MONDAY, NOVEMBER 4

**PRECONFERENCE WORKSHOPS**

9:00 a.m. - 12:00 p.m.

- W1 = KM 101
- W2 = Text Analytics 101
- W3 = Building a Governance Model for Organizational Knowledge
- W4 = Increasing Digital Fluencies & Knowledge Sharing
- W5 = Storytelling Tips, Techniques, & KM Impact
- W6 = Fundamentals of Enterprise Search
- W7 = AI 101 for KM
- W8 = Taxonomy-Driven Event Processing for Intelligent Customer Operations
- W9 = Techniques for Navigating Complexity
- W10 = Search Vendor Landscape: Market & Capabilities
- W11 = Knowledge Automation With Office 365 & SharePoint

1:00 p.m. - 4:30 p.m.

- W12 = KM Strategy
- W13 = Building & Curating E-Books of Knowledge
- W14 = Office 365 Search: Facilitating Digital Collaboration
- W15 = KM & Innovation
- W16 = Keys to Cross-Generational Conversations
- W17 = Search Managers Boot Camp
- W18 = Information Architecture: Structuring & Organizing Awesome Infranets
- W19 = Preparing for ISO 9001 KM Standards
- W20 = Data Visualization
- W21 = Change Management: Tools & Techniques

5:00 p.m. - 6:30 p.m.

**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**

Sponsored by accenture

TUESDAY, NOVEMBER 5

8:30 a.m. - 9:30 a.m.

- W1 = KM 101
- W2 = Text Analytics 101
- W3 = Building a Governance Model for Organizational Knowledge
- W4 = Increasing Digital Fluencies & Knowledge Sharing
- W5 = Storytelling Tips, Techniques, & KM Impact
- W6 = Fundamentals of Enterprise Search
- W7 = AI 101 for KM
- W8 = Taxonomy-Driven Event Processing for Intelligent Customer Operations
- W9 = Techniques for Navigating Complexity
- W10 = Search Vendor Landscape: Market & Capabilities
- W11 = Knowledge Automation With Office 365 & SharePoint

9:30 a.m. - 10:45 a.m.

- TRACK A Capital Ballroom, Salon E
  - KM Foundations for AI & Beyond
- TRACK B Capital Ballroom, Salon F
  - Digital Workspace Transformation
- TRACK C Capital Ballroom, Salon G
  - KM Culture & Change

10:45 a.m. - 11:30 a.m.

- Building Strong Foundations for Digital Success
- Rating Your Digital Workplace
- Digital Workspaces of the Future: Industry Insights

11:30 a.m. - 12:30 p.m.

- Building on a KM Program
- KM Culture & Change
- Driving KM Culture With Internal Channels

12:30 p.m. - 1:45 p.m.

- Attendee Luncheon in the Enterprise Solutions Showcase

1:45 p.m. - 2:30 p.m.

- AI Landscape & Possibilities for KM
- Digitally Transforming to End World Hunger
- Grassroots KM Skills Retention

2:45 p.m. - 3:30 p.m.

- Continuing Investment in KM
- Showcasing Digital Workspaces & Infranets
- Crafting Culture With Communities & Engagement

3:30 p.m. - 4:15 p.m.

- Digital Taxonomy: The New Unknown Beast
- Search Like a Pro: Mythbusting the “Black Box” of Search
- Building on a KM Program

4:15 p.m. - 5:00 p.m.

- At Virtual Agents & Content
- Digital Enterprise of the Future: Automation & Generations
- KM Industry Insights

5:00 p.m. - 6:00 p.m.

**NETWORKING HAPPY HOUR**

Sponsored by accenture
COFFEE

KEYNOTE = Capitol Ballroom = Future Trends: Insights for Knowledge Sharing in 2020+

KEYNOTE = Capitol Ballroom = Making the Most of Machine Learning

KEYNOTE = Capitol Ballroom = Demands for Data: Governance, Risk, Compliance, Analytics & Value

KEYNOTE = Capitol Ballroom = Knowledge Management in the Age of AI

KEYNOTE = Capitol Ballroom = Knowledge Sharing Culture to Support Organizational Success

KEYNOTE = Grand Ballroom = Bringing a Consumer-Like Experience to the Digital Workplace

KEYNOTE = Grand Ballroom = Top 5 Lessons Learned From KM Solution Implementations

KEYNOTE = Grand Ballroom = Pure to Pragmatic: From AI Hype to Delivering Actual ROI

KEYNOTE = Grand Ballroom = Re-Evaluating & Evolving Your KM Program

KEYNOTE = Grand Ballroom = The 3 Pillars of AI & Their Impact on KM

KEYNOTE = Grand Ballroom = Intelligent Content Services: New & Next

COFFEE
The workshop utilizes exercises in auto-categorization, data extraction, machine learning, and sentiment analysis to deepen the participants’ appreciation for the practical process of building text analytics applications and, at the same time, exemplifies some of the key theoretical issues.

W3 = Building a Governance Model for Organizational Knowledge

Art Murray, CEO, Applied Knowledge Sciences, Inc.
The volume of human knowledge is growing. But machine knowledge is growing even faster. And the accelerated pace of both is taxing the limits of traditional KM. Machine learning platforms are valuable tools for discovering hidden patterns and trends. But they often provide little or no insight into how new knowledge is generated, or when a model or algorithm is no longer valid. All of this greatly increases risk. Consider how many of your business decisions are automated, how many business rules your organization has, and if they are current and still valid. You may need to start incorporating knowledge governance into your organization. Join our popular speaker and get a road map for implementing a top-level governance model, including how to measure results and make adjustments along the way. Get the seven major facets of knowledge governance, how to align them with overall corporate governance, and most importantly, how to evaluate the range of possible social impacts, both positive and negative. Get a sneak preview of what’s coming, including the emerging technologies you’ll need to be closely watching, and how those technologies will place even greater demand on having a sound knowledge governance model in-place.

W4 = Increasing Digital Fluencies & Knowledge Sharing

Catherine Shinnors, Principal, Merced Group, & Nancy Dixon, Founder, Common Knowledge
You’ve perhaps heard it before: We implemented enterprise social networking but now how do we get people to really use it? Or: We’ve got such a talented workforce—why aren’t people sharing their knowledge more? Our longtime KM advocates answer these questions. They bring collaboration and knowledge tools and processes together in ways that empowers people’s digital fluencies and practice so they can collaborate and work more effectively in rapidly changing contexts and diverse global teams. They know that employees are more willing to collaborate when they have built relationships with the others and they have creative ways to make those relationships happen! Get lots of techniques, insights, and ideas from this workshop to immediately put into practice in your organization.

W5 = Mastering Internal & External Knowledge Transfer

Holly Baxter, Chief Scientist & CEO, Strategic Knowledge Solutions
Expert knowledge is difficult to capture and transfer effectively, because it involves deeply embedded skills that an expert may not be consciously aware of using and may not understand how to share. The challenge this poses is how to capture and transfer that knowledge among co-workers and external partners who need to work together on critical, high-stakes projects. Without effective knowledge transfer strategies, these valuable lessons learned and best practices are often lost. This knowledge is essential to the success of the mission, especially in emergency situations such as responses to natural disaster events that are time-critical. This master class-style workshop is based on case studies of more than 200 top-level executives, engineers, and scientists at Fortune 500 companies, the military, and multiple government agencies. It discusses knowledge transfer and flow strategies and focuses on the challenges you bring from your organization. The workshop combines the power of an SME along with skilled colleagues from other organizations to offer effective processes for enhancing knowledge flow at all levels of organizations, both internally and externally. By working through your challenges, this workshop covers the impact of internal versus 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.

W6 = Storytelling: Tips, Techniques, & KM Impact

Kim Glover, Director, KM, & Tamara Viles, KM Program Manager, TechnipFMC
Humans connect through stories, find meaning in stories and remember stories far better than data. Steve Jobs once said: “The most powerful person in the world is the story teller. The storyteller sets the vision, values, and agenda of an entire generation that is to come.” And Steve Denning, in his book The Leader’s Guide to Storytelling, provides a guide to different types of organizational storytelling, tying the ancient practice of sharing stories to today’s business world. Although most KM professionals know about the power of stories in organizations, many KM programs don’t include teaching the art of telling a story or conduct storytelling workshops. This workshop highlights the ways that TechnipFMC is using storytelling in its KM program and walks participants through several fun storytelling activities. Get a heightened awareness of the power of stories and the ability to run storytelling activities in your organization! Enjoy “story-listening,” as other KM practitioners tell their own tales. Come tell us your story!
This workshop covers the entire enterprise search solution lifecycle including the most important concepts of enterprise search and priorities for successful solution implementations. How is data getting indexed in a secure way, honoring access control lists? On the UI side, the workshop looks at the fabric of modern search interfaces going far beyond the list of search results and a few filters; it considers deep integrations into intranet portals and business applications. The workshop also covers the search experience management, relevancy optimization, and how this continuous effort ensures success of your users and hence search solution adoption. It outlines how AI can, in practice, be leveraged to augment the search experience. Throughout the workshop, real-world scenarios are presented and the underlying implementation and reasoning explained and live demos are employed to illustrate the capabilities of both open source-based and commercial search engines, e.g., Google Cloud Search or Microsoft SharePoint and SharePoint Online. This interactive workshop focuses on the aspects which are most valuable for the specific audience and aims at diving deep discussions on how their use cases could be implemented.

**Techniques for Navigating Complexity**

**Dave Snowden, Chief Scientific Officer, Cognitive Edge**

This engaging workshop by one of the leading practitioners of complexity theory and solutions discusses practical techniques to create conditions to enable novel emergent solutions to wicked and intractable problems. It introduces a complex approach to design thinking, a non-linear approach, a next generation approach design thinking. Get new ways to support innovation in your organization and generate ideas with a focus on solutions to unarticulated problems. Snowden shares the latest version of Cynefin, a sense-making framework used globally to create a contextual approach to decision support. Better decision in shorter time frames making full use of our resources and networks.

**Knowledge Automation With Office 365 & SharePoint**

**Daniel Lee, Director, Enterprise Information Solutions, & Zeke Iribar, SharePoint & Office 365 expert, ARC Business Solutions Inc.**

This exciting and interactive workshop discusses what you need to know to get ready for the future that is already here. It discusses the different kinds of AI and their use cases, looks at some cool tools, and talks about how you would choose a vendor and or tool to work in your organization and KM program.

**Building & Curating E-Bodies of Knowledge**

**Art Murray, CEO, Applied Knowledge Sciences Inc.**

Knowledge doesn’t manage itself. No matter how far AI evolves, knowledge, whether human or digital, will always need human curation. Knowledge curation is one of the least-understood aspects of KM. Yet given the accelerated growth of both explicit and hidden knowledge, especially in large datasets, knowledge curation is more critical than ever. There is no shortage of tools and techniques for building knowledgebases and repositories, yet this question remains: “How do I design, build, and maintain a body of knowledge that’s easily accessible to me and others?” This workshop helps you to gain an understanding of the three main pillars of knowledge curation: 1) knowledge capture and transfer; 2) governance, including roles and responsibilities, assurance, performance monitoring, and incentives; and 3) architecture, including the tools, platforms, and processes for putting it all together. Some key elements include how to determine what knowledge is worth capturing and in what form; reconcile different world views; mental models, and learning modalities, especially among mentors and mentees; determine which tools and approaches are appropriate for different types of knowledge; integrate the various tools and approaches into a single system; vet knowledge and keep it up-to-date; and make knowledge flow and grow, from a single individual to an entire community of experts and practitioners. Join our experienced KM expert and take home an initial plan for setting up and implementing a world-class knowledge curation program for your organization.

**Office 365 Search: Facilitating Digital Collaboration**

**Benjamin Braasch, Project Manager, & Vasko Panovski, Senior Consultant & Project Manager, Raytion GmbH**

Microsoft Office 365 offers a rich portfolio for building intranet and department sites, employee and team communication, and social collaboration. A centerpiece of Office 365 is the Microsoft Graph and SharePoint Online search. Both allow for not only finding documents but also for easily building rich business applications—applications that actually facilitate collaboration by bringing the most relevant context-dependent content to knowledge workers. This workshop develops the most important search use cases in collaborative environments, describes how they can be implemented with the search provided by Microsoft, and looks at how you can solve your business requirements within Office 365 by combining search with, e.g., Microsoft Flow. Options are presented to integrate search into a cloud-intranet portal or service support desk bot, allowing the most out of your investment. This workshop is use-case-driven and looks at the larger context of the Office 365 collaboration landscape and, of course, its technical architecture.

**KM & Innovation**

**Kim Glover, Director, KM, TechniqFMC, & Christian De Neef, Founder & Co-Owner, FastTrack**

In the minds of many people, KM is about the past—best practices, lessons learned, organizational memory, etc.—while innovation is about the future—brainstorming new ideas, new product development, prototyping, etc. But one doesn’t do KM for the sake of KM. KM is done with strategic intent, and among many options that could lead to (better/more effective) innovation, of course. Innovation doesn’t happen in a vacuum: Incremental innovation is building on (knowledge of) existing products and services, and even radical innovation needs (knowledge of) current business models and markets to define itself. Innovators may hail the mantra “Fail fast, fail often,”
but failing without learning the lessons is useless! Innovation and KM hardly ever collaborate in large organizations, as they typically belong to different departments: KM is often somewhere under HR or support services, while innovation is most often under strategy or operations. This means that leaders most probably report to different VPs. Still, both innovation and KM are all about breaking the organizational silos and have functionally diverse teams collaborating. This workshop explores the relationship between innovation and KM from both our consulting and management point of views. It covers the following:

• Content: Which type of knowledge is fueling innovation?
• Organization: How do we get Innovation & KM practitioners to collaborate?
• Culture/People: What are the mindsets of KM practitioners and innovators, and how do we bridge these?
• Process: How can innovation management and KM processes feed each other?
• Technology: How can software enable KM-driven innovation?

