### Monday, November 14

#### Preconference Workshops
(See workshop flyer for room locations)

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
</tr>
</thead>
</table>
| 9:00 a.m. - 12:00 p.m. | W1 - KM 101  
W2 - Complexity-Based Design Thinking  
W3 - Hack KM With Scenario Planning  
W4 - Delivering an Intranet in 100 Hours!  
W5 - Creating Effective Search Solutions With SharePoint  |
| 1:30 p.m. - 4:30 p.m. | W6 - Essential SharePoint  
W7 - Successful Social for the Enterprise  
W8 - Improving Internal & External Knowledge Sharing  
W9 - Organizational Change Management & KM  
W10 - Collaboration Strategy in a Box  |
| 5:00 p.m. - 6:30 p.m. | W11 - Cognitive Meets Taxonomy  
W12 - Taxonomy to Improve Collaboration  
W13 - Building a Knowledge Org. System  
W14 - Walmart's Universal Categories  |

### Tuesday, November 15

#### ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
### Wednesday, November 16

**CONTINENTAL BREAKFAST**

<table>
<thead>
<tr>
<th>8:00 a.m. – 8:45 a.m.</th>
<th>TRACK A = Grand Ballroom, Salon 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 a.m. – 9:00 a.m.</td>
<td>KM Strategies &amp; Practices: Processes</td>
</tr>
<tr>
<td>9:00 a.m. – 9:45 a.m.</td>
<td>TRACK B = Capitol Ballroom, Salon F</td>
</tr>
<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>KM Tools &amp; Techniques</td>
</tr>
<tr>
<td>10:00 a.m. – 10:45 a.m.</td>
<td>TRACK C = Capitol Ballroom, Salon G</td>
</tr>
<tr>
<td>10:45 a.m. – 11:30 a.m.</td>
<td>Learning, Change, &amp; KM</td>
</tr>
<tr>
<td>11:45 a.m. – 12:30 p.m.</td>
<td>KEYNOTE PANEL = Capitol Ballroom = Hacking KM = MODERATOR: Patrick Lambe</td>
</tr>
<tr>
<td>12:30 p.m. – 1:30 p.m.</td>
<td>COFFEE BREAK = Last chance to visit the Exhibits in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>1:30 p.m. – 2:15 p.m.</td>
<td>TRACK A = Grand Ballroom, Salon 1</td>
</tr>
<tr>
<td>2:30 p.m. – 3:15 p.m.</td>
<td>TRACK C = Capitol Ballroom, Salon G</td>
</tr>
<tr>
<td>3:15 p.m. – 4:00 p.m.</td>
<td>TRACK B = Capitol Ballroom, Salon F</td>
</tr>
<tr>
<td>4:00 p.m. – 5:00 p.m.</td>
<td>TRACK A = Grand Ballroom, Salon 1</td>
</tr>
<tr>
<td>5:00 p.m. – 6:00 p.m.</td>
<td>TRACK C = Capitol Ballroom, Salon G</td>
</tr>
</tbody>
</table>

**KEYNOTE** = Capitol Ballroom = Search & Big Data Is Evolving—Are You? = Kamran Khan

### Thursday, November 17

**CONTINENTAL BREAKFAST & TUTORIAL** = Grand Ballroom = 20 Hack-ronyms for the 20th KMWorld = Stan Garfield

<table>
<thead>
<tr>
<th>8:00 a.m. – 8:45 a.m.</th>
<th>TRACK A = Grand Ballroom, Salon 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 a.m. – 9:05 a.m.</td>
<td>Building &amp; Enabling KM Culture</td>
</tr>
<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>TRACK B = Capitol Ballroom, Salon F</td>
</tr>
<tr>
<td>10:00 a.m. – 10:15 a.m.</td>
<td>Innovation</td>
</tr>
<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>KEYNOTE = Grand Ballroom = Creating the Intelligent Workplace: Think Proficiency, Not Efficiency = Louis Tetu</td>
</tr>
<tr>
<td>11:15 a.m. – 12:00 p.m.</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>TRACK A = Grand Ballroom = Adoption of SharePoint Technology: Key to Success = Daniel DiDonofrio</td>
</tr>
<tr>
<td>1:00 p.m. – 1:15 p.m.</td>
<td>Putting Stories to Work: Mastering Business Storytelling</td>
</tr>
<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>KM Secrets &amp; Insights</td>
</tr>
<tr>
<td>3:00 p.m. – 3:45 p.m.</td>
<td>Knowledge (in) Jeopardy</td>
</tr>
<tr>
<td>4:00 p.m. – 4:15 p.m.</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>4:15 p.m. – 5:00 p.m.</td>
<td>CLOSING KEYNOTE = Grand Ballroom = Virtual Reality &amp; the Future Force a KM Hack = Daniel Rasmus</td>
</tr>
</tbody>
</table>

**KEYNOTE** = Grand Ballroom = Challenging Assumptions at JSTOR = Jobin White

**PLATINUM PASS ATTENDEES:** Access to ALL sessions (Workshops or TBC on Monday based on pass selected)

**GOLD PASS ATTENDEES:** Access to all KM, ESI 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
Workshops may also be registered for separately.
vs. external parties on knowledge transfer, as well as maintaining knowledge flow when organizations are geographically dispersed. Best practices and tools are shared for capturing key knowledge, analyzing and documenting that knowledge, and multiple methods to transfer that key knowledge. The workshop provides an open forum for addressing individual challenges that participants are facing.

**W10 • Organizational Change Management & KM**  
*Steve Barth, Assistant Professor, Management & Organization, Iovine and Young Academy & Marshall School of Business, University of Southern California*

Creating value from learning and knowledge initiatives depends entirely on user adoption by changing behaviors and beliefs. As complex social systems, human organizations cannot be programmed—they can only be hacked. KM initiatives can benefit from coordinated change management efforts using the transformation road maps common to IT implementations. But real knowledge sharing requires cultural changes that can only be catalyzed through deeper engagement at all levels of the organization. Any change effort is delicate, and KM programs are especially vulnerable because knowledge sharing can only be voluntary. This popular and practical workshop combines both the coordinating and catalyzing perspectives with real-world experience and advice. Learn the basic components of any successful change program; practice assessing and addressing challenges and opportunities in your organization; and look ahead to the latest thinking in organizational change. Come prepared to discuss your own unique situations and learn from your peers in facilitated, interactive discussions and exercises.

**W11 • Collaboration Strategy in a Box**  
*Gordon Vala-Webb, Building Smarter Organizations*

Leaders want their organizations to collaborate better so they are more efficient—20–25% more productive, according to McKinsey—and more innovative. So someone buys some technology, or hires someone, to “do” collaboration—but then it doesn’t really work. This highly interactive workshop, led by an award-winning practitioner, helps you figure out what “collaboration” means to your organization and how to get the most out of your technology. Walk away with an action plan to make your organization more collaborative.

