beyond a sea of separated systems, with the goal of delivering a seamless digital workplace for staff. This brings together intranets, social and collaboration tools and business systems to provide radically better workforce solutions. While the vision is becoming increasingly clear, the question remains: How to get there from here? Robertson explores how to take an agile approach to delivering the full vision, sharing real-world examples from leaders and innovators.

**B102**  Office 365 Tools to Support the Digital Workplace
11:45 a.m. – 12:30 p.m.
Jeff Fried, CTO, BA Insight
Effective information management is not just a technology problem. It starts with strategy that encompasses findability, governance, and information architecture, including a business vision and a pragmatic road map. With the cloud and hybrid driving cultural changes, new possibilities, and new challenges, having an ROI-focused strategy is even more important. Learn how tried-and-true practices, new tools (such as Delve, Yammer, and Groups), new patterns (of collaboration, search, and discovery), and ever-faster change can all be factored into your strategy and plan. See how Office 365 and hybrid factor into information management strategy, take home a recipe, five key principles, examples, and a strategy template.

**Attendee Luncheon**  In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m.

**B103**  Intranet Showcase
1:45 p.m. – 2:30 p.m.
James Robertson, Founder, Step Two Designs
Karen Weingarten, Digital Communications Manager, Communications and Government Affairs, GSK
Allison Min, & Eiel Jablonka, BNY Mellon
Each year, the global Intranet Innovation Awards uncovers remarkable solutions, sharing them with the wider community. In conjunction with an awards ceremony held at the conference, this session shares highlights from winners around the world. Packed with screenshots, you’re sure to see ideas and approaches that can be applied in your organization, accelerating the pace of innovation.

**B104**  SharePoint & Open Source Architecture for KM Portals
2:45 p.m. – 3:30 p.m.
Vanessa Toves, KM SharePoint Architect, ShiftLogik Inc.
Dale Carpenter, Distance Learning Program Manager, National Park Service (NPS) & Zach Wahl, Enterprise Knowledge, LLC
Using the SharePoint platform for a KM portal requires a shift in approach, design, and, potentially, development. Understand what is involved end to end when considering using SharePoint beyond a traditional intranet. Get tips and techniques to apply in your organization. Then hear how the NPS improved usability and findability of its rich information, as well as improved collaboration, coordination, and reuse of knowledge, with a Common Learning Portal (CLP), centralizing the capture, management, and presentation of information into a single, multifaceted system by leveraging open source content management software. All speakers share key success criteria, lessons learned, and insights.

**Coffee Break**  In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m.

**B105**  “Working Out Loud” (WOL): Perspectives Panel
4:15 p.m. – 5:00 p.m.
Denis Pearce, Enterprise Knowledge Architect, Lexmark International, Inc.
Filip Callewaert, Head, Information & KM, Port of Antwerp Authority
“Working out loud” is defined as creating observable work and/or narrating one’s work, usually on a social platform. Enterprise technology has made WOL a common technique that fosters a 21st-century culture. The transparency that it creates not only fosters collaboration, but also speed, trust, learning, knowledge sharing, serendipity, and agility. Hear from Pearce about what a simple survey for measuring WOL found using the Lexmark employee base as a pilot survey. Callewaert shares how WOL got successfully anchored, supported by the right tools, in knowledge worker teams at the Port of Antwerp. Combined with the right processes (e.g., dynamic or adaptive case management) and involving the right people roles, he believes WOL can exponentially increase its value as a knowledge-sharing and management tool.

**TRACK C**  Knowledge Sharing, Ideas, & Learning
Capitol Ballroom, Salon D
Learning faster, getting ideas, and sharing knowledge are keys to successful and smarter organizations. Hear from our KM practitioners and leaders about how we are moving to better methods for getting real-time access to knowledge and ideas.
Moderated by Donna Scheeder, Library Strategies International

**C101**  Real-Time Access to Knowledge
10:45 a.m. – 11:30 a.m.
Kathy Bries, Senior Director & GM, Learning@Cisco
Succeeding in the workplace of today and tomorrow requires that employers create a culture of continuous learning, one that supports growth and provides upskilling and training as an integral part of the organization. Organizations must transform into digital workplaces where knowledge sharing,
learning, and innovation are able to occur real time at any time, any place. Managers and executives must be able to identify and grow talent to develop continual learners who can adapt and innovate with the company’s needs. Beliveau-Dunn discusses the importance of doing this and shares insights into how successful companies are creating this type of culture of learning. To accomplish long-term success and to stay relevant in the ever-changing digital economy, organizations must change their collective mindsets and look to new goals, new skills, and new job roles. Get an in-depth view of how this can be accomplished and what implementation actually looks like.

C102 • All of Us Are Smarter Than Some of Us
11:45 a.m. – 12:30 p.m.
Phil Verghis, CEO & Co-Founder, Klever
Diane Berry, SVP, Market Strategy, Coveo
Jean-Claude Monney, Global KM Lead, Microsoft
With the world becoming increasingly more connected and information being generated and shared at blinding speeds, it is clear that the best ideas and critical knowledge are unlikely to come solely from inside the four walls of an organization. Join KM industry thought leaders for an unplugged sharing and dialogue that will drive home why and how you should plug into your company’s broad ecosystem. Find out which members of your ecosystem are most important (it may not be who you think) and how you can best leverage their knowledge to move your organization forward in multiple areas: innovation and product development, customer experience, marketing and sales. Learn the strategies and steps to transformational knowledge use, for more fluid operations, more plugged-in customers and more engaged employees.

Attendee Luncheon • In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m.

C103 • Learning From Agile: Collaborating Over a Distance
1:45 p.m. – 2:30 p.m.
Nancy Dixon, Senior Researcher, Common Knowledge Associates
ProQuest is an information company that connects people with vetted, reliable information, from dissertations to governmental and cultural archives to news. ProQuest’s Research Solutions Division, the subject of this session, is a newly restructured part of ProQuest, started in 2010. The 30 members of the division are scattered from Amsterdam to San Diego, yet suffer none of the deficits that often occur with distributed work. The group uses a modification of Agile. They meet in person for 3 days, three times a year, and in between they have a structure of virtual engagements that builds on the trust and collaboration established in the 3 days. There are lessons to be learned from ProQuest about how to make Agile work. Hear them from a longtime KM practitioner.

C104 • Piloting Knowledge & Machine Learning
2:45 p.m. – 3:30 p.m.
Mark Harmon, Solutions Director, eGain Corporation
Pablo Brenner, CEO, Collokia
Next-generation knowledge can transform—and not just improve—customer service for a smarter world. eGain clients, who are leaders across industries, have been able to deflect phone calls by 60%, reduce unwarranted product returns and exchanges by 40%, eliminate unnecessary service processes by 50%, and achieve #1 industry rating in agent knowledgeability. Moreover, many have gone from vision to value in a matter of days with revolutionary approaches to piloting knowledge. Our speakers discuss using machine learning technologies to connect people to content, and with other people in the organization, making KM effortless. Hear how they did it!

Coffee Break • In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m.

C105 • Knowledge Sharing, Ideas & Learning: Industry Insights
4:15 p.m. – 5:00 p.m.
Trudi Schifter, CEO, AquaSPE The Water Network
Dave Copps, CEO, Brainspace
Steven Toole, Vice President of Marketing, Content Analyst
Our industry leaders share their insights on agile and innovative KM platforms and programs. Schifter discusses a case study about building a knowledge network using the experience of the last 6 years in building The Water Network. Get tips and ideas to use in your organization. In today’s more social and connected enterprises, Copps focuses on how curation, attention and context help to analyze information by not just the words, but through our understanding of “who” is reading, writing and curating content. Get tips and ideas to use in your organization. Toole shares case studies illustrating game changing breakthroughs in KM for unstructured content.

NETWORKING RECEPTION
in the Enterprise Solutions Showcase
TUESDAY, NOVEMBER 3
5:00 p.m. – 6:00 p.m.
Stop by the showcase after a full day of stimulating conference sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.

Meet Nick Milton, Author of Designing a Successful KM Strategy at KM World
Author Nick Milton will be signing copies of his book, Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional at the KMWorld Bookstore during the LUNCH BREAK on Tuesday, November 3 from 12:30 to 1:45 PM. Stop by the bookstore to meet the author and pick up your copy while supplies last.

infotoday.com
Available wherever books and ebooks are sold, or call (800) 300-9868 or (609) 654-6266.
Continental Breakfast   8:00 a.m. – 8:45 a.m.

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

KMWorld magazine is proud to sponsor the KMWorld 2015 Reality & Promise Awards which are designed to celebrate the success stories of knowledge management. See page 15 for details.

The global Intranet Innovation Awards, run by Step Two Designs, uncover and share leading edge intranets. Focusing on individual enhancements that demonstrate business value, the Intranet Innovation Awards help every team deliver a better site.

KEYNOTE

Sparking Innovation: Cognitive Computing & KM  
9:00 a.m. – 9:45 a.m.  Capitol Ballroom

Sue Feldman, CEO, Synthesix

Agility, speed and flexibility are key requirements for organizations today. Enterprises need a new approach to handling, analyzing, and acting on complex information—as it arrives. Feldman, a long-time technology analyst discusses a new approach to knowledge management that addresses the complex problems enterprises face today. She considers the impact of cognitive computing on the IT industry and how it will affect our jobs and our lives. She raises issues and possible impacts for those in the search, discovery, content management and knowledge management areas, and demonstrates why KM professionals are uniquely well suited to understanding and using these new technologies. She’ll end by giving us a glimpse of a future fueled by cognitive computing.

KEYNOTE

Emerging Trends With Enterprise Search & Big Data  
9:45 a.m. – 10:00 a.m.  Capitol Ballroom

Kamran Khan, CEO, Search Technologies

Based on case study materials from recent search implementation projects, this presentation highlights examples of how the worlds of enterprise search and Big Data are converging and discusses the trends that we are seeing with some of the world’s leading enterprises.

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

TRACK A   Social Media & Knowledge Sharing

Grand Ballroom, Salon 1

New social media tools are proliferating and enabling more sharing of information and knowledge than ever before. How do we harness these opportunities? Hear from a number of practitioners and update your social media strategy for KM! 

Moderated by Steven A. Lastres, Debevoise & Plimpton LLP

A201 • Measuring Value of Social Tech  
10:45 a.m. – 11:30 a.m.

Euan Semple, Author, Organizations Don’t Tweet, People Do: A Manager’s Guide to the Social Web

When it comes to enterprise social, it’s all about the business case. Whether your initiative is just getting started or relatively mature, sustained adoption and ongoing support depend on demonstrating clear business value. This session showcases an approach and practical examples you can use to model your business case and ensure that your investment in enterprise social creates an open, agile, and networked organization. Take away ideas you can apply immediately in any social technology platform.

A202 • Social Tech to Accelerate Critical Knowledge Transfer  
11:45 a.m. – 12:30 p.m.

Andy Lee, Director, Unified Social Business, Unisys

For today’s organizations, internal employee knowledge is often their most valuable asset. As the pace of employee retirements accelerates—with mature companies expected to lose up to a third of their workforce within the next 5–10 years—the ability to capture and transfer this knowledge has become a critical management challenge. Traditional approaches to knowledge transfer, such as building large, unwieldy knowledge repositories and utilizing individual mentoring and knowledge transfer sessions, fall increasingly short, particularly as the volume of departures accelerates. Social technologies—powered by their one-to-many capabilities—are changing the game by making knowledge transfer much more efficient and cost effective. Lee shares a pragmatic approach to leverage social technologies to simplify and accelerate the critical knowledge transfer process. He covers how social capabilities and tools can be integrated into a holistic critical knowledge transfer program; a simple, flexible approach and toolkit for addressing critical knowledge transfer challenges; and how to manage and maintain your critical knowledge transfer program, ensuring that value increases over time.