Be ready to gain lots of insights and ideas!

W17 ■ Keys to Cross-Generational Conversations
Phyllis Weiss Haserot, President & Founder, Practice Development Counsel, & Author, You Can’t Google It! The Compelling Case for Cross-Generational Conversation at Work

Every organization needs knowledge transfer (KT) to be sustainable and stay competitive. Most organizations find achieving smooth and continuous KT elusive, primarily owing to human factors and technological factors. This workshop provides attendees with action steps to overcome the human relationship barriers and accomplish cross-generational collaboration. It is highly interactive and includes small, multi-generational group practice exercises to jump-start the essential relationship building; identification of non-tech obstacles to KT; practical and achievable solutions; steps to establish regular person-to-person and team-to-team transfer of both new and institutional knowledge; and more. Understand the intergenerational and other resistance factors; learn tools to remove frustration and negative energy that often arise out of working with people of difference (generations/ages, functions, education/training, and other diversity factors); get strategies and techniques to accomplish common goals; and have fun doing it!

W18 ■ Search Managers Boot Camp
Agnes Mohar, CEO, Search Explained

Congratulations! You’ve just been given the responsibility for search at your organization! Perhaps there is a new initiative to improve search, or perhaps the previous search manager mysteriously disappeared. In any case, you’ve discovered that search is a deceptively tricky domain, and that the expectations of many of your stakeholders are difficult to meet or even to define. This workshop provides an orientation to search and exposure to the key issues, effective processes, and technology—indeed, of that brand of search engine you use. It provides lay-of-the-land information and approaches to get you off to a good start. Topics include getting started and where to find practical guidance in search management; kinds of tasks and roles involved in managing search; building a cross-functional team; assessing the current state of search; establishing a vision and creating a findability strategy; getting stakeholders together and constructively involved; discovering and managing expectations; top misconceptions about search and how to educate your organization; top five and next five tools and techniques for improving search; updates and improvements; and measuring search: KPIs, tools, and techniques for internal search engine optimization. If you have been in the search manager’s role for a while but feel like you are missing a grounding in successful practices and management techniques, this workshop is still useful.

W19 ■ Information Architecture: Structuring & Organizing Awesome Intranets
Rebecca Rodgers, Principal Consultant, Step Two

If your users can’t find what they need on your intranet, your information architecture (IA) probably needs some work! Join our experienced practitioner and learn tips and best practices to improve findability, information organization, and the basic concepts of information architecture. Rodgers covers the critical aspects of intranet IA: navigation/site architecture, page design architecture, and metadata architecture. Get approaches for planning navigation across the entire intranet and on individual sites, along with tips and best practices for using mega-menus and organizing hub sites. Grab lessons about the best place to focus your IA energy so that you can build an intranet that is an essential part of your digital workplace today and as your organization evolves over time.

W20 ■ Preparing for ISO 9001 KM Standards
Michael Prevou, President, & Patricia Eng, Independent Consultant, Strategic Knowledge Solutions KC

The International Standards Organization (ISO) has just published a new set of Knowledge Management Standards. Are you ready? The new standards contain requirements and guidelines for all aspects of the KM program, e.g., establishing, implementing, maintaining, reviewing, and improving an effective management system for knowledge management in organizations. As is the case for all ISO standards, this set of standards can be applied to any organization seeking ISO certification, regardless of its type or size, or the products and services it provides. This workshop covers understanding the ISO standards and how to translate the standards into requirements for your organization; examining how an auditor evaluates a program against a standard; identifying ways to prepare for an ISO KM audit; and looking at examples of KM initiatives or tactics that should satisfy an ISO KM audit. This practical, hands-on, half-day workshop focuses on what participants are already doing in their organizations to meet the standard and how to present these efforts to an auditor. Get a laminated handout of the standards by category and explore in small groups how your organization can meet the standard and the ROI expected for achieving the standards. Get ahead of the crowd by learning about the ISO KM standards and how they relate to your program.

W21 ■ Data Visualization
Ron Arons, President, LegalDataViz, & Author, Mind Mapping for Genealogy

Data visualization tools are helpful for those who either a) think visually, b) want to present data to people in more innovative ways, or c) think more creatively. Mind maps have been used for decades in corporate America as well as by writers, attorneys, and educators. Mind maps and other related tools are especially helpful in laying out and organizing unstructured data. This hands-on workshop provides a short look at data visualization theory, concepts, and terminology; a discussion differentiating the tools; and working with three different data visualization tools that are absolutely free. The three different tools provide a myriad of ways to lay out unstructured data in innovative ways. Despite the fact that these tools are free, they are surprisingly powerful and flexible. Bring your device so the group can participate in solving problems using these tools.

W22 ■ Change Management: Tools & Techniques
Gordon Vela-Webb, Author, Building Smarter Organizations

Creating value from KM initiatives depends entirely on user adoption by changing behaviors and beliefs. Learning and knowledge initiatives benefit from 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 entrepreneurial 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. A design-thinking approach can tap into the initiative and innovation latent in every employee. This 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 tap into 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.
NOVEMBER 4–7, 2019
JW MARRIOTT
Washington, DC

KNOWLEDGE SHARING IN THE AGE OF NEW TECHNOLOGIES

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

KMWorld.com/Conference
Welcome to the 23rd annual KMWorld which encompasses Taxonomy Boot Camp, Enterprise Search & Discovery, Text Analytics Forum, & Office 365 Symposium, all filled with experienced and practical speakers sharing their knowledge about new tools, processes and techniques for enterprise knowledge sharing. This year’s theme, Knowledge Sharing in the Age of AI, focuses on culture, people, processes, and the many different types of technologies supporting organizations. See how organizations are embracing AI and other new technologies. In an era with many new applications and experiments using artificial intelligence, machine learning, cognitive computing, augmented and virtual reality as well as exciting new technologies, knowledge sharing has more possible avenues within and beyond organizations. KMWorld 2019 looks at the impact of innovative technologies, techniques and tools in many different communities, including government, business, military, law, medical, non-profit and more. People are at the core of technologies – collaborative, cognitive computing, AI – are evolving and enabling incredible strides in knowledge sharing, decision making, and satisfying customers. Enjoy the conversations at #KMWorld!

**Knowledge Sharing in the Age of New Technologies**

*Conference Chair*

Jane Dysart

Dysart & Jones Associates

---

**Wireless Internet**  
Complimentary Wi-Fi is available in all meeting rooms.  
1) Network: JWMarriott_CONFERENCE  
2) Click on browser to open log-in page  
3) Enter passcode: kmworld19

**Continental Breakfast & Breaks**  
*Sponsored by xerox*  
A light continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:30 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 Happy Hour**  
*Sponsored by accenture*  
Tuesday, November 5 • 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.

**Enterprise Solutions Showcase Grand Opening Reception**  
*Sponsored by accenture*  
Monday, November 4 • 5:00 p.m. – 6:30 p.m.  
Celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, intranets, and text analytics 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, Nov. 4 ...................5:00 p.m. – 6:30 p.m.  
Grand Opening Reception  
Tuesday, Nov. 5 ......................10:00 a.m. – 6:00 p.m.  
Networking Happy Hour........5:00 p.m. – 6:00 p.m.  
Wednesday, Nov. 6 ..............10:00 a.m. – 4:00 p.m.

**Conference Presentations**  
Many speaker slides are available for download from the conference website (kmworld.com/conference/2019).

**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. Book signings from speaker/authors throughout the event. Check the signs on site.

**Communities of Interest**  
Wednesday, November 6 • 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.

**Download the KMWorld App!**  
Get the entire KMWorld program and create a personalized schedule in our app on Yapp.  
Access the app here: https://my.yapp.us/KMWORLD19
CONFERENCES AT-A-GLANCE

TUESDAY, NOVEMBER 5

8:30 a.m. - 9:30 a.m.
WELCOME & KEYNOTE = Capital Ballroom = Knowledge Management in the Age of Smart Machines = Esan Sempf

9:30 a.m. - 9:45 a.m.
KEYNOTE = Capital Ballroom = Delivering Killer App Taxonomy Experience in SharePoint Office 365 = Dave Clarke & Agnes Molnar

KEYNOTE = Capital Ballroom = Building the Knowledgeable Application With AI = Christophe Aubry

10:00 a.m. - 10:45 a.m.
COFFEE BREAK = In the Enterprise Solutions Showcase = Sponsored by Xerox®

10:45 a.m. - 11:30 a.m.
TRACK A = Capital Ballroom, Salon E = KM Foundations for AI & Beyond
Building Strong Foundations for Digital Success

A102 A103

11:45 a.m. - 12:30 p.m.
TRACK B = Capital Ballroom, Salon F = Digital Workspace Transformation
Building on a KM Program

B102 B103

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

9:30 a.m. - 9:45 a.m.
KEYNOTE = Capital Ballroom = Make the Most of Machine Learning = Joe Lichtman

9:45 a.m. - 10:00 a.m.
KEYNOTE = Capital Ballroom = Demands for Data: Governance, Risk, Compliance, Analytics & Value = Helmut Kayg & Sebastian Gabler

10:00 a.m. - 10:45 a.m.
COFFEE BREAK = In the Enterprise Solutions Showcase = Sponsored by Xerox®

10:45 a.m. - 11:30 a.m.
TRACK A = Capital Ballroom, Salon E = KM Strategies & Practices
KM Continuum: People to Machine Learning

A202 A203

11:45 a.m. - 12:30 p.m.
TRACK B = Capital Ballroom, Salon F = KM Models, Frameworks, & Methodologies
Community Organizing: Empowering Knowledge Managers

B201 B203

12:30 p.m. - 1:30 p.m.
KEYNOTE = Grand Ballroom = Knowledge-Sharing Culture to Support Organizational Success = Gretchen Anderson

9:15 a.m. - 9:30 a.m.
KEYNOTE = Grand Ballroom = Bringing a Consumer-Like Experience to the Digital Workplace = Claire Boyn

9:30 a.m. - 9:45 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Pure to Pragmatic: From AI Hype to Delivering Actual ROI = Scott Parker

9:45 a.m. - 10:00 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Top 5 Lessons Learned From KM Solution Implementations = JJin Agera

10:15 a.m. - 12:00 p.m.
Knowledge Café: Mentoring Morning = Grand Ballroom, Salon 2 | Government Executive Knowledge Exploration = Grand Ballroom, Salon 1

12:00 p.m. - 1:00 p.m.
KEYNOTE LUNCHEON & AWARDS = Grand Ballroom, Salon 3/4 = The 3 Pillars of AI & Their Impact on KM = Kamran Khan

1:00 p.m. - 1:45 p.m.
TRACK A = Grand Ballroom, Salon 3/4 = KM Evolution
Re-Evaluating & Evolving Your KM Program

A301 A302

2:00 p.m. - 2:45 p.m.
TRACK B = Grand Ballroom, Salon 2 = Practical Tools for KM in the New Tech Age
Winning Strategies for KM

B301 B302

3:00 p.m. - 3:45 p.m.
TRACK C = Grand Ballroom, Salon 3/4 = Engagement Strategies for KM Adoption: Games Help!
KM Program for 2020 & Beyond

C301 C302

4:00 p.m. - 4:15 p.m.

4:15 p.m. - 5:00 p.m.

WEDNESDAY, NOVEMBER 6

8:30 a.m. - 9:15 a.m.

9:15 a.m. - 9:30 a.m.
KEYNOTE = Capital Ballroom = Making the Most of Machine Learning = Joe Lichtman

9:30 a.m. - 9:45 a.m.
KEYNOTE = Capital Ballroom = Demands for Data: Governance, Risk, Compliance, Analytics & Value = Helmut Kayg & Sebastian Gabler

9:45 a.m. - 10:00 a.m.
KEYNOTE = Capital Ballroom = Knowledge Management in the Age of AI = Ido Namir

10:00 a.m. - 10:45 a.m.
COFFEE BREAK = In the Enterprise Solutions Showcase = Sponsored by Xerox®

10:45 a.m. - 11:30 a.m.
TRACK A = Capital Ballroom, Salon E = KM Strategies & Practices
KM Continuum: People to Machine Learning

A202 A203

11:45 a.m. - 12:30 p.m.
TRACK B = Capital Ballroom, Salon F = KM Models, Frameworks, & Methodologies
Community Organizing: Empowering Knowledge Managers

B201 B203

12:30 p.m. - 1:30 p.m.
KEYNOTE = Grand Ballroom = Knowledge-Sharing Culture to Support Organizational Success = Gretchen Anderson

9:15 a.m. - 9:30 a.m.
KEYNOTE = Grand Ballroom = Bringing a Consumer-Like Experience to the Digital Workplace = Claire Boyn

9:30 a.m. - 9:45 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Pure to Pragmatic: From AI Hype to Delivering Actual ROI = Scott Parker

9:45 a.m. - 10:00 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Top 5 Lessons Learned From KM Solution Implementations = JJin Agera

10:15 a.m. - 12:00 p.m.
Knowledge Café: Mentoring Morning = Grand Ballroom, Salon 2 | Government Executive Knowledge Exploration = Grand Ballroom, Salon 1

12:00 p.m. - 1:00 p.m.
KEYNOTE LUNCHEON & AWARDS = Grand Ballroom, Salon 3/4 = The 3 Pillars of AI & Their Impact on KM = Kamran Khan

1:00 p.m. - 1:45 p.m.
TRACK A = Grand Ballroom, Salon 3/4 = KM Evolution
Re-Evaluating & Evolving Your KM Program

A301 A302

2:00 p.m. - 2:45 p.m.
TRACK B = Grand Ballroom, Salon 2 = Practical Tools for KM in the New Tech Age
Winning Strategies for KM

B301 B302

3:00 p.m. - 3:45 p.m.
TRACK C = Grand Ballroom, Salon 3/4 = Engagement Strategies for KM Adoption: Games Help!
KM Program for 2020 & Beyond

C301 C302

4:00 p.m. - 4:15 p.m.