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**Afternoon Workshops • 1:30 p.m. – 4:30 p.m.**

**W12 • KM 102**  
*Stan Garfield, Knowledge Manager and Author, Implementing a Successful KM Programme; Founder, SIKM Leaders Community*

Building on the morning KM 101, this workshop provides details on 50 KM components (people, process, and technology categories) and 81 KM specialties (25 categories). Get ideas and insights for a possible KM program in your organization. Garfield includes examples with screen shots of each component and specialty to make sure you understand how they can assist your community. From his vast experience, he also shares 10 fundamental principles and 10 leadership tips for communities of practice, a core of KM.

**W13 • KM Strategy**  
*Dave Snowden, Founder & Chief Scientific Officer, 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 groups of people 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.

**W14 • Managing Knowledge in the Networked Era**  
*Euan Semple, Author, Organizations Don’t Tweet, People Do: A Manager’s Guide to the Social Web*

We find ourselves at the beginning of one of the biggest shifts in management practice for decades. Networked technologies and rapidly changing business models are leaving our current practices and assumptions behind. Are you struggling to keep up? Is your ability to manage relationships with clients, peers, and your own teams diminishing as they get ever faster at working things out for themselves? How do you make sure that work gets done, deadlines met, and bosses kept happy when it feels like you are herding the proverbial cats? Join our world leader as he shares new ways of working to gain insights and ideas for developing skills for an exciting era of management based on real examples from real people facing real business challenges.

**W15 • Intranet Design Deep-Dive**  
*Rebecca Rodgers, Principal Consultant, Step Two*

“Design” is now a powerful word for many organizations. In addition to improving customer-facing solutions, there is a renewed focus on delivering intranets that are useful, beautiful and productive. This deep-dive workshop focuses on how to use modern design techniques and principles to deliver an intranet that is a delight to use. Key topics include the following: What is great design?; redesigning the intranet homepage and other key pages; and design techniques and principles. A highly interactive “co-design” approach is used, allowing the design process to be explored (and experienced) in depth. Incredibly practical, this workshop equips you to make design improvements to your intranet, both large and small.

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**W16 • Storytelling for Leaders**  
*Shawn Callahan, Founder, Anecdote, & Author, Putting Stories to Work: Mastering Business Storytelling*

Using a well-established program, our experienced workshop leader teaches you practical techniques for tapping into the power of oral stories to influence, engage, and inspire others. From Melbourne to New York, London to Singapore, thousands of leaders have learned the value and skills for storytelling. In this half-day workshop, learn how to spot stories and build your repertoire; experience three story patterns that will help you build rapport, explain why, and share your lessons; and gain a range of practical tips to make your stories better.

**W17 • Knowledge Mapping: Identifying & Mitigating Knowledge Risks**  
*Patrick Lambe, Partner, Straits Knowledge*

This workshop introduces a framework and methodology for the use of a knowledge mapping exercise to identify and prioritize knowledge risks in an organization. Having identified these risks, participants identify and discuss strategies to avoid or mitigate them. Lambe shares examples of how other organizations address the issue of knowledge risks. This interactive workshop allows participants to work on their own organization’s issues and challenges, share experiences with colleagues, and learn from other practitioners as well as the experienced workshop leader.

**W18 • Mindset Hacking for Knowledge Co-Creation**  
*Arthur Shelley, Principal, Intelligent Answers, & Author, Being a Successful Knowledge Leader & The Organizational Zoo: A Survival Guide to Workplace Behaviour*

One of the biggest barriers to knowledge sharing and innovation in organizations is the ability to see from a different perspective. People subconsciously see “what is” from knowns, rather than being able to create new knowledge from uncertainty to lead toward “what is possible.” To hack predetermined and patterned mindsets, a series of metaphorical images have been created that stimulate conversations about knowledge-related strengths and weaknesses. These have been used in the U.S., Asia, and Australia to explore the diversity of perspectives about how knowledge flows and how it can be accelerated to progress innovation and inform leadership decision-making. This unique approach is easily adaptable to different contexts to highlight a wider range of options than is immediately apparent to those embedded in the problems. The more diverse range of ideas generated, builds stronger foundations for action projects to enhance performance. This perception-centric
Workshops

W19 • Practical Ways to Demonstrate the Value of KM
Darcy Lemons, Senior Advisor, & Lauren Trees, KM Research Program Manager, APQC
Most organizations that practice knowledge management (KM) make some effort to measure the health of their programs by using activity measures to assess how many employees use KM approaches and tools, how often they use them, and how satisfied they are. Organizations with more mature KM programs, however, go beyond simply tracking activity. A more sophisticated approach, called value path measurement, involves evaluating how KM activities influence business processes and outcomes. In other words, is participation translating into results? Tracing links between knowledge sharing and key cost, quality, and efficiency metrics goes a long way toward proving that KM is a value-added business process that yields a positive return on investment. This interactive workshop gives participants tools and techniques to define the value path for their KM programs and approaches. It begins with a brief overview of the importance of measuring the impact of KM activities. We will define business measures that support the value path and identify the business measures that support the value path.

W20 • Management by Design: Designing World-Class KM Experiences
Daniel Rasmus, Principal Analyst, Serious Insights, and Author, Management by Design
Using the methodology from Rasmus’ book, Management by Design, attendees learn how to leverage design thinking to create more holistic learning and knowledge transfer experiences. With examples such as how to design a meeting, how to capture knowledge from retiring employees, and how to introduce disruptive technology, attendees brainstorm knowledge management experiences and select two to be used as the basis for an in-workshop methodology learning experience. Learn how to apply the Management by Design methodology to create more integrated learning experiences through example designs, and through hands-on work.

W21 • Taking Knowledge Transfer to the Next Level
Arthur J. Murray, CEO, Applied Knowledge Sciences, Inc.
We are well into the long-anticipated wave of retirements and accompanying efforts to transfer critical knowledge before it goes out the door. A fair amount of knowledge, in the form of lessons learned stories, checklists, rules, and formulas, has already been transferred. While useful, these approaches work primarily at the surface level, addressing what to do only in specific situations. Such methods have proven to be ineffective in complex, rapidly changing environments. This workshop draws upon a growing body of research in cognitive neuroscience, backed by more than a decade of field experience in transferring knowledge at a deep structure level. It focuses on identifying and operating on the underlying thought and decision processes that went into building the knowledge in the first place. Experience the six steps of deep learning: thinking, observing, enumerating, expressing, assessing, and adjusting. Increase your powers of observation by viewing situations from multiple perspectives. Connect the dots and see the big picture. Break detrimental learning habits that are holding you and your team back. Build and grow your personal body of knowledge and improve your ability to communicate what you’ve learned so others may benefit. In addition to the worksheets and handouts, receive a complimentary copy of the book: Deep Learning Manual: The Knowledge Explorer’s Guide to Self-Discovery in Education, Work, and Life.

Monday, November 14
Looking for Ways to Enhance Your Conference Experience?
Be social! Connect and collaborate with speakers, exhibitors, and other attendees before, during, and after the event through social media.

BONUS: Join any of our social networks and be among the first to know about program updates, discounts, and giveaways.