Attendee Luncheon   In the Enterprise Solutions Showcase  
12:30 p.m. – 1:30 p.m.

A203 • Tech Zone: Social KM for Tech Support  
1:30 p.m. – 2:15 p.m.

David Hanes, Technical Leader, & Jenn Camia Grant, Program Manager, Cisco

The Cisco Technical Assistance Center (TAC) is staffed by more than 3,000 engineers, spanning 20 facilities worldwide and bringing support to Cisco customers in more than 180 countries and in 17 languages. Each year, this group handles more than 1 million support cases for highly technical, complex issues. Without a robust and scalable knowledge management solution, it would be practically impossible to resolve these support cases in a timely manner and ensure customer satisfaction. Hear how Cisco architectural and implemented an enterprise-class, end-to-end knowledge management solution. The linchpin of this solution is Tech Zone, a highly customized social knowledge platform that provides efficient collaboration and knowledge capture, allowing engineers to create content and reuse knowledge within their CRM system in a fully integrated workflow. The Tech Zone platform provides innovative methods of identifying useful content through its custom CQF (Content Quality Factor) metric that hooks directly into an innovative visualization tool, Content Visualizer (patent pending). The externalization of Cisco’s best internal content accelerates customers’ access to solutions. The impact of this externally consumable content: $40m cost savings and an industry-leading 82.6% case deflection rate.

A204 • Pinterest for the Enterprise?  
2:30 p.m. – 3:15 p.m.

Thomas Hsu, Global Knowledge Management & Steve Berrins, Social Learning Infrastructure Lead, Accenture

Thousands of search results—page after page of ugly SharePoint link farms … Enterprise workers still face the persistent problem of finding what they need in the “fire hose” of content. People are asking less for “the kitchen sink” and more for the very best, hand-picked (curated) content, but that takes work, and traditional content management approaches don’t seem to be enough. Social bookmarking has failed to take hold in the enterprise. But can we learn from newer iterations like Pinterest? Can a consumer technology designed for things like food or photography translate to the enterprise? Can we tap into the crowd to collectively curate the best content? Hsu focuses on a next generation capability, called “collections,” inspired by Pinterest and Flipboard but tailored for the enterprise, that is changing the way people capture and share great content at Accenture. The goal is to make it easy for anyone to collect and present content in a manner that’s as engaging as Pinterest. Content management has never been so exciting!

Coffee Break   3:15 p.m. – 4:00 p.m.

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase
A205  Enterprise Social Networks  
4:00 p.m. – 4:45 p.m.  
Peter Gillis, Civilian IT Community Manager, U.S. Marine Corp  
Craig St. Clair, Principal Consultant, Enterprise Knowledge LLC  
Tom Reamy, Chief Knowledge Architect, KAPS Group  
Many organizations are still struggling with how best to use social networks across the enterprise. The technology holds much promise and could be a game changer for many organizations. Is there a pattern for when social networks succeed and when they fail? Are there ways to maximize the chances for success and minimize the risk of failure? Are there situations in which it works better than others? Our first speakers draw from real-life experiences as practitioners of KM in large organizations and propose a practical model for deploying and using enterprise social networks. Reamy discusses the dramatic increase in social media content and its integration with traditional enterprise content—everything from formal enterprise documents to collaborative community forums to the Wild West of Twitter. Based on two recent social media projects, he looks at a range of issues and the potential solutions and implications for KM, including supporting KM communities with new models for social contents utilizing characterizations of business and personal skills, emotions, and expertise.

B204  Facing Our Creativity Crisis  
2:30 p.m. – 3:15 p.m.  
Louis Richardson, Storyteller & Enthusiast, Social Smarter Work, IBM  
We are in a time when our educational systems (both public and corporate) have failed to prepare our children/employees with the skills they will need... the skills we currently need in our corporations today. In meeting rooms and cubicles throughout America, we have a deficit of individuals who are passionate about creative thinking and are not satisfied with the status quo. We are formed to be creative. Just look at any child and how they play. There are no boundaries to what they can do and no obstacles to their imagination. They aren’t worried about making mistakes because they are too focused on creating something remarkable and fun. Richardson explores the business demand for creativity, the hurdles and the benefits of using social behaviors to reimagine your organization, and suggests some possible solutions.

Coffee Break  
3:15 p.m. – 3:30 p.m.  
Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

B205  Innovating Like da Vinci & With Collaboration  
4:00 p.m. – 4:45 p.m.  
Michael Novak, Executive Director, Maryland Performance Excellence Awards Program  
Sometimes it is wise to look to the past for solutions to modern problems. As innovation becomes increasingly important, the approaches of Leonardo da Vinci provide best practices to emulate. Novak believes da Vinci can be recognized as an early proponent of KM, and introduces the seven techniques da Vinci used to guide his thinking and innovation.

B202  Innovation Industry Insights  
11:45 a.m. – 12:30 p.m.  
Tina Chindgren-Wagner, Program Manager, Virginia Tech  
Gregg Carman, Chief Revenue Officer, Kaleo Software  
Ann Gallon, Manager, Business Planning & Americas Region Strategy, Toyota  
Industry leaders share their insights on innovation so get tips and ideas to use in your organization. Chindgren-Wagner discusses fostering a climate of innovation with knowledge sharing groups. She shares the results of a research study of 12 communities of practice representing civilian government and military, as well as industry, academia, and research centers that support the federal government as well as practical suggestions and implications.

C201  KM Buy-In & Mobile Enabled Intranets  
10:45 a.m. – 11:30 a.m.  
Matt McClelland, Manager, Information Governance Office, Blue Cross and Blue Shield of North Carolina  
Gretchen Nadasky, Manager, Optimity Advisors  
Mike Vortal, President and CEO, Rivet Logic  
Many company CEOs struggle with a difficult issue: how to adapt to and/or adopt powerful new emerging KM technologies into an existing organization? The KM decision is a strategic (adopt), not a tactical (adapt), decision and involves creation/allocation of valuable technical resources into adapting existing organizational processes versus adopting powerful, new, analytically powered KM processes. McClelland and Nadasky focus on the E3 formula they developed to drive projects from identification of need to execution and on-going operations. They discuss the key to a successful roll-out: gaining the support of all of these constituents by engaging them in ways that are meaningful to them, setting expectations for the benefits and costs and identifying enthusiastic evangelists to spread the message. Our second speaker discusses mobile enabled intranets which enhance knowledge sharing.
**C202 • Improving the Bottom Line Through Collaboration**  
**11:45 a.m. – 12:30 p.m.**  
Robert Armacost, Director, Iknow LLC

Knowledge is increasingly taking many different forms, it has a shorter “shelf life” and it needs to be shared and learned more rapidly than ever before. This drives the need for stronger capabilities to help people to connect and collaborate with others quickly, both within and beyond formal teams and also with external customers, suppliers and partners. In most organizations, collaboration has become much more important than content to transfer and apply critical knowledge, and it has changed what knowledge is for many organizations. Organizations have rushed to invest heavily in new tools, including social collaboration, yet for most of them, their hopes for dramatic business impact remain unrealized. Organizations rarely align the collaboration approach to the business strategy, and don’t think fully about the critical cultural and governance considerations either. This talk shares the insights and best practices for developing and sustaining a winning collaboration program, based on the experiences of many leading firms. It covers building and selling the business case, aligning it to core business needs, and driving successful program implementation.

**Attended Luncheon • In the Enterprise Solutions Showcase**  
**12:30 p.m. – 1:30 p.m.**

**C203 • KM Startup: Practices, Processes & Infrastructure**  
**1:30 p.m. – 2:15 p.m.**

Abdulaziz Abdullah Al-Daham, Head, KM, King Abdullah City for Atomic and Renewable Energy (K.A.CARE)  
Scott Leeb, Engagement Director, Iknow, LLC

This case study showcases the development of an integrated, enterprise-wide KM capability in a Saudi Arabian scientific organization. It highlights the evolution of KM work over a 10 month period that helped K.A.CARE realize its goal of creating a collegial, knowledge-intensive approach to its organization and operation. It discusses the challenges faced, results produced and lessons learned.

**C204 • KM Implementation Stories**  
**2:30 p.m. – 3:15 p.m.**

Ravi Shankar Ivaturi, Operations Director, Unisys  
Dani Koltun, Head, KM, Global Services, NICE

This fast-paced session highlights two KM journeys and shares tips for others beginning their own KM initiatives. Hear about the success of the KM team and their experiences with practical examples showcasing the initiatives and successes. Ivaturi shares ideas and best practices on how Unisys India created a repeatable collaborative framework to engage with engineering schools across India to promote innovation in campuses related to disruptive business and IT trends by leveraging the company’s platform solution, Unisys Cloud 20/20. By using the four main KM pillars (process, content, culture, and system), NICE managed to leverage both the sharing of existing knowledge and the creation of new knowledge. Hear about the steps it took, including using proactive knowledge-sharing techniques, improving the infrastructure, using a federated search method, and using gamification to encourage knowledge sharing.

**Coffee Break • 3:15 p.m. – 4:00 p.m.**  
Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

**C205 • Federal CKO Panel**  
**4:00 p.m. – 4:45 p.m.**

MODERATOR: Turo Dexter, KM Officer, U.S. Dept. of Transportation/Federal Transit Administration
PANELISTS:  
Susan Camarena, Chief Knowledge and Learning Officer, Federal Transit Administration  
David Oberhettinger, Chief Knowledge Officer, NASA/Caltech Jet Propulsion Laboratory (JPL)  
William Balka, Chief Knowledge Officer, Defense Information Systems Agency

A panel of chief knowledge officers from federal agencies discuss key aspects of KM in the federal space. Topics include starting a KM program; quick wins; institutionalizing and sustaining KM; skills needed in the central KM organization; effective KM, HR, and IT partnerships; and KM as a driver of employee engagement.

**Join your colleagues at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Enjoy some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators. Open to all conference attendees. Cash bar.**
Continental Breakfast & Tutorial • 16 KM Myths Debunked
8:00 a.m. – 8:45 a.m. • Grand Ballroom, Salon 2/3/4
Stan Garfield, Community Evangelist, Deloitte
Join our breakfast tutorial led by longtime KM practitioner Stan Garfield, who discusses 16 views of KM that are widely held but not necessarily supported by practice. He debunks these myths and shares research to support the misconceptions.

KEYNOTE
Learn It! Do It! Share It!
9:00 a.m. – 9:45 a.m. • Grand Ballroom, Salon 2/3/4
Carla D’Oll, CEO, APQC & Author, The New Edge in Knowledge: How KM Is Changing the Way We Do Business
Knowledge management is in the business of helping organizations learn, use, and remember—the antidote to corporate amnesia. O’Dell shares APQC research aimed at helping organizations get smarter. She talks about the need for speed and ways of accelerating learning—not only for individuals and groups but for organizations themselves. Get KM best practices you can use to nudge people in your organization. Grab O’Dell’s nuggets of information for those who are at the beginning of their KM journey, those who are in the messy middle of their efforts, and those who are operating in mature KM marketplaces. Good tips for all!

KEYNOTE
Finding the Needle in the Haystack With Enterprise Search
9:45 a.m. – 10:00 a.m. • Grand Ballroom, Salon 2/3/4
Alon Mei-raz, Senior Product Manager, HP Software
Enterprises have increasing volumes of human-generated information ripe with critical insight waiting to be unlocked. But searching for meaningful information using traditional search technologies can come up short. Alon shares his insights and lessons learned from building next-generation enterprise search capabilities that enable businesses to extract meaning and, more importantly, business value from growing volumes of videos, emails, documents, free-form text, and more.