4:15 p.m. - 5:00 p.m.

THURSDAY, NOVEMBER 7

8:30 a.m. - 9:15 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Knowledge-Sharing Culture to Support Organizational Success = Gretchen Anderson

9:15 a.m. - 9:30 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Bringing a Consumer-Like Experience to the Digital Workplace = Claire Boyn

9:30 a.m. - 9:45 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Pure to Pragmatic: From AI Hype to Delivering Actual ROI = Scott Parker

9:45 a.m. - 10:00 a.m.
KEYNOTE = Grand Ballroom, Salon 3/4 = Top 5 Lessons Learned From KM Solution Implementations = JJin Agera

10:15 a.m. - 12:00 p.m.
Knowledge Café: Mentoring Morning = Grand Ballroom, Salon 2 | Government Executive Knowledge Exploration = Grand Ballroom, Salon 1

12:00 p.m. - 1:00 p.m.
KEYNOTE LUNCHEON & AWARDS = Grand Ballroom, Salon 3/4 = The 3 Pillars of AI & Their Impact on KM = Kamran Khan

1:00 p.m. - 1:45 p.m.
TRACK A = Grand Ballroom, Salon 3/4 = KM Evolution
Re-Evaluating & Evolving Your KM Program

A301 A302

2:00 p.m. - 2:45 p.m.
TRACK B = Grand Ballroom, Salon 2 = Practical Tools for KM in the New Tech Age
Winning Strategies for KM

B301 B302

3:00 p.m. - 3:45 p.m.
TRACK C = Grand Ballroom, Salon 3/4 = Engagement Strategies for KM Adoption: Games Help!
KM Program for 2020 & Beyond

C301 C302

4:00 p.m. - 4:15 p.m.

4:15 p.m. - 5:00 p.m.
Welcome & Keynotes

Knowledge Management in the Age of Smart Machines
8:30 a.m. – 9:30 a.m. • Capitol Ballroom
MODERATOR: Euan Semple, Author, Organizations Don't Tweet, People Do
SPEAKERS:
Anthony J. Rhem, CEO/Principal Consultant, A. J. Rhem & Associates and Author, Knowledge Management in Practice
Phaedra Boinodiris, Member IBM Academy of Technology (Blockchain, Games, Watson, Design), IBM
Ross Smith, Director, Skype for Good, Microsoft
Our experienced speakers cut through the hype and share how new technologies like AI can be used for business benefit and competitive advantage. This facilitated panel discussion describes what technologies are available and how companies can use them. It explains how businesses can put AI to work now, in the real world. AI will improve products and processes and make decisions that are better-informed/important but largely invisible. AI technologies won't replace human workers but augment their capabilities, with smart machines working alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning (“analytics on steroids”), and engage with customers and employees via chatbots and intelligent agents. Get insights and ideas on how to experiment with these technologies, consider the ethics of these technologies, and use them to revitalize KM in your organization.

Delivering Killer App Taxonomy Experience in SharePoint Office 365
9:30 a.m. – 9:45 a.m. • Capitol Ballroom
Dave Clarke, CEO, Synaptica
Agnes Molnar, Founder & Managing Consultant, Search Explained
For years Synaptica has advised our clients that there are just some things they can’t do with their taxonomies once they migrate them to the SharePoint Term Store. Restrictions within SharePoint prevent much of the richness of thesauri and non-hierarchical relationships from being expressed. Finally, a breakthrough solution has been developed through a joint venture effort between Synaptica and Search Explained. Clarke and Molnar briefly review the common pain points experienced in SharePoint taxonomy implementations, before demonstrating innovative new user experiences that transcend these pain points to deliver a taxonomy-rich search, browse and tagging experience within SharePoint.

Building the Knowledgeable Application with AI
9:45 a.m. – 10:00 a.m. • Capitol Ballroom
Christophe Aubry, CEO, Expert System Enterprise
Few organizations realize that 80% of their most critical data cannot be handled by business applications because it is unstructured (contracts, emails, customer correspondence ...). But the missing piece in this puzzle actually exists: natural language processing (NLP), a form of AI that extracts meaning from documents thanks to organizational and linguistic knowledge. The outcome is a genuinely knowledgeable application: one that delivers effective search and analytics, accelerates business processes, and enables professionals to focus on the highest added-value parts of their mission. Discover why leading organizations have made NLP a priority and how they are using it to build knowledgeable applications for search, analytics, and process automation.

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

Track A • KM Foundations for AI & Beyond

10:45 a.m. – 11:30 a.m.

Building Strong Foundations for Digital Success
Jason Hein, Director, Delivery Services, Earley Information Science
With the “Soaring ‘20s” for digital just around the corner, there is a whirlwind of new opportunities and new potential directions for companies planning for the next step in their digital maturity. Concepts like conversational commerce, product configurators, recommendation engines, and mass personalization may be new now, but they might quickly become table stakes for digitally savvy firms. But what if your firm is behind the curve? What steps can you take to prepare for digital in ways that make success more likely (and help you sidestep the costly mistakes others have made)? Hein lays out a simple, easy-to-explain set of foundational practices for those who are new to KM (or those who need to explain KM to non-experts). He covers the basics of the digital success and highlights a process to build out the assets needed to support digital strategies of all varieties, from those listed above to those that haven’t yet hit the market.

Building a KM Program
Dynisha Kugh, KM Manager, EcoLab
Kim Glover, Director, KM, TechnipFMC
What are the core programs and processes that organizations need to start a KM program? With these foundations, what additional support may be needed for an enhanced and fully operative KM program? Our speakers discuss their mature KM programs and how they envision areas for AI support and assistance in the coming future.

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

AI Landscape & Possibilities for KM
Greg Brougham, Principal Consultant, Tadlon Limited, & Author, The Cynefin Mini-Book
This session looks at what the term AI means, explains the various parts of it and discusses the landscape and some possibilities for knowledge sharing in organizations. Brougham covers both the disruptive as well as the support possibilities.

Continuing Investment in KM
2:45 p.m. – 3:30 p.m.
Adriaan Jooste, COO Knowledge Officer, Deloitte Global Financial Advisory, & Susan Prahinski, Director, Deloitte’s Advisory Knowledge Services Team
Is your organization asking if it can still afford world-class knowledge management programs? Our practicing CKO discusses how you can make the business case for continuing to invest in KM after the intranet is built and your KM foundation is in place, when management is questioning if it can cut the level of KM investment. What do you say if your leaders ask if you can turn on automation and cut heads? Get potential approaches to making the case for continuing to invest in KM by visibly demonstrating the value your team brings to the organization, including metrics that show the value and ROI of KM, ways to get ever closer to the business—where sales and delivery of services is offered—so KM is enabling business growth, service efficiencies, and revenue generation, and ways to use cognitive and AI to improve delivery (not to cut costs).

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

AI: Virtual Agents & Content
4:15 p.m. – 5:00 p.m.
David Jones, VP, Marketing, ADoc
Katerine Pugh, Faculty, Information and Knowledge Strategy Master of Science Program, Columbia University and AlignConsulting
Sandra Serkes, President and CEO, Valora Technologies and Columbia University IKMS
Our speakers share some near-term possibilities for using AI in knowledge-sharing activities. Jones addresses the misperception that low-code and no-code are one and
the same and explores how it is possible for knowledge workers to use low-code technologies to achieve game-changing transformation. He discusses how to capitalize on the strengths of an AI-infused content services platform to intelligently integrate existing databases and accelerate development by creating highly flexible content streams, showing how this can create a powerful set of reusable content and data modules that users can mix, match, merge, and modify to solve challenges, create efficiencies, and meet the evolving needs of business without having to rely on IT. Our Columbia University speakers discuss using AI in virtual agents and text analytics to improve how we share and use knowledge. They illustrate with two case studies, describing lessons learned about scoping, cost-justifying, and adopting these technologies. Hear about one manufacturing company exposing content that could have privacy risks using voice response, chat bots, and cognitive search across thousands of documents and thousands of employees. They describe another company helping HR employees to extract/abstract from thousands of contracts and quickly pinpoint risks in the language.

**TRACK B  Digital Workspace Transformation**

**Capitol Ballroom, Salon F**

With many new technologies and possibilities, what platforms are going to support our KM programs? Our day starts with a way to rate your digital workplace to identify gaps and areas to focus on improving or transforming and moves into insights and examples for what a future digital workplace might look like.

**B101  Rating Your Digital Workplace**

10:45 a.m. – 11:30 a.m.

Geoff Ables, Managing Partner, CS Insight. & Author, The LUCK Principle: Business Results at the Intersection of People and Profit

Walk through a process for rating digital workplace and intranet projects, rate your organization across five categories, and identify the most important areas to focus on improving. Get a benchmarking guide to use to continually monitor and improve the people, processes, and technologies associated with digital engagement in your organization. Ables discusses discovering gaps in your vision, strategy, and deliverables; balancing scalability, flexibility, and usability; measuring and managing continuous innovation; and creating a collaborative approach to digital workplace transformation that gives every user a voice.

**B102  Digital Workspaces of the Future: Industry Insights**

11:45 a.m. – 12:30 p.m.

John Chmaj, Senior Director, Product Strategy, Knowledge Management, Venint

Kamonte McCray, SVP/GM Content Management & Workflow Software Group, Xerox Corp.

Erika Block, CEO, Sagaworks

Industry experts and sponsors share their views of the workplaces and workspaces that knowledge workers will be using in the near future. They discuss the technologies that will support those places and spaces as well keep the knowledge flowing effectively! Chmaj explores what’s new in emerging AI technologies and tools and how we can apply KM best practices with new knowledge automation technology to drive the best outcomes from each interaction. He discusses how a combination of forward thinking and tried-and-true methods is needed to evolve knowledge into these exciting, interactive workspaces of the future for employees in the contact center and beyond, as well as your customers. McCray illustrates how organizations benefit from new approaches that effectively bridge the gap between physical and digital, enabling them to coexist in an efficient, secure digital workspace. Block discusses how the digital workspace of the future is immersive and multidimensional, not buried in flat interfaces, hierarchical folder structures, or complicated taxonomies. She shows how the digital workspace of the future works the way our brains work, tapping into the power of visual and spatial memory.

**Attendee Luncheon**

In the Enterprise Solutions Showcase

12:30 p.m. – 1:45 p.m.  •  Sponsored by accenture

**B103  Digitally Transforming to End World Hunger**

1:45 p.m. – 2:30 p.m.

Chelsey Louzeiro, Global Communications Senior Specialist, Heifer International

Mike Hicks, CMO, Igloo Software

Heifer International’s mission is to end hunger and poverty while caring for the Earth—no easy task! Seventy-three percent of its workforce is remote and spread internationally, so connecting a global team this size is a challenge. Igloo Software’s 2019 “State of the Digital Workplace” report found 69% of remote workers face challenges they would not encounter in an office setting. In fact, 57% miss out on important information because it is communicated in person, and more than half are excluded from meetings or brainstorming sessions because of their remote location. Heifer International’s employees speak several languages, further increasing the opportunity for communication barriers to arise. This session explores how Heifer International works to combat these information silos by leveraging its digital workplace—The Corral. With resources and content translated into English, Spanish, and French, The Corral offers employees a global platform for internal news and open conversation. Since building The Corral, Heifer International has seen an 11% increase in the consumption of its internal content. Our speakers show how it’s possible to equip remote workers with the information they need while empowering them to foster connections with colleagues around the world.

**B104  Showcasing Digital Workspaces & Intranets**

2:45 p.m. – 3:30 p.m.

Rebecca Rodgers, Principal Consultant, Step Two INTRANET AWARD WINNERS:

Martha H. Brown, Digital Product Owner, Duke Energy

Katrina Dittror, Senior Manager, Knowledge Management, Faegre Baker Daniels

This is the 14th year of the Global Intranet and Digital Workplace Awards. With an awards ceremony at KMWorld for the North American winners, this session is a chance to look behind the firewall to see what they have actually achieved. Be prepared to see creative, inspirational, and valuable ideas, many of which you can apply on your own intranet or digital workplace.

**Coffee Break**

In the Enterprise Solutions Showcase

3:30 p.m. – 4:15 p.m.  •  Sponsored by xerox

**B105  Digital Enterprise of the Future: Automation & Generations**

4:15 p.m. – 5:00 p.m.