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KMWorld 2016
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• 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

HACKING KM
PEOPLE, PROCESSES, & TECHNOLOGY

kmworld.com/conference
Hacking and hackathons are better known in the geek community, but KMWorld 2016, is taking a page from the geek book and looking to hack, or change, in our case, our ideas, strategies, and practices in using processes and technology to engage our communities. Organizations are changing—flattening their structures, encouraging creative and innovative practices, engaging audiences in different ways, using technology to streamline and connect people in new and exciting ways. To be successful, today’s organizations have to look at things with different perspectives; be flexible and fast; be able to easily transfer and share knowledge; deal with zettabytes of data; and innovate, engage, and impact communities and customers in positive ways. The platforms, processes, and programs have to respond in a timely fashion to make this happen and to keep customers satisfied. The culture of the organization—the people—enables the transformations and innovations—and well-oiled collaborative organizations excel at leading the charge! Join us for conversations, insights and ideas for hacking KM and applying different approaches in your organization.

Conference Chair
Jane Dysart
Dysart & Jones Associates

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 14 • 5:00 p.m. – 6:30 p.m.
Join us for a “taste of Italy” 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 14......................................................... 5:00 p.m. – 6:30 p.m.
Grand Opening Reception

Tuesday, November 15.................................................... 10:00 a.m. – 6:00 p.m.
Networking Reception............................................... 5:00 p.m. – 6:00 p.m.

Wednesday, November 16........................................... 10:00 a.m. – 4:00 p.m.

Continental Breakfast & Breaks
A light 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 15 • 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 16 • 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.

Conference Presentations
Many speaker slides are available for download from the conference website (kmworld.com/kmw16). Click on “PRESENTATIONS” and enter Username/Password: DC2016.

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KMW In Motion
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.

Enter URL: http://m.KMWorld.com
Smartphone Users SCAN HERE
CONFERENCE OVERVIEW

Tuesday, November 15

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

TRACK A • Capitol Ballroom, Salon E
KM Strategies & Practices: People

TRACK B • Capitol Ballroom, Salon F
Digital Workspace of the Future

TRACK C • Capitol Ballroom, Salon G
Social Collaboration

COFFEE BREAK • In the Enterprise Solutions Showcase

10:45 a.m. – 11:30 a.m.

KM Ops, Realities & Challenges

11:45 a.m. – 12:20 p.m.

Integrated KM

ATTENDEE LUNCHEON • In the Enterprise Solutions Showcase

12:30 p.m. – 1:45 p.m.

Harnessing Knowledge Sharing

1:30 p.m. – 2:30 p.m.

Harnessing Knowledge Sharing (continued)

COFFEE BREAK • In the Enterprise Solutions Showcase

2:45 p.m. – 3:30 p.m.

Design Thinking for the Digital Workspace

3:45 p.m. – 4:45 p.m.

Networking Reception • In the Enterprise Solutions Showcase

3:30 p.m. – 4:15 p.m.

COFFEE

4:15 p.m. – 5:00 p.m.

Think Harder, Share Better

5:00 p.m. – 6:00 p.m.

Communities of Interest • 1331 Bar & Lounge, Restaurant Level

Wednesday, November 16

8:45 a.m. – 9:00 a.m.

KM WORLD & INTRANET INNOVATION AWARDS • Capitol Ballroom

KEYNOTE • Capitol Ballroom • Hacking KM • MODERATOR: Patrick Lambe

9:00 a.m. – 9:45 a.m.

KEYNOTE • Capitol Ballroom • Search & Big Data Is Evolving—Are You? • Kamran Khan

9:45 a.m. – 10:00 a.m.

10:00 a.m. – 10:45 a.m.

TRACK A • Grand Ballroom, Salon I
KM Strategies & Practices: Processes

TRACK B • Capitol Ballroom, Salon F
KM Tools & Techniques

TRACK C • Capitol Ballroom, Salon G
Learning, Change, & KM

COFFEE BREAK • In the Enterprise Solutions Showcase

10:45 a.m. – 11:30 a.m.

11:45 a.m. – 12:30 p.m.

Think Harder, Share Better

12:30 p.m. – 1:30 p.m.

KM From Concept to Reality

ATTENDEE LUNCHEON • In the Enterprise Solutions Showcase

1:30 p.m. – 2:15 p.m.

Journey to Predictive Knowledge

2:30 p.m. – 3:15 p.m.

Creating the Knowledge Workplace

3:15 p.m. – 4:00 p.m.

COFFEE BREAK • Last chance to visit the Exhibits in the Enterprise Solutions Showcase

4:00 p.m. – 4:45 p.m.

Kickstarting KM: Agile & More

5:00 p.m. – 6:00 p.m.

COMMUNITIES OF INTEREST • 1331 Bar & Lounge, Restaurant Level

Thursday, November 17

8:00 a.m. – 8:45 a.m.

CONTINENTAL BREAKFAST & TUTORIAL • Grand Ballroom • 20 Hack-ronyms for the 20th KMWorld • Stan Garfield

KEYNOTE • Grand Ballroom • Future Proofing Organizations • Dave Snowden

8:45 a.m. – 9:45 a.m.

KEYNOTE • Grand Ballroom • Creating the Intelligent Workplace: Think Efficiency, Not Efficiency • Louis Tetu

9:45 a.m. – 10:00 a.m.

COFFEE BREAK

10:00 a.m. – 10:15 a.m.

Knowledge Café: Mentoring Morning • Grand Ballroom

10:15 a.m. – 12:00 p.m.

ATTENDEE LUNCHEON & KEYNOTE • Grand Ballroom • Adoption of SharePoint Technology: Key to Success • Daniel Defendorf

12:00 p.m. – 1:00 p.m.

TRACK A • Grand Ballroom
Building & Enabling KM Culture

TRACK B • Capitol Ballroom, Salon F
Innovation

TRACK C • Capitol Ballroom, Salon G
Content Management

1:00 p.m. – 1:15 p.m.

Putting Stories to Work: Mastering Business Storytelling

1:30 p.m. – 2:15 p.m.

KM Secrets & Insights

2:30 p.m. – 3:15 p.m.

Knowledge (in) Jeopardy

3:30 p.m. – 4:15 p.m.

COFFEE

3:45 p.m. – 4:30 p.m.

KEYNOTE • Grand Ballroom • Challenging Assumptions at JSTOR • Jabin White

4:30 p.m. – 5:00 p.m.

CLOSING KEYNOTE • Grand Ballroom • Virtual Reality & the Future Force a KM Hack • Daniel Rasmus
program to motivate staff into sharing their expertise, thus harnessing the power of its new program, called “Integrated KM,” to overcome the various security challenges ahead. Every phase of this three-phased program has a specific aim and process. The first phase, started in 2013 and known as “inventory of skills and knowledge,” is specifically aimed at registering 80% of knowledge that is possessed by Dubai police officers in electronic form. The second phase of this program, begun in 2014, The Knowledge Project, is aimed at filling the knowledge gaps that exist within the Dubai police departments; this work was bridged through six steps. The third phase, known as The Knowledge Maturity Model started in 2015 and aims to measure the level of knowledge within Dubai Police, according to standards of the learning organization.