KNOWLEDGE CAFÉ
Mentoring Morning
10:15 a.m. – 12:00 p.m. • Grand Ballroom, Salon 2/3/4
Participate in an interactive knowledge café where you can share your KM challenges with colleagues and KM practitioners. Each table has a mentor, and you have time to visit at least three different tables during the morning.
MENTORS INCLUDE:
Holly C. Baxter, Chief Scientist & CEO, Strategic Knowledge Solutions
Diane Berry, EVP Market Strategy, Coveo
Madelyn Blair, Author & Consultant
Gloria Burke, former CKO and Global Practice Portfolio Leader, Unisys
Nancy Dixon, Principal Researcher, Common Knowledge Associates
Stan Garfield, Community Evangelist, Deloitte; Author, Implementing a Successful KM Programme; Founder, SIKM Leaders Community
Adriaan Jooste, CKO, Deloitte Financial Advisory Services LLP
Patrick Lambe, Founder, Straits Knowledge Bangkok University
Darcy Lemos, Senior Project Manager, Advisory Services, APQC
Jean-Claude Money, Global KM Lead, Microsoft Services, Microsoft
Art Murray, CEO, Applied Knowledge Sciences, Inc.
Mike Prevou, Strategic Knowledge Solution
Gordon Vail Webb, Principal, Building Smarter Organizations

Coffee Break • 10:00 a.m. – 10:15 a.m.

ATTENDEE LUNCHEON & KEYNOTE
Cognitive Knowledge: Emerging Solutions
12:00 p.m. – 1:15 p.m. • Grand Ballroom, Salon 2/3/4
Heather Richards, CEO, Transversal
Richards talks about a new generation of solutions emerging around cognitive knowledge. She discusses how advancements in technology are being used to understand, predict, and almost mimic human behavior, making it simpler to connect people to knowledge. Lots of exciting examples for the not too distant future!

TRACK A • Building & Enabling KM Culture
Grand Ballroom, Salon 1

A303 • Enabling a Culture of Problem Solving
1:15 p.m. – 2:00 p.m.
Keli Holmes, Program Manager, Continuous Improvement Center of Excellence, Cisco
Your business, like ours, may not need another lean or Six Sigma course. It may just need a fresh way to align today’s Continuous Improvement Program with tomorrow’s business strategy. Cisco’s original Six Sigma Program focused on teaching technical aspects of Six Sigma and certifying through one-time demonstration of relevant competencies. However, approaching its 10th year, it no longer met the needs of a large portion of the company. Today, the newer, more innovative strategies being created by leadership require a dual emphasis on nimble problem-solving competencies and the development of “softer” skills, such as team leadership and facilitation. Join Holmes for an overview of Cisco’s journey to breathing new life into its culture through a basic tenant of lean—start with the customer. With a renewed focus on our customer, Cisco’s Continuous Improvement Program focuses specifically on the development of individuals—the No. 1 response from the business.

A304 • Millennial KM
2:15 p.m. – 3:00 p.m.
Carolyn Appel, Learning & Change Management Leader, eBay
In 2015, IT spending worldwide is expected to eclipse 3.8 trillion USD. To realize the benefit of these investments, which are highly dependent on tool and technology adoption, sophisticated organizations employ formal change management to define, prepare for, and ultimately realize adoption, benefits, and ROI. The last and most critical mile of change management is equipping the adopters of new technology with the right knowledge, skills, and abilities at the right time. In the age of the ever-expanding Millennial workforce, the way knowledge is consumed is foundationally shifting. KM practices require continuous innovation, knowledge creation, collection, collation, and delivery methods to realize the benefits of information technology investments. This session reviews case studies and survey data from dozens of innovative Silicon Valley companies and their employees. The results show that KM excellence is essential to achieving ROI in information technology initiatives. In addition, specific case studies demonstrate how organizational performance is improved, specifically for organizations that have strong Millennial workforces.

A305 • KM Culture in a Nonprofit
3:15 p.m. – 4:00 p.m.
Felicia Ciolfitto, Manager, Trust Regulation, & Thomas Kamppioni, Manager, Information Services, The Law Society of British Columbia
Knowledge is the most important asset of any organization. Capturing, evaluating, and sharing knowledge impacts profitability, sustainability, and the ability to grow. Contrary to some thinking, KM is a culture, not a piece of software. So, before you begin your quest for the perfect piece of technology, take a step back and assess your current situation. Your organization may already have the key components of a KM culture (KMC). Speakers discuss a KMC and how a nonprofit organization (NPO) assessed its current
environment and realized that it had the foundations of a KMC. KMC’s are especially important for NPO’s given that the rotation of staff can be up to three times higher than for-profit organizations. No organization can afford to lose knowledge, and this practical guide shows you how to perform your own KMC assessment. Once you have assessed your current KMC, you will be better able to determine which areas, programs, and initiatives need further attention and development, possibly leading to the use of new technology. People interacting and applying knowledge together is key. Technology does not manage knowledge—people do. A KMC is what you need!

**TRACK B • Building Smarter Organizations**

**Capitol Ballroom, Salon G**

Being agile, transferring knowledge quickly, and becoming smarter are all challenges for today’s organizations. Get strategies and practical tips and then play a game of KM Jeopardy!

Moderated by **Connie Crosby**, Crosby Group Consulting

**B303 • Transferring Critical Knowledge When Speed Matters**

1:15 p.m. – 2:00 p.m.

**Darcy Levenson, Senior Project Manager** & **Jim Lee, KM Practice Lead APQC**

This session looks at the rate of knowledge (i.e., expertise) transfer as a critical KM issue and shares research which looks at expertise transfer through the lens of personas. The creation and perspective of knowledge worker personas provides a breakthrough in the identification, construction, and delivery framework for expertise transfer. Well-established methods of knowledge sharing and transfer, such as communities of practice, provide the capability for expertise transfer, but they do not always address the concept of speed in their structure. Similar approaches, such as the transfer of best practices, or self-service models, also do not take into consideration the need for speed based upon a specific situation, a specific knowledge need, or a specific role. The persona lens on expertise transfer ensures that all three perspectives are taken into account when designing a knowledge management framework and methodology.

**B304 • Building Smarter Organizations**

2:15 p.m. – 3:00 p.m.

**Gordon Vala-Webb, Principal, Building Smarter Organizations**

**Richard McDermott, President**, McDermott Consulting

Our organizations, like never before, have to solve more (and harder) problems faster than ever before—all the while doing more with less. To do so we need our organizations to be more collaborative and innovative. But how? Vala-Webb shares the three practical things every business and public-sector organization must (and can) do to successfully adapt to our increasingly volatile and dangerous world. McDermott describes the agile way experts think and how organizations can use communities of practice to pass expert thinking to developing generations. Although experts typically have extensive content knowledge and use sophisticated analytic tools, they have another, much more powerful, distinctive and subtle resource for solving technical issues in their field; embodied intuition. Embodied intuition is an agile way of thinking, shifting points of view in both how they analyze situations and the courses of action they take. It enables the seeing of subtle anomalies, connections, causes and opportunities that are simply invisible to less developed staff. Hear how your organization can use communities of practice to build thinking development into their everyday work activities.

**B305 • Knowledge (in) Jeopardy!—KM’s Favorite Quiz Show**

3:15 p.m. – 4:00 p.m.

**Arno Boersma, Knowledge Designer**, & **Sr. KM Consultant**, World Bank Group

Come play KM Jeopardy! Have fun & get practical insights based on case studies and anecdotes that address the 12 most common challenges in KM (a.k.a. “knosstoppers”). You choose your most urgent knosstopper from the game board (in 4 categories: governance, culture, technology and tactics). Real-life examples from the speaker’s 15 years experience in KM, as well as from others, will inspire you in addressing your chosen challenge. Walk away with actionable learnings (yes, and prizes) for making your organization agile and innovative.

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**CLOSING KEYNOTE**

Insights, Ideas, & Innovation

4:15 p.m. – 5:00 p.m. • Grand Ballroom, Salon 1

**Gary Klein, Senior Scientist**, MacroCognition LLC. & author, Seeing What Others Don’t

As a researcher, writer and practitioner, our speaker discusses five ideas for increasing discoveries, describes the insight stance—a mental set we adopt for encountering new ideas and events, and looks at how it might help organizations improve their level of innovation.
Managing and growing a taxonomy
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
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
Taxonomies are powerful tools used by a wide range of professionals, from marketers to data scientists, for solving diverse problems from navigation to product information management. This year’s Taxonomy Boot Camp is about highlighting taxonomy’s many faces and sharing practical solutions in different real-world environments.

On the web team? Learn how taxonomies can help improve the user experience and dynamically publish web content.

Work with enterprise data? Hear about large-scale metadata optimization projects and the role of taxonomy in harmonizing structured data.

Fascinated by everything? Wade in and get immersed—from enterprise taxonomies to ontologies, taxonomy tools, auto-classification, and everything in between.

Taxonomy Boot Camp is the only conference dedicated to exploring the successes, challenges, methodologies and products for taxonomies. Share your experiences, knowledge and work with taxonomies, ontologies, folksonomies, tagging mechanisms and other techniques for organizing information at this one-of-a-kind boutique learning and networking event.

WIRELESS INTERNET
Complimentary Wi-Fi is available in all meeting rooms.
1) Network: JW conference
2) Click on browser to open log-in page
3) Enter passcode: infotoday

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
Monday, November 2 • 5:00 p.m. – 6:30 p.m.
Join us for a “fiesta of flavors” as we celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, and intranets marketplace, the Showcase offers attendees an opportunity to explore the latest product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up to date with the latest developments, be sure to visit the Enterprise Solutions Showcase.

SHOWCASE HOURS
Monday, November 2...............................5:00 p.m. – 6:30 p.m.
Grand Opening Reception
Tuesday, November 3.........................10:00 a.m. – 6:00 p.m.
Networking Reception.........................5:00 p.m. – 6:00 p.m.
Wednesday, November 4.................10:00 a.m. – 4:00 p.m.

CONFERENCES PRESENTATIONS
Many speaker slides are available for download from the conference website (taxonomybootcamp.com). Click on “PRESENTATIONS” and enter Username/Password: DC2015.

ENTREPRENEUR BOOKSTORE
Don’t forget to stop by the KMWorld Bookstore located in the Enterprise Solutions Showcase offering a great collection of KM and KM-related titles at discount prices! Open during Showcase hours.

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.
CONFERENCE OVERVIEW

MONDAY, NOVEMBER 2

CONTINENTAL BREAKFAST

Opening Remarks • Grand Ballroom, Salon 1/2 • Crandall & Lemieux

OPENING KEYNOTE • Grand Ballroom, Salon 1/2 • The Architecture of Understanding • Morville

COFFEE BREAK

TRACK 1 • Getting Started • Grand Ballroom, Salon 1/2

Taxonomy Fundamentals Workshop • Horodycki

Leveraging Taxonomy in Info-Centric Apps • Mayer

COFFEE BREAK

TRACK 2 • Taxonomies Crossing Boundaries • Capitol Ballroom, Salon E/F

TAXONOMIES CROSSING BOUNDARIES

Taxonomies Turning Unstructured Data Into Actionable Intelligence • Clegg

Metadata Makeover at Statistics Canada • Luffman

IP Life Sciences Taxonomy Software Solutions • Sweeney & Sweeney

Designing Taxonomies to Drive Content Publishing • Carroll

Dynamic Semantic Publishing • Blumauer

ATTENDEE LUNCHEON

TAXONOMY LIFEHACKS

Lightweight Taxonomy Approaches for Digital Practitioners • DuVerney & Oorbeck

Building Taxonomies: Lessons Learned • Putkey

Industry Insights

TAXONOMY GOVERNANCE

Governance in the Enterprise • Carlson

Real Governance In Action: Case Studies • Darling

COFFEE BREAK

Beyond Ease-of-Use: Judging a Taxonomy by Its Outcomes • Lécart

Taxonomy Bridges: Enabling Semantic Integration • Dutra & Degler

The Curious Lives of Full Time Taxonomists • Wahl, Putkey, Hedden, & Fulvio

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION

TUESDAY, NOVEMBER 3

All sessions will take place in Grand Ballroom, Salon 1 unless otherwise noted.