Dan Kuenzig, VP, Global Strategy, Kofax

Ivy Meadors, CEO, High Tech High Touch Solutions Inc.

Industrial Revolution 4.0 represents the convergence of the physical world and digital economy into a collaborative digital workforce. Intelligent automation (IA) has the potential to hyper-connect the enterprise of the future. A hyper-connected enterprise is represented by an ecosystem of organizations with common objectives, collaborating enterprises, a shared economy, and distributed data and systems that is brought together through automation and made easily accessible to the workforce. Most organizations currently possess numerous systems that potentially create data silos and prevent an organization’s ability to scale using conventional tools. Kofax illustrates how organizations are utilizing IA as the connective tissue to hyper-connect the enterprise and discusses why a flexible intelligent automation platform is necessary for the enterprise of the future to not only survive, but thrive. Meadors provides tips for the multigenerational workplace. She reviews what makes each generation different, discusses how to utilize their unique strengths to increase sales, expand customer service, improve marketing efforts, and build strong customer relationships - online and face-to-face. She shares how generations behave, why they do what they do, what drives them, and how to build rapport by understanding different learning styles.

**TRACK C  KM Culture & Change**

**Capitol Ballroom, Salon G**

People are at the core of any knowledge sharing in any organization. Their engagement in any KM program is always a challenge, and our speakers share their tips, techniques, and experiments in developing knowledge-sharing cultures within their companies, communities, governments, and more.

**C101  Moving Culture in a Time of Extreme Change**

10:45 a.m. – 11:30 a.m.

Lisa Tallman, Senior Director, KM, YMCA

Earlier this year, YMCA of the USA (Y-USA) transformed the dynamics of knowledge sharing at the Y by rolling out a new platform focused on local Y-to-Y sharing and social networking. The transition—from a platform in which communication traveled primarily in one direction (from the national office to local Y’s) to a platform in which Ys share knowledge freely with other Ys—was a key component in a new strategic service delivery model that refined how the national office provides services to the 850 YMCA companies, communities, governments, and more.
TUESDAY, NOVEMBER 5

associations comprised of 2,700 branches across the country. This change, itself a large-scale undertaking, occurred during a time of extensive organizational restructuring of YUSA, and the time frame for the rollout of the new platform was shortened by six months. This session outlines the seven-step change management process employed throughout the initiative, including awareness, adoption, and engagement tactics. It shares the platform itself, MangoApps, a little-known platform in the KM and community space that has proven to be the right platform for the job. Hear about engagement activities and the huge culture shift surrounding knowledge sharing at the Y.

C102 □ Driving KM Culture With Internal Channels
11:45 a.m. – 12:30 p.m.
Tamara Viles, KM & Social Learning Program Manager, & Sue-Ella Mueller, KM Specialist, TechnipFMC

Whether your program is established or just beginning, social media is a strategy you can use to increase adoption, attract new users, and amplify the benefit of your KM applications. Social media and KM share and consume information via technology; each requires engagement for the social unit to prosper; relevant content can go viral; membership is driven by common interests; and the communities are governed by peers. By weaving the social experience into KM, practitioners develop a shared repertoire of resources like experiences, stories, tools and ways of addressing recurring problems. Speakers present ways to integrate social approaches into your KM program and discuss the benefits of using internal social media tools, and tactics and when to use them, as well as how to ensure social strategies are tracked and adopted. It’s time to maximize your internal social media tools to stimulate engagement and heighten social learning, so get best practices and tips to make sure you are the #GOAT (look it up or come to our session!).

Attendee Luncheon □ In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m. □ Sponsored by accenture

C103 □ Grassroots KM Skills Retention
1:45 p.m. – 2:30 p.m.
Dani Crum, Assistant Department Manager, Electrical Test Ops, & Ignacio Serrano, Senior Principal Industrial Engineer, Northrop Grumman Aerospace Systems

Our speakers discuss what they’re doing in KM, specifically benchmarking and retaining personnel skills, at the grassroots level from the bottom up using readily available enterprise tools like SharePoint and Excel. This includes capturing knowledge, targeted surveys, focusing on critical skills, and leveraging the data for mentoring programs and other initiatives. The data collected is done at the department level, with overall support at the center level (eight departments). Using sophisticated Excel templates, they use this survey data for multiple applications, including technical mentorships, leadership mentoring, and critical skills evaluations, all at a cost based only on hours spent by existing managers (no extra cost). Hear more and learn what might work in your organization.

C104 □ Crafting Culture With Communities & Engagement
2:45 p.m. – 3:30 p.m.
Rachel Happe, Co-Founder & Principal, Community Round Table
Elisabeth Brackman, Associate Manager, Knowledge & Training, Accenture Federal Services

Everyone wants engagement, but few know how to define it, which makes it challenging to pursue, measure, prompt, and reward. We know engagement is critical to learning, collaboration, value, and business outcomes, but what does quality engagement look like, and how do you crack the engagement code? Happe discusses the findings from The Community Roundtable’s State of Community Management research, which shows how engagement empowers individuals, impacts workflows, and generates strategic impact and ROI; frameworks and methodologies to more concretely define and measure a range of engagement behaviors; leadership practices that leverage engagement strategies to transform organizational culture; and best practices to scale your efforts once you crack your own engagement code. Brackman reviews what KM champions are, why you need them, how to capture and develop them, their role in KM efforts, and methods for continued mentorship used to retain KM champions. She includes lots of tips for those in the government sector.

Coffee Break □ In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m. □ Sponsored by xerox

C105 □ KM Industry Insights
4:15 p.m. – 5:00 p.m.
Burg Hughes, Senior Manager, Call Center Operations & Kristin Weisheim, CSC Process Specialist, GE Healthcare; Doron Gower, Chief Solution Architect, KMS Lighthouse; Eric Storm, Vice President, Americas, Starmind.AI

As a leading global medical technology company, GE Healthcare provides a broad portfolio of products, solutions and services used in the diagnosis, treatment and monitoring of patients. With an install base of over 4 million imaging systems and a history of innovation that reaches back more than a century, GE Healthcare is making a difference in the moments that matter most for patients. With 3 patients imaged every second on GE Healthcare systems, they improve outcomes for health-care providers around the world with increased capacity, improved productivity and better patient outcomes. GE Healthcare’s Cares Call Center services 400,000+ calls annually in a highly regulated environment, initiating maintenance and repair requests for equipment tightly monitored by the FDA. With timeliness as an important factor along with customer service, they implemented an information and document management system to improve the flow of knowledge. Hear about their successful journey. Storm discusses augmenting human workers with AI, the biggest opportunity since the industrial revolution! He shares how can AI help harness the power in our undocumented knowledge across the enterprise, what the most effective and seamless way is to connect our internal experts and SME’s, and illustrates how geographic and divisional silos can be cross-permeated with the use of AI and ML.
Keynotes

Future Trends: Insights for Knowledge Sharing in 2020+
8:30 a.m. – 9:15 a.m. • Capitol Ballroom

Jody Turner, Culture of Future & Author, GLIMPSE: Understanding the Future Marketplace

Get the highlights and insights from Glimpse, the trend analysis which focuses on emergent generational and societal shifts, and learn how to respond to these changes. Understanding the global context teaches us what each person is facing with the world today and sets the emotional groundwork for every project. From this global context, Turner shares insights into how our minds have changed, how society has shifted in response, and where it is going through the eyes of generational and cultural evolution. Get ideas about what the future holds for knowledge sharing in our organizations. The eight important mega-trends that inform the world today, the disruptors are reinvention, non-linear, crowd-shared revolution, being human, data disruption, human +, a new visual-verbal culture, and human speak. Hear more and get ideas of how to prepare for this future.

Making the Most of Machine Learning
9:15 a.m. – 9:30 a.m. • Capitol Ballroom

Joe Lichtman, VP, Managed Services, Attivio

More and more companies are allocating budget for machine learning initiatives. At the same time, knowledge management and search leaders are struggling to understand what exactly machine learning is, what it does, and how it can help them. Join Attivio’s expert who explains the best use cases for incorporating machine learning and top 3 must-haves in a solution.

Demands for Data: Governance, Risk, Compliance, Analytics & Value
9:30a.m. – 9:45 a.m. • Capitol Ballroom

Helmut Nagy, COO & Sebastian Gabler, Head of Sales, Semantic Web

Knowledge graphs built on top of semantic technologies, supported by machine learning technologies, can become a paradigm shift in how we deal with metadata management. Keeping track of what is going on in your data is the crucial momentum. Active metadata is a key element to achieve this. Traditional approaches do not work anymore—they are not adaptive, cross-application, and do not provide the semantic richness creating additional value from your data. You need a knowledge graph to specify your business rules and semantics. It is the bases for data enrichment, lineage, and impact analysis. Working in complex deployments requires metadata exchange in a unified, standardized way. Knowledge graphs provide better user experience and allow to fulfill specific workflow, security, and privacy requirements. Based on real business examples, our speakers illustrate how active metadata management works and provides more value to your data and, by that, your corporation.

Knowledge Management in the Age of AI
9:45 a.m. – 10:00 a.m. • Capitol Ballroom

Ido Namir, Global Knowledge Management Consulting Leader, Deloitte

Artificial intelligence, cognitive technologies, and related tools have the ability to fundamentally reshape knowledge management. As always with groundbreaking technologies and management systems, there is a mixture of some successes, lots of hype, and an emerging body of knowledge of how and where to deploy AI/cognitive for both quick wins and long-term transformational impact. Namir provides an overview of this rapidly transforming landscape and discusses how organizations can accelerate their AI investments to derive maximum value.

Coffee Break ■ In the Enterprise Solutions Showcase
10:00 a.m. – 10:45 a.m. ■ Sponsored by xerox

Track A ■ KM Strategies & Practices
Capitol Ballroom, Salon E

Knowledge sharing is the art of transforming information and intellectual assets into enduring value for an organization’s clients and people. When most effectively designed, implemented, and marketed, it fosters the reuse of intellectual capital, enables better decision making, and creates the conditions for innovation. These goals are achieved through providing the people, processes, and technology that help knowledge to flow—enabling participants to act more efficiently, effectively, and creatively. Hear how many organizations are achieving knowledge sharing and success.

A201 ■ KM Continuum: People to Machine Learning
10:45 a.m. – 11:30 a.m.
Margot Brown, Director, KM, World Bank

The World Bank’s twin goals of reducing extreme poverty and raising the standards of living in the poorest areas of the world are largely being delivered through the funding and delivery of operational work in these target regions. The more recent, centralized KM program has been focusing on how to improve the capture of and access to such operational and implementation knowledge. This means that the whole continuum of KM—from tacit to explicit, people to algorithmic considerations—has been brought into play in order to tackle this massive task. Listen to the World Bank’s story in terms of what components its Action Plan has brought into play—a combination of “quick fix” experiments (including machine learning) balanced with long-term fundamental initiatives (targeting deeper cultural elements)—in order to shift the wider organization’s KM ecosystem to a better place.

A202 ■ Community Organizing: Empowering Knowledge Managers
11:45 a.m. – 12:30 p.m.
Ivan Butina, KM Specialist, United Nations Children’s Fund (UNICEF)

Is technology the only way we can innovate KM to make it more effective? While taking a Harvard course on community organizing, our speaker realized that this approach could significantly improve the often-struggling people side of KM. How to motivate people to do something? How to build relationships that lead to a culture of commitment? How to win key stakeholders? How to use scares resources to obtain more of them and achieve strategic goals? These are some of the key questions the community organizing model answers, and they are the same ones we face in our day-to-day job as KM professionals. Hear how parts of community organizing are integrated with the materials on communities of practice, developed with the World Bank Group team, influenced UNICEF’s first-ever organizational KM strategy, offering a practical approach that can empower KM professionals in the work they do, from the highest strategic level to leading culture change toward increased knowledge sharing. Get insights and ideas to use in your organization.

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

A203 ■ KM: Customer Service Driver in the Public Service
1:30 p.m. – 2:15 p.m.
Lisa Pfeckert, Policy Manager, Land Title & Survey Authority of British Columbia

This session follows a multi-year, multi-phase KM plan to deliver responsive and trusted expertise to customers and employees as the source of land registry and land information services in British Columbia. Hear about the first two phases of this project: the development of an organization-wide KM strategy and the continuous improvement of a SharePoint portal to equip employees with the very best knowledge, insights, and expertise available to drive exceptional customer service.

A204 ■ Mindful Knowledge Facilitation
2:30 p.m. – 3:15 p.m.
Tara Mohn, Knowledge Management Specialist, Defense Security Cooperation Agency

Is the creating, accessing, and referring to and enhancing, replication, and sharing of the knowledge stores so commonplace and ubiquitous that we do not even realize that we are doing it anymore? Mohn discusses how mindful knowledge facilitation is maintaining a moment-by-moment awareness of the knowledge being absorbed, used, consulted, and shared while remaining cognizant of potential adjustments to leverage
improvements and greater harmony. She illustrates how it can reveal the benefits of being mindful of knowledge work and shares mindful knowledge facilitation guidelines and events that can help KM practitioners in any organization.

Coffee Break 3:15 p.m. – 4:00 p.m.  Sponsored by xerox*

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

A205 Crowdsourcing: Knowledge Sharing, Discussion, & Ideation

4:00 p.m. – 5:00 p.m.