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

A103/104 • Harnessing Knowledge Sharing
1:45 p.m. - 3:30 p.m.
Leland Holmquest, KM Solution Manager, Microsoft
Dana Tessier, Director, Knowledge Management, Shopify
Patrick Spracklin, Manager, Engineering Knowledge Network, Abbott

Holmquest discusses what life on a submarine taught him about collaboration. The life of a crew on a submarine is juxtaposed to a team of knowledge workers in the enterprise. Learn what creates the foundation of camaraderie and what may be missing from your team’s dynamics. See how the pillars of positive psychology, the study of positive emotions, traits, and institutions have a dramatic impact on our daily work and the way our teams function and collaborate. Take home tips to use in your organization! Tessier shares how Shopify’s support team has grown tremendously over the last several years and as a result, its knowledge resources have adapted to keep up. In early 2015, their most used knowledge resource was Slack, an online messaging app. She discusses harnessing the knowledge sharing occurring through the app to improve documented knowledge resources, the improved and up-to-date knowledge resources agents use to find the answers they need to do their job, and more. Hear how Abbott’s Engineering Knowledge Network initiative, which includes solutions for intranet, communities of practice, technical training webinars, and knowledge call center, contributed to engineering better solutions faster. The network connects 6,500 engineers working in 10 operating divisions at 100 worldwide locations. Lessons learned along the way with tools and technologies, as well as program governance and cultural roadblocks, are included.

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

A105 • Hacking “Need to Know”: Accelerating Cultural Change
4:15 p.m. – 5:00 p.m.
Kevin Lynch, IT Fellow, Chief Knowledge Architect & Randall Ramsey, IT Fellow, Raytheon

Hear how several organizations accelerate and shift culture change. The HP Software Services KM Program leverages its organization’s award-winning change practices to facilitate a robust KM organization that is able to rapidly respond to increasingly challenging business needs. Cross-functional, self-organizing teams are leveraged to crowdsource content harvesting, content improvement, and promotion of reuse on a continual basis. Raytheon speakers describe how the aerospace industry’s approach to achieving the balance between codification and personalization KM strategies, “Need to Share,” represents a significant strategic shift in KM strategy for both the aerospace industry and the U.S. government, which is consistent with the efficiency gains demanded by customers. These insights are widely applicable and demonstrate a balance can be achieved between business speed, value, and risk by focusing on formal, compiled product knowledge.
Tuesday, November 15

**TRACK B • Digital Workspace of the Future**

**Capital Ballroom, Salon F**

Work, and our approach to it, is rapidly changing. While many work outside the walls of their organization, real-time communication and collaboration tools and platforms, as well as strategies, are changing the digital workplaces and workspaces. Hear about the challenges and how leading organizations are meeting them!

Moderated by Daniel Lee, Independent Consultant

**B101 • Workspace of the Future**

10:45 a.m. – 11:30 a.m.

*Cindy Hubert, Executive Director, Client Solutions, APQC*

The workspace of the future is here—and more changes are coming. It is an agile environment which continually evolves to suit the next generation—while also balancing older generation’s needs and wants. As organizations shift to a workforce whose majority are Digital Natives, organizations, at a bare minimum, need to be aware of the necessary characteristics required to foster a driven and collaborative workforce. Although some characteristics are here now—mobility, personalization of content, work/life balance—more significant changes (cognitive computing, electronic security, and role-based content delivery) are coming. Using data from APQC’s most current research, KM expert Hubert cuts through the hype and hazziness of what behaviors are going to be needed in this emerging workspace to look at the importance of KM’s role in influencing them. Learn about the shift in expectations and discover the right path forward for your organization.

**B102 • Design Thinking for the Digital Workspace**

11:45 a.m. – 12:30 p.m.

*Rebecca Rodgers, Principal Consultant, Step Two*

“Design” is a powerful word in modern business, and a key element of a successful digital workplace. Design ensures that the right solutions are delivered, and that they work in a simple and delightful way. “Design thinking” provides a toolbox of techniques for understanding needs, designing systems, and prototyping. This session explores these techniques and shows how they can be applied to the future of work.

**B103 • Digital Workspace Predictions**

1:45 p.m. – 2:30 p.m.

*Jarrod Gingras, Managing Director & Analyst, Real Story Group*

2016 is a tipping point around mobile and cloud-based workplace technology. Our analyst shares twelve predictions including wearables gain traction, mobile-first finally arrives, context management is standard, a chief digital workplace officer, SharePoint, and more.

**B104 • Intranet Showcase**

2:45 p.m. – 3:30 p.m.

*Rebecca Rodgers, Principal Consultant, Step Two*

Andy Zimmerman, Director, Employee Digital Strategy, Corporate Marketing & Communications, McKesson Corporation

Paula Grimsmo, Manager, Enterprise Collaboration and Desktop Support & Kathryn Gendall, Manager, Internal Communications, Gold Corp.

Kathryn Gendall, Manager, Enterprise Collaboration and Desktop Support & Paula Grimsmo, Communications, McKesson Corporation

Kathryn Gendall, Manager, Enterprise Collaboration and Desktop Support & Paula Grimsmo, Communications, McKesson Corporation

Jo Lyon, Knowledge Management Lead, Oxfam Great Britain

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.

**B105 • Digital Workspace Showcase**

4:15 p.m. – 5:00 p.m.

*Kelly Titus, Patient Revenue Performance Effectiveness Manager, & Alex Tanchoco, Manager, Advanced Technologies, Memorial Sloan Kettering Cancer Center*

Lorin DeBellis, Future User Advocate, & Kristy Markin, User Experience & Information Architect, The MITRE Corp.

Carrie Basham Young, Founder & CEO, Talk Social to Me & The CMM

This panel represents organizations who are using digital tools to change their workplaces and workspaces. MSKCC discusses using social media and collaborative tools like MediaWiki to break down silos, improve knowledge flows, and engage and empower staff to shift their culture to sharing and learning. Mitre shares the evolutions of tools supporting their KM strategy: Spaces and the tools within them must aid in the creation of new knowledge, support knowledge building around MITRE and its partners, and afford remote participants the same experience as participants in the room. From fully-writable wall surfaces to writable table tops, the space urges free-form thinking and ideation while leveraging spatial memory within the physical space. With the push of a button, whiteboards can be captured and digitally stored in a knowledge repository such as SharePoint and easily recalled by the creators. Young talks about Facebook at Work, the new enterprise product, and how organizations are harnessing its power.

**TRACK C • Social Collaboration**

**Capital Ballroom, Salon G**

Wikipedia describes social collaboration as the processes helping multiple people or groups interact and share information to achieve common goals. Hear what organizations like Oxfam are doing in this space; get tools to do a health check on your social collaboration tools; pick up practical advice on engaging communities, and more.