CONTINENTAL BREAKFAST

WELCOME & KEYNOTE • Capitol Ballroom • Complexity Informed Agility in Knowledge Management • Evans, Bloom, & Snowden

KEYNOTE • Capitol Ballroom • Unbounded Discovery: Designing a Taxonomy-Driven User Experience • Clarke

COFFEE BREAK in the Enterprise Solutions Showcase

Modern Taxonomy: Building Experiences for Global Brands • Abbott

TAXONOMIES & SEARCH

Taxonomy and Superior Local Search at Yellow Pages • Smith

Searching for Value in Taxonomies at SEEK • Young

ATTENDEE LUNCHEON in the Enterprise Solutions Showcase

MAPPING & MODELING

Knowledge Mapping & Taxonomies • Lambe

Developing Content Models • Maislin

AUTO-CLASSIFICATION

Selecting & Implementing an Auto-Tagging Tool • Roux & Lawrence

Leveraging Automated Classification to Support Metadata & Taxonomy Projects • Council

COFFEE BREAK in the Enterprise Solutions Showcase

Taxonomy Ask Me Anything • MODERATORS: Maislin & Lemieux

NETWORKING RECEPTION in the Enterprise Solutions Showcase
Taxonomy Boot Camp

Monday, November 2

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

WELCOME & KEYNOTE

Opening Remarks
9:00 a.m. – 9:10 a.m. • Grand Ballroom, Salon 1/2
Mike Crandall, Sr. Lecturer, University of Washington Information School
Stephanie Lemieux, President, Doceat Studio

The Architecture of Understanding
9:10 a.m. – 10:00 a.m. • Grand Ballroom, Salon 1/2
Peter Morville, President, Semantic Studios

We think we’re designing software, websites, and experiences. But we’re not. We are agents of change. Our systems shape belief and behavior at scale. If we hope to be better, empathy for the user isn’t enough. We must also wrangle with culture, governance, methods, metrics, and the false dichotomies of mind-body and plan-build, because the things we make are reflections of how we see and sort ourselves. In this spirited tour of information architecture, organizational strategy, and systems thinking, Peter Morville draws from his new book, Intertwined, to reveal how everything is connected, from code to culture. It’s a trip into the wilderness of cognition and complexity that delivers a simple message: Since categories are the cornerstones of both cognition and culture, taxonomy shapes everything we do.

Coffee Break • 10:00 a.m. – 10:15 a.m.

TRACK 1 • Getting Started

Grand Ballroom, Salon 1/2

Taxonomy Fundamentals Workshop
10:15 a.m. – 11:45 a.m.
John Horodyski, Partner, Optimity Advisors

This tutorial covers the fundamental strategies, standards, and design methodologies for developing taxonomies for your organization’s systems, whether content management, digital asset management, metadata management, or search. It is based on best practices for establishing information structure and managing and governing your digital assets. Learn strategies for developing a taxonomy, improving metadata schemas, establishing good governance using taxonomies and metadata, and calculating ROI for particular classes of users, digital assets, and media channels.

Leveraging Taxonomy in Info-Centric Apps
11:45 a.m. – 12:00 p.m.
Daniel Mayer, VP, Product & Marketing, TEMIS

Taxonomy is a key factor in making search and navigation efficient. But as user expectations shift toward answers and decision-making support, applications need to go beyond terminology to genuinely recognize meaning. The good news is that when taxonomy is integrated with natural language processing into a single, integrated workflow, it can be directly employed in these applications. Based on real-world applications in fields as diverse as publishing, financial services, and healthcare, this session demonstrates how such an integrated workflow successfully extends taxonomy’s impact into these more demanding scenarios.

Attendee Luncheon • 12:00 p.m. – 1:00 p.m.

TAXONOMY LIFEHACKS

1:00 p.m. – 1:45 p.m.

Lightweight Taxonomy Approaches for Digital Practitioners
Jessica DuVerney & Naomi Oorbeck, Information Architects, The Understanding Group

As digital practitioners, we are often tasked with redesigning navigation or helping users find their content more effectively. Though taxonomy may not always be explicitly scoped as part of web projects, starting with some lightweight taxonomic approaches can be key to a successful design. This talk covers when and how to effectively add “quick and dirty” taxonomy strategy, research, and thinking to your digital projects. Get a framework for including taxonomy work in a tight budget and deadline, and tips on which lightweight methods to use at each phase of the design cycle.

Building Taxonomies: Lessons Learned
Theresa Putkey, Consultant, Key Pointe Usability Consulting

It’s only after working on numerous projects that taxonomists learn some valuable lessons that were never taught in school. This talk shares three ways to make taxonomy development work more effective: thinking strategically about what the business needs to do before diving into design, working with “what is” not “what will be,” and thinking about the next step for the customer or taxonomy.

Industry Insights
1:45 p.m. – 2:00 p.m.

Winning With Taxonomies
Anne Lapkin, SVP, Global Strategy, Smartlogic

Information scientists intuitively know that a common, consistent vocabulary is good for business — it provides a rational way for organizing information, which is the lifeblood of an organization. However, they often struggle to translate their intuition into a compelling business case with concrete benefits that will drive support and sponsorship for their efforts. Lapkin shares case studies of organizations that have put their taxonomies and ontologies to work to increase revenue, reduce cost and diminish business risk.

TAXONOMY GOVERNANCE

2:00 p.m. – 3:00 p.m.

Governance in the Enterprise
Gary Carlson, Principal Consultant, Factor

Real Governance In Action: Case Studies
Kelley Darling, Senior Taxonomist, Earley Information Science

Enterprise scale taxonomies straddle the business and technology boundaries of most organizations. Drawing on experience working with Microsoft, IBM, REI and many other large to mid-sized organizations, Carlson describes the factors that must be considered when creating a governance plan and provides examples of plans that have worked in different situations. The second session presents what EIS has learned by helping customers initiate governance practices. Darling shares two examples of governance in action, both successful and otherwise, the kinds of detail required by formal governance, and why documenting your best intentions is never enough.

Coffee Break • 3:00 p.m. – 3:15 p.m.

Beyond Ease-of-Use: Judging a Taxo by Its Outcomes
3:15 p.m. – 3:45 p.m.

Ben Licciardi, Senior Associate, PwC

User testing is a great way to evaluate taxonomies, but it’s only half the story. Taxonomies not only need to be easy to use, they also must support strategic objectives and system requirements. This session goes beyond user-focused modes of testing and explores ways to measure controlled vocabularies against program objectives and system outcomes. As we dive into questions such as “Does your product management taxonomy help to associate appropriate metadata to an item?” we consider the how and when to employ different types of evaluative methods and provide examples from the field.

Taxonomy Bridges: Enabling Semantic Integration
3:45 p.m. – 4:15 p.m.

Jayne Dutra & Duane Degler, Consultants, Design for Context

Taxonomies should be designed with enough flexibility and transition points to be a bridge to other taxonomies and datasets. Enabling your taxonomy to fit into the larger universe of partner companies, industry standards, federal requirements and complementary term sets gives it a solid foundation for future growth. Term sets like ISO country names, Library of Congress Subject
Headings, and DBpedia ensure that the viability of your homegrown taxonomy will survive in the wider ecosystem of digital information. Speakers explore which vocabulary sets are available for reuse by the enterprise information architect and demonstrate how thinking about semantic integration from the beginning of the design process helps build a taxonomy that endures.

Curious Lives of Full-Time Taxonomists
4:15 p.m. – 5:00 p.m.
Zach Wahl, Founder & President, Enterprise Knowledge
Theresa Putkey, Consultant, Key Pointe Usability Consulting
Heather Hedden, Senior Vocabulary Editor, Cengage Learning
Monica Fulvio, Senior Taxonomist, National Geographic Society

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

TRACK 2 • Taxonomies Crossing Boundaries
Capitol Ballroom, Salon E/F

TAXONOMIES CROSSING BOUNDARIES
10:15 a.m. – 11:45 a.m.
Taxonomies Turning Unstructured Data Into Actionable Intelligence
Helen Clegg, Knowledge Director, A.T. Kearney

From social media posts to websites, news articles, patents and reports, companies are struggling to gain actionable insight from the amount of unstructured data available to them today. This session describes the approach taken by A.T. Kearney’s Data Science Team to discover new knowledge from a big dataset. The approach outlines the importance of leveraging the human element while combining it with the efficiency and scale of machines for maximum effect.

Metadata Makeover at Statistics Canada
Jacqueline Luffman, Manager, Statistics Canada

This case study looks at Canada’s national statistical agency, which is now completing a 3-year makeover of its metadata-based navigation and search. A team of metadata specialists has worked with subject matter experts to improve information scent, tagging, and governance to provide easy access to about 6 million website pages. As the Government of Canada’s largest publisher, this project manually reviewed and added metadata such as titles, descriptions, subjects and geodescriptors to over 50,000 tables, articles and reference material—available in both English and French. In addition, a thorough review of their subject taxonomy was undertaken to provide more precision at second and third levels.

IP Life Sciences Taxonomy Software Solutions
Elizabeth Sweeney, Senior Research Scientist, Thomson Reuters
Jim Sweeney, Sales & Product Manager, Synaptica

IP & Life Sciences Division of Thomson Reuters is a global provider of scientific information related to patents, clinical trials, regulatory affairs, drug competitive intelligence, systems biology, and other information. Sweeney discusses how taxonomy management software enables day-to-day processes and operations of professional services of the division as well as innovative approaches in taxonomy applications. He also shows how a taxonomy cross-mapping tool enables quick evaluation of taxonomy overlap and creates an environment for subject matter experts to establish equivalence or ontological relations for terms from different taxonomies.

Designing Taxonomies to Drive Content Publishing
Suzanne Carroll, XO Group

TheKnot.com has been the most popular online wedding resource since launching the AOL keyword “knot” in September 1996. In 2014, every application, database, and admin tool was thrown out and rebuilt in-house to support a full site redesign where usability and users are the top priority. All 300,000-plus wedding vendors, 120,000-plus real wedding images, 8,000-plus dresses, and 1,500-plus advice articles were reclassified using a single categorization scheme. These new agile taxonomies drive all SEO targeting, search engine-friendly URL construction, advertising targeting, and both the site search and recommendations system infrastructure. Carroll covers the process of designing the taxonomies; getting buy-in across business, product, and engineering teams; and managing a fast-paced, high profile taxonomy project within a large organization.

Dynamic Semantic Publishing
11:45 a.m. – 12:00 p.m.
Andreas Blumauer, Managing Director & CEO, Semantic Web

Through the use of case studies, this session demonstrates how semantic technologies, and PoolParty in particular, can deliver tangible benefits by ad-
dressing the following common requirements: auto-tagging of content powered by controlled vocabularies, overcoming information silos through the use of semantic knowledge graphs, combining unstructured and structured information, and uncovering the hidden links between content and data.