Suzanne Ostreicher, Manager, & Suman Deb Nath, Associate Manager, Business Enablement, Nielsen

luis Rodriguez, Manager, Facilitated Collaboration, &

Adrian Villarreal, KM Specialist, TechniFM

Since 2017, BASES, a market research company, has used the Atlassian suite (Confluence and Jira Service Desk) for internal KM and product support. In 2019, discussion forums were added on the same platform to allow employees to ask and answer questions “out loud.” This practical case study illustrates how they started from user needs; identified key drivers for asking, answering, and reading questions; selected metrics to measure success; and mined data to learn from experience. Speakers share examples of how adding forums has increased the helpfulness and visibility of the knowledgebase and lightened the burden on the support team. Our second speaker team shares how TechniFM’s award-winning KM program allows specialists to pair facilitation with crowdsourcing, rating, and more to expedite ideation and knowledge sharing. They share how their organization applies the power of crowdsourcing and assessment to engage employees, facilitate knowledge sharing, and gain consensus. View excerpts from crowdsourcing sessions, including a case study where standardizing an engineering processes was cut in half, saving more than $150,000 and 100 work-hours. Hear about other facilitated sessions that include successful engagement with external partners and customers. See how facilitated collaboration is used to inform, focus, and unite employees located across the globe.

B203 Cynefin Framework: Project Management Approach for KM Projects

1:30 p.m. – 2:15 p.m.

Anita Sagar, Agile Consultant &

Guillermo Galdamez, Senior Consultant, Enterprise Knowledge

“We are going agile!” This seems to be a statement often used in an effort to streamline existing business practices in favor of more efficient and customer-focused processes. However, before we make a paradigm shift in our day-to-day business activities, it is important to recognize the context in which we currently situate ourselves and to make the right decisions based on that context. Enterprise Knowledge’s agile approach to KM yields the benefits of rapid implementation of KM solutions, such as a taxonomy design, content strategy, or team collaboration planning, all of which yield results within weeks or months, rather than years. However, we know that one agile approach is not the right method for every KM project. Sagar discusses using the Cynefin Framework as a model to select the right project management approach for the current reality of your organization. Rather than taking a cookie-cutter approach to project management, we continuously adjust our management style to fit your circumstances.

B204 You Drank the Office 365 Kool-Aid, Now What?

2:30 p.m. – 3:15 p.m.

Zeke Irbar, SharePoint & Office 365 Expert, ARC Business Solutions Inc.

Now that you have acquired Office 365 (or maybe you haven’t, and you’re thinking about it) learn from a SharePoint & Office 365 expert about how to guide your organization’s journey toward adopting the Office 365 ecosystem of tools. Learn about consolidating knowledge from disparate systems, various pain points and pitfalls to be aware of, approaches to change management and tricks of the trade to improve user adoption and staff engagement.

Coffee Break 3:15 p.m. – 4:00 p.m.  Sponsored by xerox*

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

B205 KM Models & Examples

4:00 p.m. – 5:00 p.m.

Gary Carlson, Principal, Factor

Brian McBreen, Director, Knowledge Analytics, Quality Data Sciences, Amgen

An essential component of any KM initiative is the knowledge domain model. Understanding and defining the knowledge domain (the information, audience, goals, technology, workflows, and governance) is an essential part of creating a successful and maintainable knowledge management practice within an organization. From our first speaker, get an overview illustrated by case studies and learn the skills needed to scope, prioritize, and design a viable and maintainable KM infrastructure to support the knowledge transfer necessary to meet the needs of both stakeholders and the organization. McBreen shares how Amgen has used knowledge analytics to do some exciting things using AI/NLP trending signals in the manufacturing process and with their knowledge assets.

B202 Knowledge Sharing: Methodology & Technology

11:45 a.m. – 12:30 p.m.

Filipp Taratynov, Enterprise KM, Philips

Raviv Eliyahu, Senior Manager, KM Consulting, Deloitte

Philips’s knowledge hub is an example of how organizations can turmoil in knowledge flow. Philips’s KM managing principals share their secrets of building business processes to support communities. Philips and Deloitte joined hands in an agile repetitive development process that enabled Philips to fulfill the business targets according to the road map and increase adoption. Get a look at how methodology and cutting-edge technology hosted in Microsoft Cloud make a huge difference.

Attendee Luncheon In the Enterprise Solutions Showcase

12:30 p.m. – 1:30 p.m.
regarding Starmind AI technology as a means of promoting KM cultural adaptation and cross-functional collaboration.

**C202** Digital Transformation & KM in Partnership  
11:45 a.m. – 12:30 p.m.  
**Tiffany L. Smith**, Chief Knowledge Officer, NASA Aeronautics Research Mission Directorate  
Knowledge management and digital transformation share common ground. Both maintain an interest in driving mission success, maximizing information access, and leveraging digital technologies to enhance efficiency and effectiveness. As NASA’s Aeronautics Research Mission Directorate explores emerging digital capabilities, we are applying KM principles to strengthen our approach. Bringing digital transformation to knowledge management practices also helps us to reinvent antiquated processes and take advantage of new opportunities. This session identifies areas of complementarity between knowledge management and digital transformation, highlights ways KM practitioners can contribute to digital transformation activities in any organization, and provides some examples from NASA Aeronautics’ experience in both.

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

**C203** Weaponized Narrative for Fast Change  
1:30 p.m. – 2:15 p.m.  
**Dave Snowden**, Chief Scientific Officer, Cognitive Edge  
Our experienced and popular speaker shares ideas and interesting new strategies for using stories (oral, written and visual) to accelerate change and transformation in organizations. He focuses on how you handle the rumour mill where in a hyper-connected world reputations can be lost in minutes. Based on prior work with DARPA and other organizations he discusses using employees as a ‘sensor network’ for weak signal detection and how to counter a rumour which has taken hold and can’t be shaken by the facts. This approach can be used for organizations but has wider applications for government and Industry alike. AI and data analytics are not enough; we need to couple human and machine intelligence, to trigger humans to a heightened state of alert when opportunity or threat present themselves - and early enough to make a difference. This requires a new approach to creating agility in organizations.

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

**C204** Fail Your Way to Launch: Lessons Learned Launching KM Projects at Shopify  
2:30 p.m. – 3:15 p.m.  
**Kathleen Cauley**, Projects Lead, KM, Shopify  
In May 2019, Shopify launched an internally built wiki for the whole company. This wiki replaced an out-of-date tool that contained stale information and had lost the trust of the company. Despite having a highly engaged workforce, healthy culture, and crack project team, this project overcame many hurdles and made plenty of mistakes along the way proving that success is just the culmination of failures we learn from. Our speakers discusses finding highly engaged stakeholders; experimenting using your own team; knowing your current state; gathering metrics; designing with end stakeholders; tailored, simple, and sustainable; importance of small wins; how to keep KM from becoming a tragedy of the commons; and speaking the right language.

**C205** Accelerating Collaboration: Platforms & Strategies  
4:00 p.m. – 5:00 p.m.  
**Hanan Al Mheiri**, KM Practitioner, Government, United Arab Emirates  
**Laurence Lock Lee**, Chief Scientist, SWOOP Analytics & **Naomi Souza**, Director, Presence & Assets, RealFoundations  
Our first speaker shares with us from her experiences how to manage an online collaboration platform form A to Z. She discusses how project managers handled it, essential lessons learned around where to start and how to adopt an implementation strategy, and what the platform contains: identification tool and expert locator, smart online collaboration and communities. She talks about the engagement plan throughout the implementation from engaging project team, leadership, stakeholders to engaging employees using an agile approach. She shares some tips on change management that is required when introducing an online collaboration platform and communities. Our second presentation shares how network use of platforms such as Yammer can be accelerated. Lots of tips and ideas!

---

**An Essential Resource for the KM Professional**

“This volume is undoubtedly one of the best books available for anyone undertaking to do something interesting and useful with knowledge in their organization.”  
— Larry Prusak, Working Knowledge

Here is a practical, step-by-step guide to crafting a knowledge management strategy that aligns with your organization’s larger business strategy. The Barnes-Milton approach prepares KM professionals to identify strategic knowledge areas, define program scope and vision, obtain stakeholder input and buy-in, select winning pilots, apply change management principles, build a sound knowledge management framework, manage content and technology, assemble and lead an implementation team, and—most importantly—connect KM strategy to business realities.

Whether you are looking to reinvigorate your current KM program or build an effective program from the ground up, Designing a Successful KM Strategy is the comprehensive guide that will help you get it right.

224 pp/softbound  •  ISBN 978-1-57387-510-3  •  Price: $59.50

Available wherever books and ebooks are sold, or order direct from the publisher. For more information, call (800) 300-9868; outside the U.S., call (609) 654-6266.
In the age of new and useful technologies rushing to take their place in our organizations, 80% of respondents to a recent global culture survey say their organization’s culture must evolve in the next 5 years for their company to succeed, grow, and retain the best people. Yes, it’s all about the people in any organization. Technology can certainly support, speed, and spark knowledge sharing, innovation and success, but culture is implicit rather than explicit, emotional rather than rational—that’s what makes it so hard to work with, but that’s also what makes it so powerful. Anderson shares secrets from her recent book, a practical guide to working with culture and tapping into a source of catalytic change within your organization. Since every organization’s culture is intimate and personal, aligning culture always involves getting to the heart of difficult matters, unearthing the “family secrets” of a company—the emotional histories that lie under the surface of the story the company tells about itself to the outside world. Get lots of insights and tips to use in your organization to build a knowledge-sharing culture which supports success!

Creating a consumer-like, personalized experience for the daily work of finding information people need to do their jobs is the crux of efficient knowledge sharing. These uniquely personal experiences facilitate the flow of organizational operations and more intelligent decision-making. Professionals at companies like Red Hat, Reddit, and PwC rely on this type of platform to quickly find answers and proactively suggest insights. Learn how they approached their challenges and the solutions they found to empower employees to be more productive and help their organizations to attract and retain the best talent.

Over the last couple of years, AI, machine learning, and deep learning have received unprecedented attention and are now reaching the top of the hype cycle. But today, despite many technology breakthroughs and success stories from early adopters, very few enterprise organizations are actually reaping the promised benefits. Sinequa is one of the few software platform vendors with customers deploying applications powered by AI models. Our journey in the field has taught us some valuable lessons, and there are some key takeaways we would like to share with you: a look at what pragmatic AI can do for you, bridging the gap between AI’s long-term potential and today’s capabilities, tips to identify the highest ROI use cases which can be addressed with AI models today, best practices to deploy these in production and start generating value. Get great insights and ideas from a KMWorld magazine award-winning and industry leader.

Our speaker shares best practices for and lessons learned from implementing and enriching enterprise search solutions.
The 3 Pillars of AI & Their Impact on KM
12:15 p.m. – 12:30 p.m.  Grand Ballroom, Salon 3/4
Kamran Khan, Managing Director, Accenture

The Internet of Things, computer vision, and document understanding are all becoming critical drivers of enterprise evolution. These are the “3 Pillars of AI” and they are having a real, practical impact on the world of KM. Khan, who leads Accenture’s Search & Content Analytics Group, briefly explains these pillars, delving into document understanding and explaining how it is drastically changing the search and KM landscape. Citing a real-world example, he discusses how search and analytics are being combined with AI technologies like machine learning and natural language processing to help make it possible for a global enterprise to extract valuable insights from their untagged, unstructured data sources, improving operations and maintaining a competitive advantage.

KMWorld & Intranet Awards
12:30 p.m. – 12:45 p.m.  Grand Ballroom, Salon 3/4

KMWorld magazine is proud to sponsor the 2019 KMWorld Awards, KM-Promise & KMReality, which are designed to celebrate the success stories of knowledge management. The awards will be presented along with Step Two’s Intranet & Digital Awards, where you get a sneak peek behind the firewall of knowledge management. The awards will be presented along with Step Two’s Intranet & Digital Awards, where you get a sneak peek behind the firewall of these organizations.

**TRACK A: KM Evolution**

Grand Ballroom, Salon 3/4

Many organizations practice some parts of KM, but it is amazing how many have had long time programs for at least 10–15 years (Bupa, Grant Thornton, Conoco) and some, 20–30 years (Infosys, Shell). A number of organizations have had state-of-the-art KM programs in the past only to disappear (BP, HP), and some have reinvented themselves. This track of practitioners shares the internal (new management or direction) and external (industry changes, mergers and acquisitions, disasters) reasons for re-evaluating KM programs as well as visions for partnering for future KM programs.

**A301: Re-Evaluating & Evolving Your KM Program**

1:00 p.m. – 1:45 p.m.

Lynda Braksiek, Director, Knowledge & Change Strategies, & Emie Timmerman, Change Management Lead, Collins Aerospace

Even if you have the best KM program today, will it be the right one for tomorrow? Some organizations have done serious self-examinations in the face of industry upheavals, mergers and/or acquisitions and catastrophes while others fire themselves annually so that they can look at their future from a different perspective. One thing is certain, we can’t be complacent about our KM programs; they must continue to evolve, align with the business or focus of their organization, and improve the knowledge sharing among their employees. Our speaker shares her experiences and perspectives.

**A302: Winning Strategies for KM**

2:00 p.m. – 2:45 p.m.