Moderated by Janice Lachance, Better Business Bureau Institute for Marketplace Trust

**C101 • Building the Connective Tissue for the 21st-Century Organization**

10:45 a.m. – 11:30 a.m.

*Haneen Malallah, Knowledge, Learning, & Accountability Advisor, & Neal McCarthy, Senior Manager, Shared Services Applications, Oxfam America*

Jo Lyon, Knowledge Management Lead, Oxfam Great Britain

Oxfam is an organization working to right the wrongs of hunger, poverty, and injustice. It is a confederation of 17 member organizations, working in more than 90 countries, in the development, humanitarian, and campaigning spheres. The organization employs more than 10,000 people and works with thousands of partner organizations around the globe. Since these organizations are separate legal entities, they have their own platforms, systems, and intranet. Recently, Oxfam embarked on a project to integrate the member organizations, including merging into one intranet, and hence linking these 10,000-plus people into one system. This session highlights both process and product considerations for decision making around intranet design and usability and the approaches taken to move forward. It spans the planning, organization, and initial implementation of the shared intranet platform and touches on additional considerations related to challenges, risks, and the emphasis around building a collaborative culture.

**C102 • Communities Matter!**

11:45 a.m. – 12:30 p.m.

*Lauren Trees, KM Research Program Manager, & Darcy Lemons, Senior Advisor, APQC*

Communities of practice are the most popular approach in the KM arsenal, with more than two-thirds of organizations boasting some form of community program. But there are still a lot of questions about how to design effective communities and keep them active and purposeful over the long-term. This session provides practical advice for organizations looking to deploy new communities or increase engagement in/impact from existing community programs. Get tips and techniques for encouraging participation and convincing experts to move their conversations and interactions into the community en-
environment, integrating social network technology into community programs, and making communities truly global so that they connect employees across languages, time zones, and cultures. Based on recent best practices studies on communities, our speakers combine insights with detailed examples from leading organizations with successful community programs.

**Attendee Luncheon**
12:30 p.m. – 1:45 p.m.

**C103 • Industry Insights: Knowledge @ the Speed of Organizational Change**
1:45 p.m. – 2:30 p.m.
Dave Copps, CEO, Brainspace
Patricia Byrd, ANI Chief Learning Officer, Knowledge Bytes
Our industry leaders share their insights on innovative collaborative platforms and programs. One of the primary goals of KM is to increase organizational agility by quickly transferring knowledge to the right people—getting them up to speed. But speed has always been a challenge in learning. It takes considerable time to develop content, to get it organized and cataloged, and even more time for learners to find and consume legacy courseware of lengthy duration. Byrd illustrates how curated micro-content accelerates learning and shares a sample micro-learning deployment strategy and action plan.

**C104 • Social Collaboration Tech: Underachieving & Health-Check**
2:45 p.m. – 3:30 p.m.
Jarrod Gingras, Analyst, Real Story Group
Enterprise customers have built solid foundations for employee digital collaboration, but struggle to adopt more advanced, social- and mobile-enabled use cases according to recent survey research. Get the results, implications, and recommendations as well as methods to assess the health of your existing social collaboration environment. Join our experienced research analyst for a fast-paced and hands-on session in a series of structured Q&A exercises designed as a health-check to find out how your situation stacks up against your peers’.

**Coffee Break**
3:30 p.m. – 4:15 p.m.

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**C105 • Collaborative Techniques & Improving Knowledge Flows**
4:15 p.m. – 5:00 p.m.
William Cook, Manager, Knowledge Management & Nichol Vanover, Online Community Administrator, ADP
Rujul Pathak, IT Manager, Cisco Systems
Maryam Alserkal, Director, Performance Management Office, The Executive Council (TEC)
KM can be described as a discipline that intends to improve the capability of an organization to resolve challenges, evolve to meet the requirements of the dynamic business environment, and survive the changes that are disruptive, such as employee turnover. Team coordination is an integral aspect, especially now that people can communicate directly without using intermediaries such as team leaders and management. Hear how several organizations are using collaborative techniques to improve their knowledge flows. A division of ADP shares how the implementation of ADPworks, a Jive community designed to help associates across the company collaborate more effectively, was slow in adoption until they initiated Jive Jam Sessions. Hear about the results. Pathak discusses how Cisco busted through silos and delivers a converged experience across their stakeholder ecosystem through its new digital transformation. She shares their digital framework and architecture and illustrates it’s use by employees, partners, customers and prospects. TEC shares how the implementation of KM facilitates TEC to be more effective in bringing together the required proficiency and knowledge demand.

**Networking Reception**
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.

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**BONUS**
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A202 • KM From Concept to Reality
11:45 a.m. – 12:30 p.m.
Mary O’Halloran, KM Systems, TSG
This session discusses how to develop, create and implement a KM road map by integrating people, process, and technology to realize the operation benefits of KM systems. Includes a use case on KM initiatives sustained through the merger and integration process when DirecTV was recently acquired by AT&T. These efforts positioned the AT&T Entertainment Group to be industry leaders in KM. The session includes wonderful tips to take back to your organization!

A203 • Journey to Predictive Knowledge
1:30 p.m. – 2:15 p.m.
George Lenhart, Senior Manager, Advanced Productivity & Collaboration, The Hershey Company
Louis Tetu, Chairman & CEO, Coveo
Quantum leaps in intelligent search technology, content consumption analytics, and machine learning are turning knowledge management on its head, and making relevant knowledge access easier than ever, based on data. Get both the principles and best practices, along with real-world examples, from the journey The Hershey Company is undertaking. Lenhart shares how Hershey helps employees gain the knowledge they need, as they are working, in context, including Hershey’s people finder to also identify experts that matter for the task. Steps along the journey include: responding relevantly to every question, from the entire unified ecosystem of record; proactively recommending contextually relevant information, based on everyone’s role and the context of their task; predicting and surfacing the next best information, by deriving likely intent from behavioral analytics and machine learning. Tetu discusses the principles, including intelligent search, contextual relevance, securely unifying cloud-based and on-premise content, using data to understand how people interact with information, how to uncover contextual clues, and how behavioral analytics and machine learning fundamentally change the KM game, driven by data. Take away new ways to manage and deliver knowledge while greatly reducing reliance on metadata management programs and complex taxonomies.

A204 • Creating the Knowledge Workplace
2:30 p.m. – 3:15 p.m.
Michael Renaudin, Head, Organisational Development & Learning, & Hansjürg Leuenberger, Scientific Officer, Swissmedic
Swissmedic is an expert organisation; its employees knowledge workers. As a learning organization, Swissmedic has a strong commitment to KM. From the development of continuing training for managers through human resource processes to intranet design, the KM perspective is an integral consideration in all activities. With its headquarters currently being refurbished, Swissmedic considered the impact the design of a new office layout has on knowledge workers on a day-to-day basis and how KM activities could be promoted and reinforced through workplace management. This case study shows how aspects of KM can be used within the organization as a means of steering change processes. It assesses the role of workplace design with respect to various aspects of KM (e.g., knowledge distribution) and collaboration in interdisciplinary teams and illustrates the added value of directly involving knowledge managers when workplace changes happen.
Wednesday, November 16

A205 • Kickstarting KM: Agile & More
4:00 p.m. – 5:00 p.m.