Attendee Luncheon  
12:00 p.m. – 1:00 p.m.

TECHNOLOGY SUPPORTING TAXONOMISTS  
1:00 p.m. – 2:00 p.m.

Which of Your Taxonomy Terms Work Harder?  
Lawrence Rafsky, Chief Scientist, Acquire Media

This talk unites two ideas that have been successfully applied to taxonomic-based text search: ranking content source subsets by analyzing overlaps and duplicates in the documents returned for queries derived from the total set of taxonomy terms, and managing taxonomy maintenance via statistics generated from language change, query logs, and taxonomy definitions/scope notes. Combining these concepts produces a new, novel metric: the “work” done by a taxonomic term. Rafsky shows how straightforward database queries and spreadsheet operations can be used to implement these ideas, so that audience members can put them to use immediately.

Automatic Extraction of a Domain Taxonomy Through Mining of Social Conversations  
Giancarlo Crocetti, Associate Director, Information Access at Boehringer Ingelheim & Professor at St. John’s University

Taxonomies are an effective way of organizing knowledge and can be applied in many areas, from search to text mining, from content classification to artificial intelligence. However, taxonomies are not readily available and require substantial human curation. Speakers share a methodology that can be applied to automatically generate a draft taxonomy optimized for a rapid domain expert review. They consider a social media setting, but the same methodology can be applied in any domain.

SKOS & INTEGRATION  
2:00 p.m. – 3:00 p.m.

Boundaries With Taxos & Integration With SKOS  
Bob DuCharme, Director, Digital Media Solutions, TopQuadrant

Joseph Busch, Founder & Principal Consultant, Taxonomy Strategies

In any given organization, the publishing and the HR departments have good reasons to define the term “title” differently, and even the term “customer” can mean different things to different departments. If these different groups use a standard such as the W3C’s SKOS to create their own taxonomies, they can get the benefit of tailormade taxonomies customized to their needs, but they can also create connections between these taxonomies. Hear from DuCharme how SKOS makes this possible and how tools support this process without requiring knowledge of SKOS’s internals and syntax. Busch discusses what’s missing from SKOS, why and what should be done about it. He shares how SKOS is an under-specified framework for encoding knowledge organization schemes and discusses how this can be addressed by using other namespaces such as FOAF (Friend of a Friend) and Schema.org.

Using External Taxonomies in the Hyper-Connected Enterprise  
James Morris, Senior Information Science Consultant & Information Architect, SmartLogic

David Landry, Senior Manager, Amgen

This session looks at how Amgen created a service that connects internal and external ontologies and makes them available to the enterprise. Using taxonomies to improve the management and accessibility of metadata was well established. However, it was also important to leverage published terminologies that the growing collaborative network had in common. With more and more external ontologies, especially in the biosciences, now available in standard formats like OWL, OBO, and SKOS, the challenge is how to effectively reuse that information without reinventing the wheel. Hear how one organization used published terminology from those sources and connected it to internal terminology and systems, all while retaining the integrity of the originals.

Coffee Break  
3:00 p.m. – 3:15 p.m.
Continental Breakfast  ☕  8:00 a.m. – 8:45 a.m.

WELCOME & KEYNOTE

Complexity Informed Agility in Knowledge Management
8:45 a.m. – 9:45 a.m.  •  Capitol Ballroom
Will Evans, Chief Design Officer, Praxis Flow, & Design Thinker-in-Residence, NYU Stern’s Berkley Center for Innovation & Entrepreneurship
Jabe Bloom, Chief Flow Officer, Praxis Flow
Dave Snowden, Chief Scientific Officer, Cognitive Edge
See page 14 for complete description.

KEYNOTE

Unbounded Discovery: Designing a Taxonomy-Driven User Experience
9:45 a.m. – 10:30 a.m.  •  Capitol Ballroom
Dave Clarke, CEO, Synaptica
See page 14 for complete description.

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

Modern Taxonomy: Building Experiences for Global Brands
10:45 a.m. – 11:30 a.m.
Leala Abbott, Associate Director, Content Strategy, Huge
What if you were tasked with building a new taxonomy every other month? What’s it like to design taxonomies that drive adaptive content, across multiple devices, for a variety of clients and uses? The modern approach to the taxonomy process within a digital agency involves many moving parts. Abbott talks about how digital-age taxonomists face the realities of less-than-ideal timelines and the challenges of employing taxonomies for a variety of technology solutions. Find out how taxonomies play into the various spheres of digital brand-building, including content strategy.

TAXONOMIES & SEARCH
11:45 a.m. – 12:30 p.m.

Taxonomy and Superior Local Search at Yellow Pages
Adrienne Smith, Taxonomy Team Lead, Yellow Pages Group Canada
YellowPages is a leader in local Canadian search, going head to head with powerhouses like Google and Yelp. For nearly 3 years, YP’s search has been powered by an in-house bilingual taxonomy. A team of taxonomists are responsible for creating and maintaining semantic relationships between keywords, categories, and concepts. This case study covers advantages and drawbacks of prioritizing “things” over “strings”; how to manage ambiguity, translation, and the imprecise nature of user queries via taxonomy; leveraging taxonomies for non-ontological data management; and future developments of the YP taxonomy.

Searching for Value in Taxonomies at SEEK
Andrew Young, Search Enrichment and Taxonomy Lead, SEEK
SEEK is an internet start-up that has gone on to lead employment classifications across many of the world’s biggest emerging economies. Social media sites and content aggregators are employing search and data intelligence to disrupt its market. Gain insights into how SEEK has embedded its multi-faceted taxonomies and vocabularies within its search improvement programme and across its suite of online products. SEEK has also built a team around its Structured Data assets and measured the effects of its semantic initiatives on Search and other products.

Attendee Luncheon  ☕  In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m.

(800) 300-9868  •  TaxonomyBootCamp.com

MAPPING & MODELING
1:45 p.m. – 2:30 p.m.

Knowledge Mapping & Taxonomies
Patrick Lambe, Straits Knowledge
Content modeling is a familiar technique for taxonomy development. However when taxonomy development is in support of knowledge management objectives, it is important to go beyond explicit information resources and find a way to represent the broader knowledge landscape of an organization. Knowledge audits and knowledge mapping are a useful way to do this and have the additional benefit of rapidly foregrounding the most important activity areas to be supported by the taxonomy. Lambe describes an approach to modeling a taxonomy from the language captured in a knowledge audit.

Developing Content Models
Seth Maislin, Principal Consultant, Earley Information Science
An information architecture is only as good as the content model you design behind the scenes. Efficiency, findability, personalization, reuse, and security all depend on having the right metadata values in the right fields accurately populated. Too often, developers notice content requirements but overlook the user requirements. Maislin shares why user-based models are so important and a repeatable process for creating and using them effectively.

AUTO-CLASSIFICATION
2:45 p.m. – 3:30 p.m.

Selecting & Implementing an Auto-Tagging Tool
Lindy Roux, VP of Digital Experience & Jeff Lawrence, Delivery Director, Celerity
So you’ve spent months developing an enterprise taxonomy and now you’re facing the daunting task of implementing it and tagging your content. Is an auto-tagging tool right for you, and if so where do you start? Roux walks through the five factors to consider when making this decision: content, taxonomy, existing tools and platforms, internal resources, and timeframe. She draws on her experience creating and implementing taxonomies for organizations like PBS, National Geographic and Gannett and touches on best practices to employ and common pitfalls to avoid.

Leveraging Automated Classification to Support Metadata & Taxonomy Projects
Greg Council, VP, Marketing & Product Management, Parascript
Get a step-by-step practical guide to metadata discovery and extraction as well as tips and tricks for both initial efforts and ongoing maintenance of metadata processes.

Coffee Break  ☕  In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m.

Taxonomy Ask Me Anything
4:15 p.m. – 5:00 p.m.

MODERATORS:
Seth Maislin, Earley & Associates & Stephanie Lemieux, Dovecot Studio
Ever wish you had a team of taxonomists at your disposal to tell you the real truth? Answer your burning questions? We’ll put some of the best speakers from the Boot Camp in the hot seat where they’ll answer questions you posted during the conference (on Twitter). Esoteric or entertaining, specific or far-reaching; all questions are fair game, as long as they’re in the spirit of learning more about taxonomies.

NETWORKING RECEPTION
in the Enterprise Solutions Showcase
TUESDAY, NOVEMBER 3
5:00 p.m. – 6:00 p.m.

Stop by the showcase after a full day of stimulating conference sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.
DELIVERING
ON THE
PROMISE OF
SEARCH

WIRELESS INTERNET
Complimentary Wi-Fi is available in all meeting rooms.
1) Network: JW conference
2) Click on browser to open log-in page
3) Enter passcode: infotoday

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

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
Monday, November 2 • 5:00 p.m. – 6:30 p.m.
Join us for a “fiesta of flavors” as we celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, and intranets marketplace the Showcase offers attendees an opportunity to explore the latest product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up to date with the latest developments, be sure to visit the Enterprise Solutions Showcase.

SHOWCASE HOURS
Monday, November 2
5:00 p.m. – 6:30 p.m.
Grand Opening Reception
Tuesday, November 3
10:00 a.m. – 6:00 p.m.
Networking Reception
5:00 p.m. – 6:00 p.m.
Wednesday, November 4
10:00 a.m. – 4:00 p.m.

ATTENDEE LUNCHEONS
Lunch on Tuesday and Wednesday will be served in the Enterprise Solutions Showcase. On Thursday a keynote lunch presentation will take place in the Grand Ballroom.

KMWORLD BOOKSTORE
Don’t forget to stop by the KMWorld Bookstore located in the Enterprise Solutions Showcase offering a great collection of KM and KM-related titles at discount prices! Open during Showcase hours.

CONFERENCE PRESENTATIONS
Many speaker slides are available for download from the conference website (enterprisesearchsummit.com). Click on “PRESENTATIONS” and enter Username/Password: DC2015.

FOLLOW, FIND, CONNECT
Twitter Tags • #ESDDC @EntrpSearch
LinkedIn • http://linkd.in/ESSLIgroup

ENTERPRISE SEARCH IN MOTION
The program for Enterprise Search and Discovery and its co-located events is available in a mobile version and is an easy way to access everything you need during the event.

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

Smartphone Users SCAN HERE

Promises, promises! For years, enterprise search has promised to increase information discoverability, enhance corporate performance and profitability, and transform workplaces. It’s time to deliver on these promises!

New technologies, next-generation information access, and novel approaches to search and discovery are on the agenda for 2015. We’ll look at how to improve speed and relevancy, sound the death knell to those dreaded “blue lists” of results, and debate the merits of various technologies. We’ll consider the role of information governance as it affects search and discovery. We’ll investigate user experience, metadata, metrics, video search, and usability.

Enterprise Search & Discovery covers the technical aspects of enterprise search but is also about the business implications of successful deployments. The many aspects of search and discovery include customers finding products, companies monetizing real-time activities, and organizations maximizing the data they own. Leveraging internal data in light of cloud computing, outcome-based metrics, adaptive filtering, taxonomy and metadata tools, predictive analysis, open source, knowledge graphs, and mobile delivery raises people’s expectations for search and discovery. Add Big Data into the mix, and we have many promises on which to deliver! Let’s rethink how to handle search, databases, analysis, and decision making.