Wendy Woodson & Kim Bullock, KM, Innovation & Enablement, ExxonMobil

Hear from successful KM practitioners about the strategies they have and are currently using in their organization. As things change, so must our approaches. Get lots of tips from their KM journeys, successes, re-evaluations and plans for the future. Filled with ideas to try in your organization.

**A303: KM Program for 2020 & Beyond**

3:00 p.m. – 3:45 p.m.

Kim Glover, Director, KM, TechnipFMC

Imagine partnerships with key areas of your organization working together to build a new innovative KM program. Glover shares her vision for a KM/learning/talent partnership that does just that. Be inspired by her ideas and insights!

**TRACK B: KM Tools**

Grand Ballroom, Salon 2

Speakers share tools they have used successfully and provide lots of ideas and practical techniques for knowledge sharing in any organization.

**B301: Practical Tools for KM in the New Tech Age**

1:00 p.m. – 1:45 p.m.

Neesham Spitzberg, Senior Program Manager, International Finance Corp.

Arno Boersma, Founding Partner, Island Impact

A dynamic and pragmatic small panel of leading knowledge practitioners of large international development organizations share tools which help their organizations with knowledge sharing. The panel is made up of leaders from the World Bank, International Monetary Fund, and United Nations, International Fund for Agriculture who specialize in ICT, digital inclusions, impact solutions, south-to-south knowledge sharing, operational knowledge flow, and communities of practice. They use a fast-paced technique to discuss practical knowledge transfer experiences using online knowledge resources/toolkits produced by their organizations.

**B302: Handy Tools for Your SharePoint Toolbox**

2:00 p.m. – 2:45 p.m.

Karen Versola, Senior Manager, Human Performance Services & KM, & Joan Tirpak, KM Solutions Manager, NASCO LLC

SharePoint environment(s) should support and facilitate your organization’s business processes, without causing a lot of resource overhead. Speakers review some tactical activities you can perform to support the strategic management of your SharePoint envi-
They discuss a number of low-tech activities that they have used to facilitate business processes throughout their organization. By grounding SharePoint use in the business, and using primarily out-of-the-box functionality, the speakers provide solutions that solve organizational business problems, and enable their users to gain efficiencies, allowing more time to focus on the complex tasks at hand.

**B303: Multi-Point Tech for Learning & Sharing**

3:00 p.m. – 3:45 p.m.
Barbara Bitondo, KM Officer, International Finance Corp./World Bank Group
Jeff Willinger, VP Innovations, CloudScale

Bitondo illustrates the strategic use of live Multi-Point Tech WebEx/Zoom/Telepresence for the 2-way transfer of deep, tacit knowledge in two corporate contexts. Learn how to elevate the multi-platform knowledge-sharing experience for geographically dispersed staff/client effectively into a transformational experience that advances the corporate agenda. Get tips on designing and programming virtual conference technology to connect participants globally, in real time, and overcome knowledge-sharing challenges when a majority of participants are either in one room together or participating on their own at locations around the world. Willinger believes that video is the voice of the new generations, and by 2020, it is estimated that online videos will make up more than 80% of all consumer internet traffic. Within the organization, video is increasingly becoming the best mean for democratizing the workplace - giving everyone a voice, be it for learning, knowledge management, communications, and even entertainment. Today’s employees communicate with video in their personal lives so it’s time to give them the tools to bring that sense of engagement, immediacy, and personal attention to their professional communications. Get some ideas from the case studies shared on how organizations are using video to transform.

**C303: Social Media & KM Engagement**

3:00 p.m. – 3:45 p.m.
Gautam Pendharkar, KM Consultant, Capgemini

Social media is ever evolving when it comes to both knowledge dissemination and retrieval, but you need to be on the social platforms and connected to enjoy it. When something big occurs such as world event or breaking news, people who utilize social media can spread information very quickly to almost any part of the world in a matter of seconds. Same can be applied to the enterprise wide knowledge. Hear about what KM tools and resources can help you spread information quickly and effectively in your organization to make a positive difference to the business in terms of bottom line or even to save cost.

**C301: Engagement Strategies for KM Adoption: Games Help!**

1:00 p.m. – 1:45 p.m.
Kim Glover, Global Manager, KM, & Tamara Viles, Manager, Knowledge Architecture, Center for Innovative Collaboration/Knowledge Management, TechnipFMC
Lisa Austin, Product Owner, Knowledge Management, Information Services, End User Services, Toyota Motors North America, & The KM Coach

Have you ever built a slick KM solution or collaboration tool that no one uses? We have and survived to tell the tale. New knowledge-sharing processes can fail if the resistance to change is greater than the ability to bridge the gap between the new process and the target people. Without a meaningful understanding of “What’s in it for me?” employees don’t readily contribute to knowledge-sharing circles. And because they don’t immediately see the value of sharing, contributing content in more formal environments is often done as an afterthought. Engagement strategies that include effective communication tactics entice users to try something new and help remove barriers to adoption. Learn how to identify and select appropriate engagement strategies based on target audiences and desired results. It includes playing the KM experiential learning game, The Journey to the Lost Gold of Atlantis, to create “aha” moments where each individual sees how his or her behavior either enables or hinders the flow of knowledge and ultimately the impact this has on how the company makes money or the ROI.

**C302: Engaging Legal & Non-Profits**

2:00 p.m. – 2:45 p.m.
Scott Leeb, Corporate Lead, Global Knowledge, Fragomen
Thomas Kamphion, Director, Information Technology, The Law Society of British Columbia

Speakers share their engagement strategies for a law firm and a law society. Kamphion focuses on how a non-profit organization adopted data analytics culture; took advantage of AI and machine learning to increase its organizational efficiency; and shares tips for others to use.
Building Strong Foundations

- Creating and implementing successful taxonomies
- Integrating taxonomies in your user experience
- Managing and governing taxonomies
- Case studies, lessons learned, and best practices
- Measuring and demonstrating taxonomy impact and ROI
- Working collaboratively with experts and stakeholders
- Evaluating auto-categorization schemes and tools
- Selecting the right metadata and taxonomy approach for your environment
- Evaluating and selecting taxonomy tools

TaxonomyBootCamp.com
Taxonomy Boot Camp is the world’s leading conference dedicated to exploring the successes, challenges, methodologies and products for taxonomies. Join us and share your experiences, network with peers, and get incredible insight on taxonomies, ontologies, folksonomies, tagging mechanisms and other techniques for organizing information at this one-of-a-kind event.

This year’s conference will focus on building strong foundations, as content- and data-rich experiences rely on a backbone of well-designed metadata frameworks and vocabularies to provide maximum usability and flexibility. If you’re new to taxonomy, this means using the latest methodologies and best practices so that you can support all the latest taxonomy-driven functionalities, from personalization to machine learning. For those already in the field, it means finding opportunities to shore up and expand your foundation to support more advanced capabilities.

Taxonomy Boot Camp is designed for everyone involved with taxonomies, from those new to the field to seasoned experts (and everyone in between). Beginner sessions cover the nuts and bolts, while more advanced sessions give experienced practitioners insight into how others have evolved their approaches. Hear case studies, how-to sessions, and practical talks on taxonomy tools and methods, and cutting-edge developments in the field.

You can expect to leave Taxonomy Boot Camp with new friends and business allies and fresh ideas and strategies.

**CONFERENCE CHAIR**
Stephanie Lemieux
Dovecot Studio

---

**WI RELESS INTERNET**
Complimentary Wi-Fi is available in all meeting rooms.
1) Network: JWMarriott_CONFERENCE
2) Click on browser to open log-in page
3) Enter passcode: kmworld19

**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**
Sponsored by accenture
Monday, November 4 • 5:00 p.m. – 6:30 p.m.
Celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, intranets, and text analytics 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 4 .................................................. 5:00 p.m. – 6:30 p.m.
Grand Opening Reception
Tuesday, November 5 .................................................. 10:00 a.m. – 6:00 p.m.
Networking Happy Hour ........................................... 5:00 p.m. – 6:00 p.m.
Wednesday, November 6 ............................................. 10:00 a.m. – 4:00 p.m.

**CONFERENCE PRESENTATIONS**
Many speaker slides are available for download from the conference website (taxonomybootcamp.com).

**NETWORKING HAPPY HOUR**
Sponsored by accenture
Tuesday, November 5 • 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.

**CONTINENTAL BREAKFAST & BREAKS**
Sponsored by xerox
A continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:30 a.m. Check your program for additional morning and afternoon break times and locations.

**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. Book signings from speaker/authors throughout the event. Check the signs on site.

**GET CONNECTED!**
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.

**DOWNLOAD THE KMWORLD APP!**
Get the entire KMWorld program and create a personalized schedule in our app on Yapp.
Access the app here: https://my.yapp.us/KMWORLD19
# Taxonomy Conference AT-A-GLANCE

**MONDAY, NOVEMBER 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. -</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>9:00 a.m. -</td>
<td>Opening Remarks • Grand Ballroom, Salon 1/2 • Lemieux</td>
<td></td>
</tr>
<tr>
<td>9:00 a.m. -</td>
<td><strong>OPENING KEYNOTE</strong> • Grand Ballroom, Salon 1/2 • I Intelligent Foundations for Scalable Personalization • Glass &amp; Wahlmeier</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m. -</td>
<td><strong>COFFEE BREAK</strong> • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. -</td>
<td><strong>ATTENDEE LUNCHEON</strong> • Grand Ballroom, Salon 1/2</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m. -</td>
<td><strong>TRACK 1</strong> • Grand Ballroom, Salon 1/2</td>
<td></td>
</tr>
<tr>
<td>1:30 p.m. -</td>
<td>Getting Started: Taxonomy Basics</td>
<td></td>
</tr>
<tr>
<td>2:00 p.m. -</td>
<td>Taxonomy 101 Workshop • Wahl &amp; Cakici</td>
<td></td>
</tr>
<tr>
<td>2:30 p.m. -</td>
<td>• Different types of taxonomies/controlled</td>
<td></td>
</tr>
<tr>
<td>3:00 p.m. -</td>
<td>• Standards</td>
<td></td>
</tr>
<tr>
<td>3:30 p.m. -</td>
<td>• Taxonomies, metadata &amp; management software</td>
<td></td>
</tr>
<tr>
<td>4:15 p.m. -</td>
<td>• Best practices for developing terms</td>
<td></td>
</tr>
<tr>
<td>5:00 p.m. -</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td><strong>ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION</strong> • Sponsored by accenture</td>
<td></td>
</tr>
</tbody>
</table>

**TUESDAY, NOVEMBER 5**

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. -</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>9:00 a.m. -</td>
<td>WELCOME &amp; KEYNOTE • Capital Ballroom • Knowledge Management in the Age of Smart Machines • Semple</td>
<td></td>
</tr>
<tr>
<td>9:10 a.m. -</td>
<td><strong>KEYNOTE</strong> • Capital Ballroom • Delivering Killer App Taxonomy Experience in SharePoint Office 365 • Clarke &amp; Molnar</td>
<td></td>
</tr>
<tr>
<td>9:45 a.m. -</td>
<td><strong>KEYNOTE</strong> • Capital Ballroom • Building the Knowledgeable Application with AI • Aubry</td>
<td></td>
</tr>
<tr>
<td>10:00 a.m. -</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>10:45 a.m. -</td>
<td>Content Models &amp; Taxonomies: BFFs • Hane</td>
<td></td>
</tr>
<tr>
<td>11:15 a.m. -</td>
<td>The Schema.org Web Vocabulary &amp; Enterprise Taxonomies • Andrews</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. -</td>
<td>A Spring Without a Source • Lehner</td>
<td></td>
</tr>
<tr>
<td>12:15 p.m. -</td>
<td>Serendipity vs. Search: What Artificial Intelligence Can &amp; Can’t Do • Kotula</td>
<td></td>
</tr>
<tr>
<td>12:30 p.m. -</td>
<td><strong>ATTENDEE LUNCHEON</strong> in the Enterprise Solutions Showcase • Sponsored by accenture</td>
<td></td>
</tr>
<tr>
<td>1:45 p.m. -</td>
<td><strong>TAXONOMY FRONTIERS</strong></td>
<td></td>
</tr>
<tr>
<td>2:15 p.m. -</td>
<td>The Future of Taxonomy: Knowledge Graphs • Doane</td>
<td></td>
</tr>
<tr>
<td>2:45 p.m. -</td>
<td>Conversations With Robots: Voice, Smart Agents, &amp; Structured Content • Fitzgerald</td>
<td></td>
</tr>
<tr>
<td>3:15 p.m. -</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by xerox</td>
<td></td>
</tr>
<tr>
<td>4:15 p.m. -</td>
<td>Stump the Taxonomist • MODERATOR: Lemieux</td>
<td></td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td><strong>NETWORKING HAPPY HOUR</strong> in the Enterprise Solutions Showcase • Sponsored by accenture</td>
<td></td>
</tr>
</tbody>
</table>
Continental Breakfast  
8:00 a.m. – 9:00 a.m.  
Sponsored by xerox®

Opening Remarks  
9:00 a.m. – 9:10 a.m.  
Grand Ballroom, Salon 1/2  
Stephanie Lemieux, President, Dovecot Studio

Building an Intelligent Foundation for Scalable Personalization  
9:10 a.m. – 10:00 a.m.  
Grand Ballroom, Salon 1/2  
Eamonn Wahl, Director, Content Ecosystem Strategy, & Mitchell Wahlmeier, Content Ecosystem Strategist, Electronic Arts

Electronic Arts (EA) has been developing a content graph in support of personalization programs since 2014, reconfiguring working teams around this strategic initiative. This has required re-thinking significant aspects of the content strategies, content engineering efforts, and content operations at EA. Eamonn presents the approach taken to build a solid foundation of content models, metadata, and supporting taxonomies. While far into this journey, EA has a long way to go. Hear about the challenges it has encountered along the way and the opportunities it sees in the future.