Mehmet Tunc, Manager, PLM, & Configuration Management Department, FNSS Defense Systems

Knowledge—and hence the people behind it—are the one and only asset in most organizations. Hear how one organization approached the underlying processes supporting that asset. FNSS Defense Systems, a joint venture of BAE Systems and Nurol Group, is a private defense company designing and producing armed land vehicles, the market and export leader in Turkey. In deciding to improve its management of knowledge, hear how the company used product lifecycle management software to customize its KM infrastructure, build a master plan, and more.

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<th>TRACK B</th>
<th>KM Tools &amp; Techniques</th>
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Capitol Ballroom, Salon F

This track is filled with tools and techniques to find the right tools to fit your needs, to identify and capture critical knowledge through knowledge mapping, and hear about the technology and tools that a number of organizations are utilizing.

Moderated by Gordon Vala-Webb, Building Smarter Organizations

B201 • Using Lenses to Right Fit Social & Collaboration
10:45 a.m. – 11:30 a.m.

Thomas Vander Wal, Senior Consultant & Advisor, Adjuv

Organizations have been deploying new digital work platforms and services in the past few years. Quite often we hear that the tools don’t matter that much, just get one and use it. Adding a community manager and digital transformation specialists helps, but the tools don’t seem to do what is needed. The question is constantly, “Do the tools fit our needs?” and also “We see value, but it seems like it isn’t quite right.” Well, not only is getting the right help important, it is important to right fit the tools to the needs and uses. The uses and needs can be complex and diverse. This session helps break down the diversity, enabling the dimensions and their elements to be viewed properly so what is relevant for your organization can be seen through the use of social lenses. Using the lenses as a diagnostic tool to understand what works and fits and where there are gaps and needs helps bring clarity. But, greater clarity is provided when pairing the lenses to view different perspectives clearly. This is particularly helpful for improving use and knowledge flows through the organization’s understanding of the right fit of tool(s) and services. Using the lenses to see the relevant dimensions and how they intersect not only helps organizations understand the needs for today, but works as a valuable method for framing an adaptive road map for the coming years. Having clarity to see the smaller actual pieces enables sensing their changes in order to adjust and adapt with more clarity of understanding.

B202 • KM in Reality: Tools & Techniques
11:45 a.m. – 12:30 p.m.

Shellie Glass, Chief Knowledge Officer, & Peter Barcelo Jr., Knowledge Management Officer, United States Southern Command

Our speakers look at using KM fundamentals, concepts, leadership, and processes to enhance the effectiveness and efficiency of planning, problem-solving, decision making, collaboration, continuity, knowledge capture and sharing, innovation, and learning. From using knowledge repositories/forums on SharePoint to maximize learning to the use of chat, online meetings, OneNote, etc., to enhance knowledge sharing, and after action reviews, they illustrate how to transform knowledge-intensive activities into knowledge processes with related goals and objectives supporting the organization’s mission and vision.

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

B203 • Knowledge Mapping
1:30 p.m. – 2:15 p.m.

Lauren Trees, KM Research Program Manager, & Darcy Lemons, Senior Advisor, APQC

Capturing critical knowledge and making it available when and where it’s needed is at the core of the KM value proposition. However, before an organization can connect employees to key knowledge assets, it must determine what those assets are. While it would be great to document and share every piece of organizational knowledge, a comprehensive approach simply isn’t feasible. KM teams have limited resources, and employees—especially the experts with the most to contribute—have limited time to devote to knowledge transfer. Tough decisions must be made, and to maximize their investments, organizations must pinpoint the knowledge most in need of preservation and replication. Get the tools to understand what knowledge is truly critical to organizations and determine the most urgent priorities for capture/transfer. Speakers walk through a series of knowledge-mapping techniques (including process- and role-based mapping) to identify critical knowledge and reveal gaps and inefficiencies. Find out how to match an organization’s knowledge needs with the right capture/transfer approaches and how to use a knowledge risk matrix to evaluate competing priorities.

B204 • Hacking the Old Way of Working
2:30 p.m. – 3:15 p.m.

Filip Callevaert, Head, Information & Knowledge Management, Port of Antwerp Authority

During the past three years, the Port of Antwerp Authority designed a new process for generic knowledge work, supported with new kinds of tools. Our concept got awarded in Washington, which was a true confirmation, but it also started an important change project. The people factor (new skills, culture, communication) in change was underestimated. Hear about the dilemmas, disruption, tools, and trajectory and coping mechanisms. It’s a process of thought and action combined in design, learning, experimentation and especially perseverance. Filled with tips and insights!

Coffee Break • 3:15 p.m. – 4:00 p.m.

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

B205 • Tools for Expanding KM Processes
4:00 p.m. – 5:00 p.m.

David Meza, Chief Knowledge Architect, NASA

Jans Aasman, Chief Knowledge Architect, NASA

In this high-speed digital era, organizations have to deal with high volumes of structured and unstructured data. New digital tools are being developed
to help analyze and visualize this vast amount of data; however, many challenges still remain. Meza shares a knowledge/data management strategy for identifying, organizing, analyzing, and visualizing your critical data to improve organizational decision making. Aasman discusses how graphs and KM have gained significant visibility with the rebirth of artificial intelligence and the emergence of cognitive computing. He discusses recent collaborations with Montefiore Health System, Intel, Cloudera, and Cisco to improve a patient’s knowledge around the probabilities of their future health status. The knowledge creation stems from the capability to combine the probability space (statistical patient data) with a knowledgebase of comprehensive medical codes and a unified terminology system. The confluence knowledge via machine learning, semantics, visual querying, graph databases, and Big Data not only displays links between objects, but also quantifies the probability of their occurrence.

**TRACK C ● Learning, Change, & KM**

**Capitol Ballroom, Salon G**

Learning faster, getting ideas, and sharing knowledge are keys to successful and smarter organizations. Hear from our KM practitioners and leaders about how to build high-performance workplaces, how not to have a Zombie organization, how to deal with change management, and more.

*Moderated by Ken Wheaton, Applied Knowledge Sciences, Inc.*

**C201 ● Social Learning & High Performance Workplaces**

10:45 a.m. – 11:30 a.m.

*Kathy Bries, Senior Director & GM, Cisco*

The desire to learn, grow, and contribute in meaningful ways is a part of the human psyche. When people connect, share knowledge, tap collective intelligence, and collaborate on decision making in the workplace, they can achieve high levels of performance. Research suggests that employees who actively share knowledge through social communities and corresponding social technologies have a wider support base, learn faster, and have greater access to information. As a result, networked employees report higher job and employer satisfaction, benefiting both the employee and the workplace. Social business tools can power these interactions, enabling employee engagement, innovation, and productivity. This session outlines how organizations can use social learning as part of a multifaceted approach to building high-performing workplaces. It discusses how social learning can empower and engage employees and engender enterprise-wide innovation, and explores how employees can build new skills and expertise through social community memberships, discussion forums, on-demand learning, and blogs.