At the Enterprise Search & Discovery conference, you’ll learn how your peers and colleagues have wrestled with and solved their technological and business challenges. You’ll hear about incorporating new technologies, formulating new strategies, improving findability, moving to different platforms, and adopting different approaches to search and discovery.
## CONFERENCE OVERVIEW

### TUESDAY, NOVEMBER 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 8:45 a.m.</td>
<td>CONTINENTAL BREAKFAST</td>
</tr>
<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>WELCOME &amp; KEYNOTE • Capitol Ballroom • Complexity Informed Agility in KM • Will Evans, Jabe Bloom, &amp; Dave Snowden</td>
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<td>9:45 a.m. – 10:00 a.m.</td>
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</tr>
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<td>10:45 a.m. – 11:30 a.m.</td>
<td>Optimizing and Beautifying Search • Marianne Sweeney &amp; Sebastian Klatt</td>
</tr>
<tr>
<td>11:45 a.m. – 12:30 p.m.</td>
<td>Teamwork Improves Search • Lee Romero</td>
</tr>
<tr>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>1:45 p.m. – 2:30 p.m.</td>
<td>Scoping Out Site Search • Martin Baumgartel &amp; Jordan Cassel</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Case Studies in Search and Discovery • Till Westermann, Dave Copps, Hans-Josef Jeannoud</td>
</tr>
<tr>
<td>3:30 p.m. – 4:15 p.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>4:15 p.m. – 5:00 p.m.</td>
<td>Precision Without Boundaries: Results That Matter • Erik Schwartz &amp; Ben Lack</td>
</tr>
<tr>
<td>5:00 p.m. – 6:00 p.m.</td>
<td>NETWORKING RECEPTION in the Enterprise Solutions Showcase</td>
</tr>
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### WEDNESDAY, NOVEMBER 4

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8:00 a.m. – 8:45 a.m.</td>
<td>CONTINENTAL BREAKFAST</td>
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<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>KEYNOTE • Capitol Ballroom • Sparking Innovation: Cognitive Computing &amp; KM • Sue Feldman</td>
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<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>KEYNOTE • Capitol Ballroom • Emerging Trends With Enterprise Search &amp; Big Data • Kamran Khan</td>
</tr>
<tr>
<td>10:00 a.m. – 10:45 a.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>10:45 a.m. – 11:30 a.m.</td>
<td>Tricking Users Into Entering Metadata • Robert Bogue</td>
</tr>
<tr>
<td>11:45 a.m. – 12:30 p.m.</td>
<td>Dynamic Developments Debate • MODERATOR: Jeff Fried</td>
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<td>12:30 p.m. – 1:30 p.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase</td>
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<tr>
<td>1:30 p.m. – 2:15 p.m.</td>
<td>Beyond Blue Links • Tom Reamy</td>
</tr>
<tr>
<td>2:30 p.m. – 3:15 p.m.</td>
<td>Case Studies: Custom Search Applications • Derek Rodriguez &amp; Bruce Johnson</td>
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<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>COFFEE BREAK Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>4:00 p.m. – 4:45 p.m.</td>
<td>Video: The Last Mile Challenge for Enterprise Search • Ari Bixhorn</td>
</tr>
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### THURSDAY, NOVEMBER 5

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<th>Time</th>
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<tr>
<td>8:00 a.m. – 8:45 a.m.</td>
<td>CONTINENTAL BREAKFAST</td>
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<td>9:00 a.m. – 9:45 a.m.</td>
<td>KEYNOTE • Grand Ballroom, Salon 2/3/4 • Learn It! Do It! Share It! • Carla O’Dell</td>
</tr>
<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>KEYNOTE • Grand Ballroom, Salon 2/3/4 • Finding the Needle in the Haystack With Enterprise Search • Alon Mei-raz</td>
</tr>
<tr>
<td>10:00 a.m. – 10:15 a.m.</td>
<td>COFFEE BREAK</td>
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<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Moving Enterprise Search to the Cloud • MODERATOR: Patrick White</td>
</tr>
<tr>
<td>11:15 a.m. – 12:00 p.m.</td>
<td>Language of Search • Gudrun Magnusdottir, Jochen Hummel, &amp; Mark Schmetzenbach</td>
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<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>ATTENDEE LUNCHEON &amp; KEYNOTE • Grand Ballroom, Salon 2/3/4 • Cognitive Knowledge • Heather Richards</td>
</tr>
<tr>
<td>1:15 p.m. – 2:00 p.m.</td>
<td>Global R&amp;D Search at Allergan-Actavis • Steve Shimek</td>
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<tr>
<td>2:15 p.m. – 3:00 p.m.</td>
<td>Creating ROI for Information Governance • Linda Sharp &amp; Joshua Rattan</td>
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<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>Future of Search • Miles Kehoe</td>
</tr>
<tr>
<td>4:15 p.m. – 5:00 p.m.</td>
<td>CLOSING KEYNOTE • Grand Ballroom, Salon 1 • Insights, Ideas, &amp; Innovation • Gary Klein</td>
</tr>
</tbody>
</table>

_Note: All sessions will take place in Capitol Ballroom, Salon E unless otherwise noted._
Continental Breakfast • 8:00 a.m. – 8:45 a.m.

WELCOME & KEYNOTE

Complexity Informed Agility in Knowledge Management 8:45 a.m. – 9:45 a.m. • Capitol Ballroom
Will Evans, Chief Design Officer, Praxis Flow, & Design Thinker-in-Residence, NYU Stern’s Berkley Center for Innovation & Entrepreneurship
Jabe Bloom, Chief Flow Officer, Praxis Flow
Dave Snowden, Chief Scientific Officer, Cognitive Edge

Although the application of agile methods to software development is most common, the heart of agile is knowledge management. Agile relies on direct communication and intense collaboration across an integrated team of subject matter experts. Agile focuses on concurrent efforts with learning built into all phases and levels of the effort. Our experts in agile and KM provide a lively discussion of the types of knowledge, key methods of transferring and sharing knowledge, and how these can lead to innovation.

KEYNOTE

Unbounded Discovery: Designing a Taxonomy-Driven User Experience 9:45 a.m. – 10:00 a.m. • Capitol Ballroom
Dave Clarke, CEO, Synaptica

Taxonomies are a proven enabler for information discovery as distinct from targeted search. How does one interpret and anticipate user needs and intentions when designing an information system? When do they need more options, fewer options, and how can they get reoriented should they go down a blind alley? Clarke explores how taxonomies, metadata, and graph queries can help transcend these design challenges and deliver an exceptionally engaging user experience.

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

Optimizing and Beautifying Search 10:45 a.m. – 11:30 a.m.
Marianne Sweeny, Principal, Daedalus Information Systems
Sebastian Klatt, Senior Consultant, Raytion GmbH

As we continually revisit what the role of a user experience professional is, Google has developed a set of algorithms that use computational mathematics to define a good user experience on the web. Within the enterprise, how do we break down silos to take back relevance? Marianne Sweeny opts for relevance determined by people. Sebastian Klatt turns his attention to usability, giving advice on the beauty of search. How do we understand user needs and transform them into real and usable applications?

Teamwork Improves Search 11:45 a.m. – 12:30 p.m.
Lee Romero, Senior Manager for Portals, Deloitte Touche Tohmatsu

To optimize search, it may not take a village, but it does require a multi-disciplinary team, or at least that’s the experience of Deloitte Touche Tohmatsu. Its Search Optimization Center team defines search optimization standards, regularly reviews analytics looking for indications of problems, and identifies and executes improvement plans. Learn best practices for team-based search improvement.

Attendee Luncheon • In the Enterprise Solutions Showcase 12:30 p.m. – 1:45 p.m.

Scoping Out Site Search 1:45 p.m. – 2:30 p.m.
Martin Baumgartel, Site Search Manager, Verizon Wireless
Jordan Cassel, Senior Search & Taxonomy Consultant, Earley & Associates

Site search is hardly a new development in the enterprise search world, but it’s gaining importance in ecommerce as customers search for products and services on websites, expecting immediate and relevant results. Based on his experience with Verizon and Disney, Martin Baumgartel recounts his experiences with and gives recommendations for successful site search. Assessing site search performance is an important component. Jordan Cassel shares some best practices, visualization techniques, and quantitative measures that bring out the best in site search.

Case Studies in Search and Discovery 2:45 p.m. – 3:30 p.m.
Till Westermann, Senior Consultant, Raytion GmbH
Dave Copps, CEO, Brainspace
Hans-Josef Jeanrond, VP Marketing, Sinaqua

Enterprise search and discovery is never a cookie cutter affair. Every situation differs and every organization requires different solutions. Search migrations are a common scenario, but regarding them as simply a technical challenge without considering user satisfaction will not suffice, explains Till Westermann, who uses real-world search migration projects from global organizations to prove the point. Sinaqua shows how commercial software companies develop innovative solutions for enterprise search that cover a wide set of repositories and services. Dave Copps, Brainspace CEO, takes on how to unlock a company’s collective intelligence.

Coffee Break • In the Enterprise Solutions Showcase 3:30 p.m. – 4:15 p.m.

Precision Without Boundaries: Results That Matter 4:15 p.m. – 5:00 p.m.
Erik Schwartz, Senior Director, Product Management, Comcast Cable
Ben Lack, Senior Director of Marketing and Business Development, Swiftype

Comcast has built a search and discovery platform that serves 500 million requests per day, at upward of 100 GPS (queries per second) at peak times to help customers find the TV programs they want to watch. A centralized platform allows the company to deliver the same experience on mobile, the web, and set-top boxes. Precision is finely tuned with a blend of machine learning, algorithmic, and editorial signals. Swiftype explains how to provide a more proactive customer experience by analyzing customer questions. Site search analytics can better empower marketers, agents, and CSRs with recommendations and can improve a company’s bottom line.

Networking Reception • In the Enterprise Solutions Showcase TUESDAY, NOVEMBER 3 5:00 p.m. – 6:00 p.m.

Stop by the showcase after a full day of stimulating conference sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.
Continental Breakfast 8:00 a.m. – 8:45 a.m.

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

**KEYNOTE**

**Sparking Innovation: Cognitive Computing & KM**

*9:00 a.m. – 9:45 a.m.  Capitol Ballroom*

Sue Feldman, CEO, Synthesis

Agility, speed and flexibility are key requirements for organizations today. Enterprises need a new approach to handling, analyzing, and acting on complex information—as it arrives. Feldman, a long-time technology analyst discusses a new approach to knowledge management that addresses the complex problems enterprises face today. She considers the impact of cognitive computing on the IT industry and how it will affect our jobs and our lives. She raises issues and possible impacts for those in the search, discovery, content management and knowledge management areas, and demonstrates why KM professionals are uniquely well suited to understanding and using these new technologies. She’ll end by giving us a glimpse of a future fueled by cognitive computing.

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

**Tricking Users Into Entering Metadata**

*10:45 a.m. – 11:30 a.m.*

Robert Bogue, President, Thor Projects

The key problem with findability isn’t search; it’s getting users to enter the metadata the search system needs. How can you convince people to help you out? Robert Bogue has some sneaky tricks up his sleeve that will have people entering metadata without even realizing it. He uses SharePoint 2013/Office 365 as the live demonstration system, but the concepts apply to most content management systems as well. Think of some sample data to help test whether the tricks work or not.

**Dynamic Developments Debate**

*11:45 a.m. – 12:30 p.m.*

MODERATOR: Jeff Fried, CTO, BA Insight

PANELISTS: Patrick White, CEO, Synata

Sue Feldman, CEO, Synthesis

The debate about graph search versus semantic search has grown more heated in the past year, as search companies such as Facebook, Google, and Microsoft move rapidly to develop new capabilities that will benefit enterprise customers. What are the implications of adding underlying structure to search engines? This panel of experts enlightens you as they explore the technology, applications, and implications of graph and semantic search.