Coffee Break  
10:00 a.m. – 10:15 a.m.  
Sponsored by xerox®

TRACK 1  
Getting Started: Taxonomy Basics  
Grand Ballroom, Salon 1/2

Taxonomy 101 Workshop  
10:15 a.m. – 12:00 p.m.  
Zach Wahl, CEO & Tatiana Cakici, Senior KM Consultant, Enterprise Knowledge, LLC

This session provides an introductory understanding for those relatively new to taxonomy design and implementation, providing a strong foundation of terms, concepts, and approaches in order to ensure maximum value from the remainder of the conference. The session defines taxonomies and discusses the value they offer through a series of examples and case studies. Wahl and Cakici also cover common approaches and methodologies for taxonomy design, implementation, and maintenance, including a review of the role of technologies within the space.

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

Defining & Pitching the Business Case for a Taxonomy  
1:00 p.m. – 1:30 p.m.  
Patrick Lambe, Principal Consultant, Straits Knowledge

What does it take to sell a taxonomy project? How do you explain the business case and benefits a taxonomy will bring to your organization? Lambe discusses how to determine the pain points to be solved and how to link taxonomy work to business needs. He covers how to frame and pitch the business case for your project to management, as well as clearly identify measures of effectiveness that can prove success.

Framing Taxonomy Projects: On Heidegger & Motorbikes  
1:30 p.m. – 2:00 p.m.  
Bob Kasenchak, Senior Manager, Client Solutions, Synaptica

Vocabulary development is generally done for a specific purpose: to index documents, structure website navigation, arrange products for ecommerce, etc. The process of building and validating a vocabulary can circumscribe a domain in a structured way useful for modeling information environments and provide a useful jumping-off point for validation. This validation step is crucial to this process: the negotiation between taxonomic thinking and the point of view of subject matter experts, users, content owners, and other stakeholders. Hear how the process of vocabulary construction and validation can help outline and structure a domain, be a paradigm for discovery, and define the scope of your project within the larger domain.

Adopting an Existing Taxonomy  
2:00 p.m. – 2:30 p.m.  
Nick Ammerman, Library & Taxonomy Manager, American Planning Association

Few have the privilege of creating their taxonomy from scratch. Working with existing taxonomies typically involves using terms, definitions, and a structure developed by other people which may not be available for consultation. They are often already entrenched in an organization’s workflow and can be difficult to change on a macro level. This talk shares strategies for adjusting to an existing taxonomy, including ways to get up to speed on its general philosophy and specific terms. Ammerman also discusses how to deal with taxonomies that do not conform to standards and how to determine which changes are worth fighting for.

Managing Stakeholder Input: Cat Herding and Duck Rowing  
2:30 p.m. – 3:00 p.m.  
Michele Ann Jenkins, Senior Taxonomy Consultant, Dovecot Studio

Every successful taxonomy project relies on working closely with people. This often involves groups with different backgrounds and levels of taxonomy familiarity. How do you prepare people to give meaningful feedback? How do you elicit, aggregate, and track their input? What is the best way to socialize the outcomes to a wider audience? Learn how to run successful kickoff meetings, framework workshops, and stakeholder review sessions. Jenkins also reviews useful templates and online tools for soliciting input from larger groups, helping you reduce cat herding and get all your taxonomy ducks into well-ordered rows.

Coffee Break  
3:00 p.m. – 3:15 p.m.  
Sponsored by xerox®

Inside an Enterprise Taxonomy Shop  
3:15 p.m. – 3:45 p.m.  
Jay Bowling, Lead Experience Owner, Knowledge Management, USAA

Just over a year ago USAA set out to fix a top employee pain point: finding company documents and procedures in the enterprise knowledgebase. After an initial project realized dramatic improvements in search performance metrics and employee feedback, a year-long effort was undertaken to accomplish this across the enterprise. Now USAA has built a permanent Knowledge Management Findability Experience function and department. Bowling gives an inside look at building this function from the ground up, including intimate views of documented taxonomy sustainment and creation processes, update requests, roles, and metrics.

5 Essential Components of Taxonomy Governance  
3:45 p.m. – 4:15 p.m.  
Erica Chao, Information Architect & Taxonomist, Factor Firm

Taxonomies are born into a world of change and need to be regularly updated in order to remain relevant and useful. Governance is the tool that can move your taxonomy team from a state of reactivity and fire drills to a state of controlled and measured taxonomy optimization. Using real-world examples, Chao shares five governance components that should be included in every governance plan as well as a governance assessment framework that you can use to assess maturity, identify gaps, and determine next steps to take your taxonomy governance to the next level.

Managing Taxonomy Tagging  
4:15 p.m. – 5:00 p.m.  
Heather Hedden, Taxonomy Consultant, Hedden Information Management  
Terry Casey, Indexer-Taxonomist, Casey Indexing & Information Service  
Katherine Black, Information Management Consultant, Dovecot Studio, Inc.

A taxonomy is useful only when it is properly tagged to content, which is not always a given! Hedden and Casey look at various issues in tagging with a taxonomy, including the benefits and drawbacks of manual vs. automated tagging and how taxonomy design can suit the method of tagging. Tagging interfaces and rules are also important, whether system-enforced or as policy. Black discusses how to manage large tagging projects when a taxonomy must be applied quickly to large collections of content for new system launches, such as a DAM or CMS. Hear about bulk tagging approaches, training short term-tagging teams, and doing tagging quality assurance.
Drawing on numerous real-world examples, she explains how to create terms for human versus automated indexing, manage enterprise taxonomy projects, adapt taxonomies to various user interfaces, and more.

In this fully revised second edition, Heather Hedden provides updates on taxonomy standards, development techniques, and career opportunities for taxonomists. She presents fresh survey data and offers new and expanded coverage of such critical topics as taxonomy testing, metadata, linked data, and SharePoint. Drawing on numerous real-world examples, she explains how to create terms and relationships, select taxonomy management software, design taxonomies for human versus automated indexing, manage enterprise taxonomy projects, adapt taxonomies to various user interfaces, and more.

In Deep Text, author Tom Reamy offers an approach to text analytics that adds depth and intelligence to our ability to utilize a growing mass of unstructured text the world is drowning in. Reamy explains what deep text is and surveys its many uses and benefits. He describes applications and development best practices, discusses business issues including ROI, provides how-to advice and instruction, and provides guidance on selecting software and building a text analytics capability within an organization.

**Price:** $39.50
*Ebook also available.*

**Price:** $59.50
*Ebook also available.*

**infoToday.com**

Look for these titles wherever books and ebooks are sold or order direct from the publisher.

For more information, call 1.609.654.6266. Email custserv@infotoday.com.

*Information Today, Inc.* 143 Old Marlton Pike, Medford, NJ 08055

---

**MONDAY, NOVEMBER 4**

**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**

5:00 p.m. – 6:30 p.m. *Sponsored by Accenture*

**TRACK 2 ■ Taxonomy Applications**

Capitol Ballroom, Salon E/F

**TAXONOMY CASE STUDIES**

10:15 a.m. – 12:00 p.m.

**Improving Content Quality, Reuse, & Reporting**

Melinda Geist, User Experience & Enterprise Taxonomy Strategist, Intel Corp.
Theresa Pulkey, Content Strategist, Key Pointe Consulting, on behalf of Factor Firm

Large content sets, distributed authoring environments, and multiple websites built on different platforms make applying consistent and accurate metadata very challenging. Intel is implementing enterprise taxonomy and metadata standardization to address these issues with the end goal of improving data quality. The speakers share Intel’s approach to increasing metadata quality across a diverse content ecosystem. Learn how they developed a content tagging strategy involving a diverse set of stakeholders to collect more accurate and consistent metadata from content owners.

**Putting Sony’s Best Footage Forward With AI**

Jason Lambert, Executive Director, Content Licensing, & Nicole Cotham, Data Librarian, Sony Pictures Entertainment
Ramona Pauna, Director, Consulting, Expert System

With a deep library of clips from blockbuster franchises and acclaimed cinematographic masterpieces, Sony Pictures Entertainment (SPE) runs a thriving footage licensing business. But for customers to find the clips they need for their projects, rich, taxonomy-driven metadata capturing the themes of each clip is essential. That’s why SPE launched its taxonomy and metadata enrichment initiative, scaling the project with AI. This session showcases concrete examples of how AI can support information professionals in building their taxonomy and illustrate its benefits in the context of business-critical search functions.

**USER EXPERIENCE & ENTERPRISE TAXONOMY STRATEGIST**

** cunningham@infotoday.com **

**infoToday.com**

Look for these titles wherever books and ebooks are sold or order direct from the publisher.

For more information, call 1.609.654.6266. Email custserv@infotoday.com.

*Information Today, Inc.* 143 Old Marlton Pike, Medford, NJ 08055
Moving From Taxonomy to Ontology
1:30 p.m. – 2:00 p.m.
Ben White, Senior Consultant, Enterprise Knowledge
Organizations often struggle with ontology development and fully leveraging the many benefits they offer, including user interface enhancements, machine learning, and AI. White provides observations and insights on the most practical approaches that organizations can use to transform an existing taxonomy into an ontology. Methodologies focus on techniques and best practices rooted in information science and real-world findings. Hear about facet analysis, semantic relationships used in taxonomies and ontologies, and the overall business value of an ontology.

The Science of Taxonomy in Product Data Management
2:00 p.m. – 2:30 p.m.
Chantal Schweizer, Principal Taxonomist, Earley Information Science
Different taxonomies have different purposes in product data management, such as classification, navigation, and syndication. Many companies use their ERP or financial taxonomy to manage product information when there are better ways to achieve success from both the internal and external customer perspectives. Mapping and managing between taxonomies and attribution schemas and keeping them clean are essential for good product data. Chantal discusses best practices for managing product taxonomy and the challenges of managing them in an integrated manner for the best customer experience.

Raising the Profile of Taxonomy During Chaos
2:30 p.m. – 3:00 p.m.
Helen Lippell, Taxonomy and Semantics Consultant, Independent
Imagine joining a UK government project as its first-ever taxonomist against the backdrop of Brexit, creating huge uncertainty at every level. At a time of great upheaval in politics, the economy, and law, how do you make sure your little taxonomy niche doesn’t get overlooked? Lippell will pass on her experience, tips and tricks that she used to help bring colleagues to a shared understanding of the benefits of taxonomies in digital content delivery for government. When content priorities and outcomes change by the hour, tagging and metadata are even more essential than usual. If you can keep your head when all around are losing theirs, then you might be a taxonomist.

The Knowledge Graph—The New Unknown Beast
3:15 p.m. – 3:45 p.m.
Helmut Nagy, COO, Semantic Web Co.
Knowledge graphs are everywhere! Google has one, Amazon also, and of course Microsoft has one too. Gartner has identified knowledge graphs as new key technologies in its Hype Cycle for Artificial Intelligence. So, what is a knowledge graph? Do we have to be afraid that we have to throw away all we built over the last years and decades? What can we do with it? Will we have to feed it? How can we tell if it is healthy and can help us? What can we use it for? In his talk Nagy addresses those questions and tries to demystify this new phenomenon.

Taxonomy-Driven Event Processing for Intelligent Customer Operations
3:45 p.m. – 4:15 p.m.
Jens Aasman, CEO, Franz Inc.
Chat or voice conversation between agent and customer can be a black hole. In the modern intelligent customer operations center, interactions between agent and customer are a source of rich information that helps agents to improve the quality in real time, creates more sales, and provides far better analytics for management. This is enabled by taxonomy, speech recognition, entity extractors, and machine learning to classify chats in various ways in a real-time knowledge graph that knows (and stores) everything about customers and agents. Hear how graph-based technology can be used to improve quality of conversations, increase sales, and improve business visibility.

Partnering with IT to Deploy Taxonomies
4:15 p.m. – 5:00 p.m.
MODERATOR: Yonah Levenson, Manager, Metadata & Taxonomy, HBO
Annette Feldman, Deputy Director, Information Management Architect at the Associated Press
Ken Murphy, Director, Enterprise Metadata at Discovery
Feras Abu Amra, IT Project Manager, IMF
Tatjana Versaggi, Technical Project Manager, Taxonomist, General Electric
Ken Murphy, Director, Enterprise Metadata at Discovery
You can have the best taxonomy or ontology in the world, but if the IT team doesn’t know about it, or won’t implement it, what’s the point? Come hear this all-star panel talk about how they successfully partnered with data architects, developers, and project managers to get integrated into development workflows. Learn what words to use when working with IT, documents to provide, cost-saving estimates to promise, and more.

Coffee Break 3:00 p.m. – 3:15 p.m. Sponsored by xerox

The Knowledge Graph—The New Unknown Beast
3:15 p.m. – 3:45 p.m.
Helmut Nagy, COO, Semantic Web Co.
Knowledge graphs are everywhere! Google has one, Amazon also, and of course Microsoft has one too. Gartner has identified knowledge graphs as new key technologies in its Hype Cycle for Artificial Intelligence. So, what is a knowledge graph? Do we have to be afraid that we have to throw away all we built over the last years and decades? What can we do with it? Will we have to feed it? How can we tell if it is healthy and can help us? What can we use it for? In his talk Nagy addresses those questions and tries to demystify this new phenomenon.