**C202 ● Stopping a Zombie Organization: Triple Tap**

11:45 a.m. – 12:30 p.m.

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

Is your organization a zombie? Zombie organizations simply do not have an operating system that gives them the ability to innovate, collaborate, and change quickly enough to survive in our modern volatile, uncertain, complex, and ambiguous world. Come and learn how to calculate your organization’s “Z” score and find out the three keys to building a smarter organization.

**Attendee Luncheon ● In the Enterprise Solutions Showcase**

12:30 p.m. – 1:30 p.m.

**C203 ● Using Cognitive Computing: Discussion**

1:30 p.m. – 2:15 p.m.

*Hadley Reynolds, Co-founder & Managing Director, Cognitive Computing Consortium*

*Saratendu Sethi, Senior Director, Cognitive Analytics, SAS Institute Inc.*

*Dino Eliopoulos, Managing Director, Earley Information Science*

As we move from hype to reality, practical guidelines are beginning to emerge for cognitive computing. When do we use it? What are its benefits? What are actual use cases? This panel brings together experts who have developed or used cognitive applications who explain the differences among cognitive computing, artificial intelligence, big data, and Internet of Things. They describe what advances in cognitive applications offer beyond current traditional approaches, and when the present generation of computing is “good enough.”

**C204 ● Hacking the Water Cooler**

2:30 p.m. – 3:15 p.m.

*Dennis Pearce, Enterprise Knowledge Architect, Lexmark International Inc.*

Physical water coolers are known for facilitating idea sharing, so it’s surprising that so many companies resist having a virtual water cooler on their employee social platforms, a place where employees can feel free to talk about whatever they want. On the surface, it might look like a giant, highly visible waste of time and resources. But collaboration software vendors often counter by arguing that having a water cooler increases employee engagement and speeds adoption by creating a fun way for employees to become familiar with the tool’s features and to develop skills that can transfer to more productive collaborative efforts. Beyond those benefits, Pearce shares how Lexmark has found that the water cooler adds value at a strategic, organizational level. A vibrant, active water cooler contains a ready audience that is a microcosm of the entire organization. Because anyone can talk about anything, readership is drawn from all areas of the business. Lexmark regularly attracts about 25% of its employee base, and internal studies have shown that its demographics mirror those of the overall company, both geographically and functionally. So it has become a great venue for surveying attitudes and testing out ideas requiring input from the whole company. It is also used to surface patterns of interest. Pearce reviews and categorizes the posts made there to identify topic themes, leading to the identification of specific topics that would otherwise have gone unnoticed and the spin-off of immediately successful collaboration spaces dedicated to those topics.

**Coffee Break ● 3:15 p.m. – 4:00 p.m.**

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

**C205 ● Change Management Tips**

4:00 p.m. – 5:00 p.m.

*Leslie Ottavi, VP, Strategic Solution, iTalent Corporation*

*Monique Cadena, Knowledge Management Senior Advisor, Dell*

*Jeff Willinger, VP, Digital Inspiration, Rightpoint*

This panel shares their experiences and tips for change management. Ottavi discusses a recent engagement with Cisco which saved money and improved efficiencies. Cadena talks about how knowledge coaching/mentoring can ensure adoption of KM. Willinger discusses leveraging change management to drive success in a SharePoint intranet.

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**Communities of Interest**

**WEDNESDAY, NOVEMBER 16**

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.

*Open to all conference attendees.*
Continental Breakfast & Tutorial ● 20 Hack-ronyms for the 20th KMWorld
8:00 a.m. – 8:45 a.m. ● Grand Ballroom
Stan Garfield, Knowledge Manager & Author
Join our breakfast tutorial led by a longtime KM practitioner, Stan Garfield, who discusses the world of KM using multiple acronyms. From ACME, BIB, CAFES and CARE to PATHFINDERS, PITCH, STAR and TRAIL, he uses the acronyms to describe all the possible parts of a KM program. A great introduction for those new to KM and a lively, fun review for experienced practitioners.

KEYNOTE
Future-Proofing Organizations
8:45 a.m. – 9:45 a.m. ● Grand Ballroom
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge
As our world continues to change at a rapid pace and take unexpected turns, our organizations have to be prepared to deal with what’s coming next even if it is unanticipated. Our popular speaker shares his strategies for future proofing your organization.

KEYNOTE
Creating the Intelligent Workplace: Think Proficiency, Not Efficiency
9:45 a.m. – 10:00 a.m. ● Grand Ballroom
Louis Tetu, CEO, Coveo
Empowering people with the best information every time, everywhere enables them to become more proficient and handle more complex tasks on their own. That’s been the promise of KM programs, and it is now being realized today with intelligent systems that are transforming the way people work and interact with companies. Hear how to employ intelligent search, analytics and machine learning technology to securely reach all systems, recommend the most relevant information, and even predict what and who will be most helpful—everywhere people work and interact. Using real-world examples, Tetu discusses why proficiency should be the key goal of digital transformation; how to reach the long tail of enterprise knowledge, much beyond SharePoint; when and where to apply intelligent insight technologies for proactive and predictive knowledge sharing; and what best practices and capabilities generate the most results in the intelligent, digital workplace.

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

MENTORS INCLUDE:
Diane Berry, SVP Market Strategy, Coveo; Jean-Claude Monney, Global KM Lead, Microsoft; Darcy Lemons, Senior Project Manager, APQC; Gloria Burke, Senior Manager, Deloitte Touche Tohmatsu Limited; Stan Garfield, Knowledge Manager & Author; Holly Baxter, Chief Scientist & CEO, Strategic Knowledge Solutions; Gordon Valla-Webb, Principal, Building Smarter Organizations; Patrick Lambe, Partner, Strats Knowledge; Mary Abraham, Co-Founder, Broadit Inc.; Art Murray, CEO, Applied Knowledge Sciences; Jim Lee, SVP & KM Director, Fulton Financial Corporation; Adriaan Jooste, CKO, Deloitte Advisory; Kelly Widelska, Global Head, Knowledge, IFC; Katrina Pugh, Academic Director, Columbia Information & Knowledge Strategy Master’s Program

A303 ● Putting Stories to Work: Mastering Business Storytelling
1:00 p.m. – 1:45 p.m.
Shawn Callahan, Founder, Anecdote, & Author, Putting Stories to Work: Mastering Business Storytelling
Based on Callahan’s book of the same name, this talk shares a practical approach for becoming a better communicator using oral storytelling. Based on years of research and practical experience, Callahan reveals how every leader can be more memorable, better understood, and authentic by using one of the most underutilized sources of power in modern business—the humble story. Key takeaways include why communication always gets11  hammered in staff surveys and how stories can turn the tide; how to spot a story at 100 yards; and how to master the four disciplines of business storytelling.