**Attendee Luncheon**  In the Enterprise Solutions Showcase 12:30 p.m. – 1:30 p.m.

**Beyond Blue Links**

*1:30 p.m. – 2:15 p.m.*

Tom Reamy, Chief Knowledge Architect, KAPS Group

We need more intelligent interactions with search results. Those lists of blue links just don’t cut it anymore. Although we’ve seen developments with more sophisticated, interactive displays with faceted navigation and personalization, we still seem stuck with lists of links. Tom Reamy provides some examples of how to move beyond those blue links to dynamically define sections of documents and applying analysis to those sections, surfacing content-driven significant themes or facets.

**Case Studies: Custom Search Applications**

*2:30 p.m. – 3:15 p.m.*

Derek Rodriguez, Managing Engineer, Search Technologies

Bruce Johnson, Senior Library Information Systems Specialist, Library of Congress

Implementing a successful custom search application requires paying close attention to user needs. The Library of Congress’ Cataloger’s Desktop is a subscription-based, search-driven, online documentation service that indexes and presents hundreds of information resources used by librarians around the world. In this case-study presentation, learn how the Library of Congress redesigned Cataloger’s Desktop, including a search engine migration and a new user interface to meet user needs and deliver increased value to subscribing institutions.

**Coffee Break**  In the Enterprise Solutions Showcase 3:15 p.m. – 4:00 p.m.

**Video: The Last Mile Challenge for Enterprise Search**

*4:00 p.m. – 4:45 p.m.*

Ari Bixhorn, SVP, Panopto

Video is quickly becoming an essential tool for many organizations, which results in a growing internal video library and the necessity of creative ways to find a specific piece of content within that video library. The challenge of searching actual video content as opposed to metadata about the video is a challenge that new video search technologies are addressing.

**Mobile Program**

The program for KMWorld and its co-located events is available in a mobile version and is an easy way to access everything you need during the event.
Enterprise Search & Discovery

Thursday, November 5

All sessions will take place in Capitol Ballroom, Salon E unless otherwise noted.

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

KEYNOTE

Learn It! Do It! Share It!
9:00 a.m. – 9:45 a.m.  Grand Ballroom, Salon 2/3/4
Carla O’Dell, CEO, APQC, & Author, The New Edge in Knowledge: How KM Is Changing the Way We Do Business
Knowledge management is in the business of helping organizations learn, use, and remember—the antidote to corporate amnesia. O’Dell shares APQC research aimed at helping organizations get smarter. She talks about the need for speed and ways of accelerating learning—not only for individuals and groups but for organizations themselves. Get KM best practices you can use to nudge people in your organization. Grab O’Dell’s nuggets of information for those who are at the beginning of their KM journey, those who are in the messy middle of their efforts, and those who are operating in mature KM marketplaces. Good tips for all!

KEYNOTE

Finding the Needle in the Haystack With Enterprise Search
9:45 a.m. – 10:00 a.m.  Grand Ballroom, Salon 2/3/4
Alon Mei-raz, Senior Product Manager, HP Software
Enterprises have increasing volumes of human-generated information ripe with critical insight waiting to be unlocked. But searching for meaningful information using traditional search technologies can come up short. Alon shares his insights and lessons learned from building next-generation enterprise search capabilities that enable businesses to extract meaningful and, more importantly, business value from growing volumes of videos, emails, documents, free-form text, and more.

Coffee Break  10:00 a.m. – 10:15 a.m.

Moving Enterprise Search to the Cloud
10:15 a.m. – 11:00 a.m.
MODERATOR: Patrick White, CEO, Synata
Is this the Year of the Cloud, the year when enterprise search takes hold in the cloud? This panel of experts, including a cloud SAAS vendor, a traditional enterprise search vendor, and an implementation consultant, discuss the pros and cons, security, implications, and usability. What types of clouds are there (public cloud, SAAS, private cloud) and what different deployment options exist?

Language of Search
11:15 a.m. – 12:00 p.m.
Gudrun Magnusdottir, CSO, & Jochen Hummel, CEO, Coreon GmbH
Mark Schmelzenbach, Chief Technical Officer, Attensity
The need to facilitate the process of analytic search is particularly evident where corporations are being drowned in content and internal communications in multiple languages. Translation of every piece of content is not cost effective and doesn’t scale. Intelligent answers require a solution that embeds multiple language ontologies in search. Even when content is in only one language, English, the rise of social enterprise search must accommodate slang, sarcasm, and irony. NLP, natural language processing, helps disambiguate online search and discovery as well as provide social sentiment analysis.

ATTENDEE LUNCHEON & KEYNOTE

Cognitive Knowledge: Emerging KEYNOTE
12:00 p.m. – 1:15 p.m.  Grand Ballroom, Salon 2/3/4
Heather Richards, CEO, Transversal
Richards talks about a new generation of solutions emerging around cognitive knowledge. She discusses how advancements in technology are being used to understand, predict, and almost mimic human behavior, making it simpler to connect people to knowledge. Lots of exciting examples for the not too distant future!

Global R&D Search at Allergan-Actavis
1:15 p.m. – 2:00 p.m.
Steve Shimel, Director, R&D Information Management, Allergan-Actavis
Allergan-Actavis, a global pharmaceutical company, developed an R&D search product, which fields a new information retrieval solution based on Microsoft SharePoint 2013 that provides users with a single access point to content across many sources, including internal, SaaS, and external syndicated content. Steve Shimel walks through the project from inception and business justification to implementation and lessons learned.

Creating ROI for Information Governance
2:15 p.m. – 3:00 p.m.
Linda Sharp, Associate General Counsel, ZL Technologies
Joshua Rattan, Director, PwC
It’s no secret that companies need to have control over their data. But too often it seems that an information governance initiative presents an insurmountable obstacle in the form of a major additional expense. Linda Sharp provides ideas on where to derive resources to create an ROI for information governance initiatives when there is no budget and no money to be had. Get your creative juices flowing!

Future of Search
3:15 p.m. – 4:00 p.m.
Miles Kehoe, Search Practice Director, Avalon Consulting
We’ve heard about the deficiencies of search results as lists of blue links; about graph, semantic, and cloud technologies; about video and visualizations; but what about the future of search? Where do Kibana and Silk fit in? What of apps that support saved queries? And then there’s Big Data—how will that impact enterprise search and discovery? Miles Kehoe addresses all the ways that search can be used to provide valuable and powerful applications, including alerting, analytics, and mapping.

CLOSING KEYNOTE

Insights, Ideas, & Innovation
4:15 p.m. – 5:00 p.m.  Grand Ballroom, Salon 1
Gary Klein, Senior Scientist, MacroCognition LLC. & author, Seeing What Others Don’t
As a researcher, writer and practitioner, our speaker discusses five ideas for increasing discoveries, describes the insight stance—a mental set we adopt for encountering new ideas and events, and looks at how it might help organizations improve their level of innovation.
EVALUATING
WHERE, WHEN, AND HOW,
TO USE IT IN THE
ENTERPRISE

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With the advent of SharePoint 2016 and Microsoft’s growing emphasis on the cloud, SharePoint is reaching an inflection point in the marketplace. Now is the time for enterprise leaders to review their SharePoint strategies in the context of broader shifts in the digital workplace landscape. Join us for fast-paced sessions led by industry experts and experienced customers. From managing hybrid cloud environments, to evaluating SharePoint 2016, and considering add-on technologies, all conference sessions draw from real-life experience and best practices from leading practitioners.

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**Enterprise Solutions Showcase Grand Opening Reception**
*Monday, November 2 • 5:00 p.m. – 6:30 p.m.*
Join us for a “fiesta of flavors” as we celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, and intranets marketplace the Showcase offers attendees an opportunity to explore the latest product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up to date with the latest developments, be sure to visit the Enterprise Solutions Showcase.

**Showcase Hours**
- **Monday, November 2** ………………………………5:00 p.m. – 6:30 p.m.
- **Grand Opening Reception**
- **Tuesday, November 3** ………………………………10:00 a.m. – 6:00 p.m.
- **Networking Reception** ………………………………5:00 p.m. – 6:00 p.m.
- **Wednesday, November 4** ………………………………10:00 a.m. – 4:00 p.m.

**Get Connected on Twitter!**
Don’t miss a thing! Join the conversation by following @SharePointSym and using #SharePointSym in your tweets.

**Continental Breakfast & Breaks**
A continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:45 a.m. Check your program for additional morning and afternoon break times and locations.

**Networking Reception**
*Tuesday, November 3 • 5:00 p.m. – 6:00 p.m.*
Enterprise Solutions Showcase
Stop by the showcase after a full day of stimulating sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.

**Conference Presentations**
Many speaker slides are available for download from the conference website (sharepointsymposium.com). Click on “PRESENTATIONS” and enter Username/Password: DC2015.

**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.

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CONFERENCE OVERVIEW

MONDAY NOVEMBER 2
5:00 p.m. – 6:30 p.m.
ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION

TUESDAY NOVEMBER 3
5:00 p.m. – 6:30 p.m.
NETWORKING RECEPTION in the Enterprise Solutions Showcase

WEDNESDAY NOVEMBER 4 All sessions will take place in Capitol Ballroom, Salon F unless otherwise noted.
8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST

8:45 a.m. – 9:45 a.m.
KEYNOTE • Capitol Ballroom • Sparking Innovation: Cognitive Computing & KM • Sue Feldman

8:45 a.m. – 10:00 a.m.
KEYNOTE • Capitol Ballroom • Emerging Trends With Enterprise Search & Big Data • Kamran Khan

10:00 a.m. – 10:45 a.m.
COFFEE BREAK in the Enterprise Solutions Showcase

10:45 a.m. – 11:30 a.m.
TRACK 1 • SharePoint’s Role in the New Digital Workplace

11:45 a.m. – 12:30 p.m.
Innovative Use of SharePoint for KM in a 9000+ Person Organization • Barry Byrne

12:30 p.m. – 1:30 p.m.
ATTENDEE LUNCHEON in the Enterprise Solutions Showcase

1:30 p.m. – 2:15 p.m.
TRACK 2 • Best Practices for SharePoint Business Success

2:30 p.m. – 3:15 p.m.
SharePoint Success in a Complex Business Context • Sarah Barrett

3:15 p.m. – 4:00 p.m.
COFFEE BREAK in the Enterprise Solutions Showcase

4:00 p.m. – 4:45 p.m.
KEYNOTE • Stump the SharePoint Guru • MODERATOR: Jarrod Gingras • Jill Hanneman, Shawn Shell & Shannon Ryan

THURSDAY NOVEMBER 5 All sessions will take place in Capitol Ballroom, Salon F unless otherwise noted.
8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST

9:00 a.m. – 9:45 a.m.

9:45 a.m. – 10:00 a.m.
KEYNOTE • Grand Ballroom, Salon 2/3/4 • Learn it! Do It! Share It! • Carla O’Dell

10:00 a.m. – 10:15 a.m.

10:15 a.m. – 11:00 a.m.
TRACK 3 • Strategic SharePoint Architectures and Applications

11:15 a.m. – 12:00 p.m.
Benchmark Your SharePoint Implementation • Jarrod Gingras & Tony Byrne

12:00 p.m. – 1:15 p.m.
ATTENDEE LUNCHEON KEYNOTE • Grand Ballroom, Salon 2/3/4 • Cognitive Knowledge • Heather Richards

1:15 p.m. – 2:00 p.m.
TRACK 4 • A Better SharePoint User Experience

2:15 p.m. – 3:00 p.m.
Creating Usable and Accessible Intranets in SharePoint Online • Linda Gilbert & Holly Tomlinson

3:15 p.m. – 4:00 p.m.
Mobility Options for SharePoint • Shawn Shell

4:15 p.m. – 5:00 p.m.
Making Office365 Work for Your Organization: Exposing the Plan for Productivity • Jill Hanneman
Innovative Use of SharePoint for KM in a 9000+ Person Organization
11:45 a.m. – 12:30 p.m.
Barry Byrne, Communications & Information Services Officer, Irish Defence Forces Headquarters, Dublin
In 2012, the Defence Forces began its multiyear, multiphase project to address knowledge management within the organization. A major part of this project was the implementation of an online system which would connect users across the organization with ease and enable tacit and explicit knowledge-sharing through the use of portals, wikis, enterprise social, and an organization-wide cultural change project.