A304 ● KM Secrets & Insights
2:00 p.m. – 2:45 p.m.
Tony Wu, CKO, Nutrition & Health Research Institute, COFCO Corporation
Johnson (Zuwei) Yi, Director, KM, & Xiaoobo Song, KM Senior Consultant, Huawei Technologies Co. Ltd.
Wu introduces the secrets and highlights of KM practice in COFCO, China National Cereals, Oils and Foodstuffs Corp., which is the largest supplier of diversified products and services in China’s agricultural products and food industry. Yi and Song explain how KM evolved over 5 years to provide business value to Huawei, a multicultural company with 170,000 employees in research centers and branch offices in more than 170 countries and regions. During the 5 years, their KM program focus has been to discover and transfer experiences rapidly and globally, to provide customers with high-quality products and services, and maintain Huawei’s continuous innovation.

A305 ● Knowledge (in) Jeopardy
3:00 p.m. – 3:45 p.m.
Arno Boersma, Senior KM Manager, World Bank Group
Kelly Widelska, Global Head, Knowledge, IFC
Come play KM Jeopardy! Have fun and get practical insights based on case studies and anecdotes that address the 12 most common hacks in KM. You choose your most urgent challenges from the game board (in three categories: people, process, technology). Real-life examples from the speaker’s 15 years experience in KM, as well as from the conference and attendees, inspire you to hack your chosen challenge. Walk away with actionable learnings (yes—and prizes).
Thursday, November 17

**Track B • Innovation**

**Capitol Ballroom, Salon F**

Continuous transformation and innovation are the hallmarks of a creative, knowledge-driven economy. Get practical processes, insights, and ideas to put to work in your organization, hear what other companies are stimulating innovation, and more!

Moderated by Mary Abraham, Broadli Inc.

**B303 • Innovation Through KM, Process, & Quality**

1:00 p.m. – 1:45 p.m.

Jim Lee, SVP & KM Director, Fulton Financial Corporation

KM is but one of the legs that comprise the tripod of an innovation framework. The other two legs are efficient processes and a culture of quality. The need for this triumvirate is focus. Generally, to be successful, KM strategies must be planned and executed in steps. These steps require that KM be introduced through projects both to show progress as well as to limit the impact on an organization’s resources at one time. That’s where process comes into play, as specific processes must be targeted for improvement. The techniques of process improvement enable the focus needed to choose KM projects that are endorsed and supported by senior leadership. The final element of the innovation tripod—a culture of quality—means that the measurement of KM results is expected and conducted.

**B304 • Be Agile, Not Fragile**

2:00 p.m. – 2:45 p.m.

Stan Garfield, Knowledge Manager & Author

To be agile in knowledge management, and to innovate, Garfield suggests the following principles: identify three key business objectives, focus more on helping people use processes effectively, improve decisions, actions, and learning, connect people to each other so they can help each other at the time of need, implement, improve, and iterate. To avoid being fragile, steer clear of these traps: maturity models, best practices, metrics for the sake of metrics, certification, tool rollout and adoption, personality tests, corporate speak and more! Sure to spark an interesting discussion so don’t miss this session.

**B305 • KM & Innovation**

3:00 p.m. – 3:45 p.m.

Andrew Pope & Alister Webb, Partners & Consultants, Innosis

Cynthia Young, Knowledge Manager, McKean Defense

Speakers show how a single change in the perception of digital tools combined with simple tactics can generate a significant uplift in collaborative behaviour. They share a fresh approach to effective collaboration based on experiences in the engineering, telecommunications and finance sectors. Young shares data from 69 CEOs/presidents and leaders of the Virginia Ship Repair Association collected online for a study to determine if there is a correlation between KM, innovation, and firm performance. Results show that increasing knowledge sharing and innovation practices provides for positive social change for the personnel of these organizations, since the skills they learn within their organizations are immediately usable in their personal endeavors in their churches, neighborhoods, and family relationships and are transferable to those they interact with outside of their organizations.

**Track C • Content Management**

**Capitol Ballroom, Salon G**

Hear about the top trends of enterprise content management (ECM) from a research analyst, how several organizations are dealing with legacy applications. Participants learn how ECM, key foun-

dational technologies for many KM programs, is adapting to the rise of cloud, analytics, and the collision of adjacent markets.

**C304 • Dealing With Legacy Apps: Gems & Insights**

2:00 p.m. – 2:45 p.m.

MODERATOR: David Anderson, Practice Lead, Application Retirement, EMC

Jim Earley, Director of Engineering, Flatirons Solutions

Doug Gard, Sr. Technology Officer, P&C US Technology, BMO Financial Group

Today, IT departments within enterprise organizations support hundreds if not thousands of applications. While many of these applications are used on a daily basis, there are plenty of legacy ones no longer in use. This panel discusses the specific steps their organizations took to quickly retire costly legacy applications and move all relevant data into a single, lower-cost repository, which created immediate savings and increased employee productivity. They describe how this process saved significant money, enabling their organizations to reinvist in innovation, better align IT with business strategies, and glean better insights from unsorted data.

**C305 • Cognitive Learning Models: Automating Knowledge Discovery**

3:00 p.m. – 3:45 p.m.

John Lewis, Co-Founder, CoHera Institute & Author, Leading with the Future

In Mind: Knowledge and Emergent Leadership and The Explanation Age

Deep learning based cognitive models can learn from your existing content, data and patterns to automate knowledge discovery and workflows. The challenge with knowledge silos and data lakes within organizations can be overcome using deep learning based cognitive models trained to find relations, meanings and sequences. Content can be tagged, questions generated or missing information flagged automatically from data bases on your cognitive learning models. The ability to surface missing information can be one of the most powerful parts of cognitive models. Typically most discovery happens within the available content and looking for the missing needle within the growing haystack can be difficult without learning models in place. As organizations grapple with ever increasing amounts of data and knowledge, finding the information and connecting the dots between the disparate pieces of data and/or content can be time consuming and exhaustive without cognitive learning models. Get more insights from our experienced speaker.

**Keynote**

**Challenging Assumptions at JSTOR**

4:00 p.m. – 4:15 p.m. • Grand Ballroom

Jabin White, VP, Content Management, JSTOR

For years, publishers and information providers have rightly considered themselves experts at search. But in response to users’ behaviors and actions, expectations have changed, and smart information providers need to evolve with them. Hear how JSTOR is reacting to the changing expectations of search, and setting up processes, technologies, and even a culture that can respond to those changes.

**Closing Keynote**

**Virtual Reality & the Future Force a KM Hack**

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

Daniel Rasmus, Principal Analyst, Serious Insights

Rasmus presents a brief overview of virtual reality technology and shares the state of the market. He explores how the data models for content, as well as the user becoming data, break traditional views of collaboration and knowledge management as they create a rift between representation and source of truth. Rasmus discusses the new rules for collaboration, the end user as data, the future KM scenarios created in his Monday workshop, how VR empowers a new form of knowledge capture and transfer, and why immersive computing is going to change how we work! Leave the conference with lots of ideas and insights for KM in the future!