SharePoint Success in a Complex Business Context
2:30 p.m. – 3:15 p.m.
Russ Edelman, Founder & CEO, Corridor Company, Inc.
Too often, the projects that we participate in are met with only a technical success and not a business success. In fact, we are frequently confronted with business failures; despite a technology being successfully implemented. The purpose of this presentation is to dive more deeply into how project participants can achieve both a technical success and business success.

Coffee Break • 3:15 p.m. – 4:00 p.m.
Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

KEYNOTE: Stump the SharePoint Guru
4:00 p.m. – 4:45 p.m.
MODERATOR: Jarrod Gingras, Managing Director, Real Story Group
Shawn Shell, VP, Microsoft Platform, Hitachi Consulting
Sarah Barrett, Co-Founder & CEO, Nonlinear Creations
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 SharePoint gurus compete to offer you the best advice in 2 minutes or less. But there’s a twist … we use noise-canceling headphones to make sure the gurus can’t hear the answers that the other panelists give. Come and get insightful, likely controversial, and sometimes entertaining answers to your most pressing questions. The person deemed to have stumped the consultants the most goes home with their own noise-canceling headphones!
Thursday, November 5

All sessions will take place in Capitol Ballroom, Salon F unless otherwise noted.

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

**KEYNOTE**

Learn It! Do It! Share It!
9:00 a.m. – 9:45 a.m. • Grand Ballroom, Salon 2/3/4
Carla O’Dell, CEO, APQC, & Author, The New Edge in Knowledge: How KM Is Changing the Way We Do Business
See page 22 for complete description.

**KEYNOTE**

Finding the Needle in the Haystack With Enterprise Search
9:45 a.m. – 10:00 a.m. • Grand Ballroom, Salon 2/3/4
Alon Mei-raz, Senior Product Manager, HP Software
See page 22 for complete description.

Coffee Break • 10:00 a.m. – 10:15 a.m.

**TRACK 3 • SharePoint in the Cloud**

Benchmark Your SharePoint Implementation
10:15 a.m. – 11:00 a.m.
Jarrod Gingras, Managing Director, Real Story Group
Tony Byrne, Founder & President, Real Story Group
Join us for a fast-paced, hands-on session where you assess your existing SharePoint environment in a series of structured Q&A exercises. Then, find out how your situation stacks up against your peers’.

SharePoint Architecture Considerations for Your Knowledge Management Portal
11:15 a.m. – 12:00 p.m.
Vanessa Toves, KM SharePoint Architect, ShiftLogik Inc.
Matt Varney, Intranet Manager, Kentucky Community and Technical College System
Using the SharePoint platform for a knowledge management portal requires a shift in approach, design, and potentially development. Understand what is involved end to end when considering the use of SharePoint beyond a traditional intranet. With the explosion of enterprise content in Office 365, the age-old struggles with trying to find what you know you need, what you just worked on, and what you don’t even yet know about are certainly real. They are huge pain points for all organizations. On the bright side, Delve, or the Office Graph search service, allows for unprecedented opportunities to have the right information fetched for you, to be presented at your feet. Varney’s experience with this new technology has started to help his users cut through the chaos. He shows the journey—the high points and low points—and demonstrates serendipity in action and how the college has grown as an enterprise.

**ATTENDEE LUNCHEON & KEYNOTE**

Cognitive Knowledge: Emerging Solutions
12:00 p.m. – 1:15 p.m. • Grand Ballroom, Salon 2/3/4
Heather Richards, CEO, Transversal
Richards talks about a new generation of solutions emerging around cognitive knowledge. She discusses how advancements in technology are being used to understand, predict, and almost mimic human behavior, making it simpler to connect people to knowledge. Lots of exciting examples for the not too distant future!

**TRACK 4 • A Better SharePoint User Experience**

Spotlight on Solutions
1:15 p.m. – 2:00 p.m.
MODERATOR: Hugh McKellar, Editor-in-Chief, KMWorld
Top SharePoint solution providers and their customers share successful deployments built on what is arguably the industry’s most versatile platform.

Semantics Meets SharePoint
Daniel Mayer, VP of Corporate Marketing at TEMIS
Bryan Bell, EVP of Sales at Expert System
Internal and external information is coming at us faster than we can keep up. That’s why business expectations are higher than ever for capturing and leveraging its value. In this session, we’ll showcase how semantics are rapidly becoming the solution of choice to augment enterprise search and content navigation in SharePoint. Using live data, we will demonstrate a real semantic engine that combines taxonomy management, categorization and entity extraction, to show how enriched SharePoint metadata reshapes the traditional search paradigm.

Digitize Your Document Workflows in SharePoint With E-Signatures
Joseph McKainves, Sr. Systems Engineer, eSignLive
Are you interested in learning how e-signature technology can be easily integrated in SharePoint to support digitization and efficiency across your organization? In this session, we’ll show you how to leverage our e-signature add-on for SharePoint so that you can store your e-signed documents in your content management system, and stop falling back to paper whenever a signature or approval is required. This 15-minute tutorial will cover the basics on creating end-to-end digital business processes in SharePoint.

Creating Usable and Accessible Intranets in SharePoint Online
2:15 p.m. – 3:00 p.m.
Linda Gilbert, Information Technology Director, and Holly Tomlinson, Content Strategist, PRIDE Industries
In this session, find out how you can combine industry recognized standards and practices in User Experience research and design to develop an intranet solution that works for all audiences within your organization. Gilbert and Tomlinson go in depth to discuss how you can involve a broad number of users in usability activities that will drive excitement and ensure you achieve the findability users are looking for. They talk about some of the challenges they faced with accessibility and how they were able to overcome them through applying foundational usability practices to assistive technologies in both desktop and mobile environments. Finally, the pair discusses how they were able to leverage the SharePoint Online platform to save both time and money implementing a truly robust intranet.

Mobility Options for SharePoint
3:15 p.m. – 4:00 p.m.
Shawn Shell, VP, Microsoft Platform, Hitachi Consulting
Mobile scenarios are becoming increasingly important for many enterprises. In this session, veteran consultant, Shawn Shell outlines your options and advice for mobile-enabling your SharePoint and Office 365 environments.

Making Office365 Work for Your Organization: Exposing the Plan for Productivity
4:15 p.m. – 5:00 p.m.
Jill Hanneman, Director, Advisory Services, Portal Solutions
Office365 components are very disparate in their usage, so what’s a good plan for user adoption, how should you define governance, and what roles and responsibilities are required for each of the powerful components Office365 has to offer?
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</tr>
</thead>
<tbody>
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<td>401</td>
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<tr>
<td>Brainspace</td>
<td>300</td>
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<td>Canon U.S.A., Inc.</td>
<td>301</td>
</tr>
<tr>
<td>Content Analyst Company</td>
<td>108</td>
</tr>
<tr>
<td>Customer 1 Focus, LLC</td>
<td>207</td>
</tr>
<tr>
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<td>410</td>
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<td>eGain</td>
<td>403</td>
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<td>206</td>
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<td>208</td>
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<td>Expert System</td>
<td>310</td>
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<td>410</td>
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<td>400</td>
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<td>100</td>
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<td>303</td>
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<tr>
<td>Kaleo Software</td>
<td>406</td>
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<tr>
<td>KM Institute</td>
<td>408</td>
</tr>
<tr>
<td>KMWorld Magazine</td>
<td>409</td>
</tr>
<tr>
<td>Onyx</td>
<td>311</td>
</tr>
<tr>
<td>Parascript</td>
<td>301</td>
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<td>106</td>
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<tr>
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<td>307</td>
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<tr>
<td>Rivet Logic/Liferay</td>
<td>111</td>
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<td>Search Technologies</td>
<td>101</td>
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<td>SearchBlox Software, Inc.</td>
<td>104</td>
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<tr>
<td>Sinequa Corp</td>
<td>211</td>
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<td>109</td>
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<td>200</td>
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<td>107</td>
</tr>
<tr>
<td>TEMIS Inc. (an Expert System company)</td>
<td>306</td>
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<tr>
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<tr>
<td>USAID Learning Lab</td>
<td>402</td>
</tr>
<tr>
<td>VirtualWorks</td>
<td>110</td>
</tr>
</tbody>
</table>

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- **Tuesday, November 3** ...................................... 10:00 a.m. – 6:00 p.m. **Networking Reception** ........................................ 5:00 p.m. – 6:00 p.m.
- **Wednesday, November 4** ................................ 10:00 a.m. – 4:00 p.m.
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TallyFox’s intelligence platform, Tallium, makes knowledge sharing fun and dynamic. With our proprietary algorithm SmartMatchPro, access to expertise is facilitated, collective knowledge becomes accessible, and you can benefit from it right now, anywhere in the world. Visit our KMWorld booth or email contact@tallyfox.com for a demo.

**TEMIS**

**TEMIS Inc. (an Expert System company)**

6110 Executive Boulevard, Suite 690
Rockville, MD 20852
www.temis.com

Platinum Sponsor Booth No. 306

TEMIS helps organizations structure, manage and exploit their unstructured information. Its platform Luxid extracts targeted information from content to semantically enrich it with domain-specific metadata. By embedding both natural language processing and ontology management, it enables uniquely efficient workflows to intelligently manage, deliver, access and analyze increasing volumes of information.

**Transversal Corporation Ltd.**

14 Regent Street
Cambridge, CB21DB
United Kingdom
www.transversal.com

Diamond Sponsor KMWorld Booth No. 201

Transversal is the leading provider of cognitive knowledge solutions. Businesses need a modern knowledge solution that helps them scale and have smarter interactions with their customers. We have totally reimagined how people interact with knowledge. Our solutions are designed to improve agent efficiencies in contact centres and deliver exceptional experiences in online self-service.

**VirtualWorks**

**VirtualWorks**

5301 North Federal Highway
Suite 230
Boca Raton, FL 33487
www.virtualworks.com

Gold Sponsor Booth No. 110

VirtualWorks helps businesses manage, locate and understand their information. Our solutions extract real value from enterprise data, providing actionable business insights and enabling organizations to make informed decisions that streamline processes and drive revenue. Founded in 2009 by Ed Iacobucci, co-founder of Citrix Systems, VirtualWorks continues a tradition of innovation and great products.

**USAID Learning Lab**

**USAID Learning Lab**

1299 Pennsylvania Avenue NW
Suite 1152
Washington, DC 20004
www.usaidlearninglab.org

Gold Sponsor KMWorld Booth No. 402

Learning Lab is USAID’s platform for generating and sharing information, tools, and resources to integrate learning throughout USAID’s Program Cycle. This website supports strategic learning and adaptive management at USAID and enables staff and partners to jointly create, share, and apply practical solutions to increase program effectiveness.

**Showcase Directory**

**Showcase Hours**

Monday, November 2.......................................5:00 p.m. – 6:30 p.m.
Grand Opening Reception

Tuesday, November 3....................................10:00 a.m. – 6:00 p.m.
Networking Reception..................................5:00 p.m. – 6:00 p.m.

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

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