Taxonomy-Driven Event Processing for Intelligent Customer Operations
3:45 p.m. – 4:15 p.m.
Jens Aasman, CEO, Franz Inc.
Chat or voice conversation between agent and customer can be a black hole. In the modern intelligent customer operations center, interactions between agent and customer are a source of rich information that helps agents to improve the quality in real time, creates more sales, and provides far better analytics for management. This is enabled by taxonomy, speech recognition, entity extractors, and machine learning to classify chats in various ways in a real-time knowledge graph that knows (and stores) everything about customers and agents. Hear how graph-based technology can be used to improve quality of conversations, increase sales, and improve business visibility.

Partnering with IT to Deploy Taxonomies
4:15 p.m. – 5:00 p.m.
MODERATOR: Yonah Levenson, Manager, Metadata & Taxonomy, HBO
Annette Feldman, Deputy Director, Information Management Architect at the Associated Press
Ken Murphy, Director, Enterprise Metadata at Discovery
Feras Abu Amra, IT Project Manager, IMF
Tatjana Versaggi, Technical Project Manager, Taxonomist, General Electric
Ken Murphy, Director, Enterprise Metadata at Discovery
You can have the best taxonomy or ontology in the world, but if the IT team doesn’t know about it, or won’t implement it, what’s the point? Come hear this all-star panel talk about how they successfully partnered with data architects, developers, and project managers to get integrated into development workflows. Learn what words to use when working with IT, documents to provide, cost-saving estimates to promise, and more.

Coffee Break 3:00 p.m. – 3:15 p.m. Sponsored by xerox

The Knowledge Graph—The New Unknown Beast
3:15 p.m. – 3:45 p.m.
Helmut Nagy, COO, Semantic Web Co.
Knowledge graphs are everywhere! Google has one, Amazon also, and of course Microsoft has one too. Gartner has identified knowledge graphs as new key technologies in its Hype Cycle for Artificial Intelligence. So, what is a knowledge graph? Do we have to be afraid that we have to throw away all we built over the last years and decades? What can we do with it? Will we have to feed it? How can we tell if it is healthy and can help us? What can we use it for? In his talk Nagy addresses those questions and tries to demystify this new phenomenon.

Taxonomy-Driven Event Processing for Intelligent Customer Operations
3:45 p.m. – 4:15 p.m.
Jens Aasman, CEO, Franz Inc.
Chat or voice conversation between agent and customer can be a black hole. In the modern intelligent customer operations center, interactions between agent and customer are a source of rich information that helps agents to improve the quality in real time, creates more sales, and provides far better analytics for management. This is enabled by taxonomy, speech recognition, entity extractors, and machine learning to classify chats in various ways in a real-time knowledge graph that knows (and stores) everything about customers and agents. Hear how graph-based technology can be used to improve quality of conversations, increase sales, and improve business visibility.

Partnering with IT to Deploy Taxonomies
4:15 p.m. – 5:00 p.m.
MODERATOR: Yonah Levenson, Manager, Metadata & Taxonomy, HBO
Annette Feldman, Deputy Director, Information Management Architect at the Associated Press
Ken Murphy, Director, Enterprise Metadata at Discovery
Feras Abu Amra, IT Project Manager, IMF
Tatjana Versaggi, Technical Project Manager, Taxonomist, General Electric
Ken Murphy, Director, Enterprise Metadata at Discovery
You can have the best taxonomy or ontology in the world, but if the IT team doesn’t know about it, or won’t implement it, what’s the point? Come hear this all-star panel talk about how they successfully partnered with data architects, developers, and project managers to get integrated into development workflows. Learn what words to use when working with IT, documents to provide, cost-saving estimates to promise, and more.

Coffee Break 3:00 p.m. – 3:15 p.m. Sponsored by xerox

The Knowledge Graph—The New Unknown Beast
3:15 p.m. – 3:45 p.m.
Helmut Nagy, COO, Semantic Web Co.
Knowledge graphs are everywhere! Google has one, Amazon also, and of course Microsoft has one too. Gartner has identified knowledge graphs as new key technologies in its Hype Cycle for Artificial Intelligence. So, what is a knowledge graph? Do we have to be afraid that we have to throw away all we built over the last years and decades? What can we do with it? Will we have to feed it? How can we tell if it is healthy and can help us? What can we use it for? In his talk Nagy addresses those questions and tries to demystify this new phenomenon.

Taxonomy-Driven Event Processing for Intelligent Customer Operations
3:45 p.m. – 4:15 p.m.
Jens Aasman, CEO, Franz Inc.
Chat or voice conversation between agent and customer can be a black hole. In the modern intelligent customer operations center, interactions between agent and customer are a source of rich information that helps agents to improve the quality in real time, creates more sales, and provides far better analytics for management. This is enabled by taxonomy, speech recognition, entity extractors, and machine learning to classify chats in various ways in a real-time knowledge graph that knows (and stores) everything about customers and agents. Hear how graph-based technology can be used to improve quality of conversations, increase sales, and improve business visibility.

Partnering with IT to Deploy Taxonomies
4:15 p.m. – 5:00 p.m.
MODERATOR: Yonah Levenson, Manager, Metadata & Taxonomy, HBO
Annette Feldman, Deputy Director, Information Management Architect at the Associated Press
Ken Murphy, Director, Enterprise Metadata at Discovery
Feras Abu Amra, IT Project Manager, IMF
Tatjana Versaggi, Technical Project Manager, Taxonomist, General Electric
Ken Murphy, Director, Enterprise Metadata at Discovery
You can have the best taxonomy or ontology in the world, but if the IT team doesn’t know about it, or won’t implement it, what’s the point? Come hear this all-star panel talk about how they successfully partnered with data architects, developers, and project managers to get integrated into development workflows. Learn what words to use when working with IT, documents to provide, cost-saving estimates to promise, and more.
TUESDAY, NOVEMBER 5

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

Continental Breakfast  ■  Sponsored by xerox®
8:00 a.m. – 8:30 a.m.

Welcome & Keynotes
See page 16 for complete descriptions.

Knowledge Management in the Age of Smart Machines
8:30 a.m. – 9:30 a.m.  ■ Capitol Ballroom
MODERATOR: Euan Semple, Author, Organizations Don’t Tweet, People Do
SPEAKERS:
Anthony J. Rhem, CEO/Principal Consultant, A. J. Rhem & Associates and Author, Knowledge Management in Practice
Phaedra Beltoroditis, Member IBM Academy of Technology (Blockchain, Games, Watson, Design), IBM
Ross Smith, Director, Skype for Good, Microsoft

Delivering Killer App Taxonomy Experience in SharePoint Office 365
9:30 a.m. – 9:45 a.m.  ■ Capitol Ballroom
Dave Clarke, CEO, Synaptica
Agnes Molnar, Founder & Managing Consultant, Search Explained

Building the Knowledgeable Application with AI
9:45 a.m. – 10:00 a.m.  ■ Capitol Ballroom
Christophe Aubry, CEO, Expert System Enterprise

Coffee Break  ■ In the Enterprise Solutions Showcase
10:00 a.m. – 10:45 a.m.  ■ Sponsored by xerox®

Content Models & Taxonomies: BFFs
10:45 a.m. – 11:15 a.m.
Carrie Hane, Founder, Tanzen

Taxonomies help organize, categorize, and relate content. But before that, you need a model for that content. This session looks at content models from a new angle and how to use taxonomy to bring content to life. A model of the types of content and their relationships reveals the many ways content types can be classified to improve findability. When taxonomies are woven into the fabric of your content, internal search becomes easier to facet and sort, and curation is dynamic and ongoing. Content models and taxonomies really are BFFs.

The Schema.org Web Vocabulary & Enterprise Taxonomies
11:15 a.m. – 11:45 a.m.
Michael Andrews, Content Strategy Evangelist, Kentico Cloud

The schema.org web vocabulary has emerged as the most important metadata standard for web content, used by Google, Microsoft, Amazon’s Alexa, and many other online platforms. How is schema.org related to enterprise taxonomies? How can taxonomists best utilize features of the schema.org vocabulary to improve the descriptiveness of information published online? Michael explains how the schema.org vocabulary classifies different dimensions of information, and how taxonomists can use the vocabulary, including entity types, properties and different strategies to include taxonomy terms as values. Learn how to provide more precise answers to online queries.

A Spring Without a Source
11:45 a.m. – 12:15 p.m.
Ahren Lehnert, Senior Manager, Text Analytics Solutions, Synaptica, LLC

Taxonomies are foundational knowledge organization structures for entire information ecosystems relying on a single source of truth for concepts used in navigation, content tagging, and insight discovery. With increasingly agile and fast-moving taxonomy development and use, it’s easy to neglect the rigor necessary to build a strong foundational taxonomy. Hear about the often unintended biases introduced during taxonomy building and the subsequent content tagging process, and how to build taxonomies with discipline and rigor using verified sources and strong governance processes.

Serendipity vs. Search: What AI Can & Can’t Do
12:15 p.m. – 12:30 p.m.
Heather Kotula, VP, Marketing & Communications, Access Innovations
Some organizations want to apply AI techniques in their efforts to construct taxonomies better and faster. Various AI techniques can produce interesting groupings or clusters of content that are useful for discovery, but not as useful for search. Can AI do any more than produce a good bucket of candidate concepts and show possible meaningful relationships?

Attendee Luncheon  ■ In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m.  ■ Sponsored by accenture

TAXONY FRONTIERS
1:45 p.m. – 2:30 p.m.
The Future of Taxonomy: Knowledge Graphs
Mike Doane, Lecturer, University of Washington
Taxonomies are the foundation for controlled vocabularies, which enable enhanced search, categorization and the ongoing development of ontologies. Moving beyond taxonomies and ontologies, however, the development of knowledge graphs starts to add the semantic layer needed to enrich and enhance all types of information. Doane helps us understand how and why to build knowledge graphs, and the benefit your organization can realize.

Conversations With Robots: Voice, Smart Agents, & Structured Content
Andy Fitzgerald, Information Architect, Anthro-Tech, Inc.
In 2019, we’re already seeing the impact that voice search, AI, and smart software agents like Alexa and Google Assistant are making on the way information is found and consumed on the web. Through examples drawn from healthcare and government, Fitzgerald illustrates the changes IAs and taxonomists face in the burgeoning age of voice UI and AI and introduces simple techniques attendees can use to advocate for structured content approaches to their work.

Taxonomy & Personalization
2:45 p.m. – 3:30 p.m.
Jeffrey MacIntyre, Principal, Bucket Studio
Arthur Patterson, Content Strategy Manager, Salesforce
Lindy Roux, VP & Managing Director, Tendo Communications

While trying to realize the dream of personalized experiences, there has been a stream of brand and customer experience fails that continues to mar the reputation of personalization. Taxonomists and IAs have since begun writing the missing manual for steering clear of such madness. What does it mean to design for personalized UX, and why are information sciences pros well positioned to ride to the rescue? This session will help you lean into your organization’s personalization or martech efforts and take your taxonomy skills in a fresh direction. MacIntyre gives five scenarios in which the skills of taxonomists matter more each day. Patterson and Roux discuss how Salesforce optimized its taxonomy and tagging strategy in order to enable a more dynamic, targeted, and personalized user experience on salesforce.com.

Coffee Break  ■ In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m.  ■ Sponsored by xerox®

Stump the Taxonomist
4:15 p.m. – 5:00 p.m.
MODERATOR: Stephanie Lemieux, Program Chair
Interested in industry trends? Stymied by a taxonomy design challenge at work? Bring your toughest, crunchiest taxonomy issues and challenges to our panel of seasoned full-time taxonomists, who compete to answer your questions with insight, entertainment, and perhaps even controversy! The best questions (as voted by the audience) will bring home prizes!

ENTERPRISE SOLUTIONS SHOWCASE
Networking Happy Hour  ■ Sponsored by accenture
5:00 p.m. – 6:00 p.m.
Enterprise Search & Discovery 2019

Preconference Workshops
Monday, November 4

November 5–7, 2019
JW Marriott
Washington, DC

Maximize your search investment
Innovate with new technologies
Ponder cognitive & intelligent search
Strategize on implementations
Exchange tips & techniques with colleagues
Learn about AI, bots, machine learning
Discuss discovery improvements

Optimize your user experience
Explore relevancy
Use data analytics
Encounter discovery
Personalize search
Find value in your data

EnterpriseSearchAndDiscovery.com

Diamond Sponsors

Accenture  ATTIV/O  Deloitte
Infogen

Lucidworks  Microsoft  poolparty  SINEQUA  Synaptica

Platinum Sponsors

Francelabs  Datahari  raytai  de

Gold Sponsors

Copyright Clearance Center  Diligent Governance Intel  Mindbreeze

Media Sponsors

Best SEOs  CrowdReviews  Information Today  KMWorld  Online Searcher  Top SEOs  Visibility
When eyeing enterprise search, this year the “I”s have it. The conference offers impactful insights and intelligent implementations. In other words, a mixture of theory and practice, of glimpses into what could happen and what is happening. Enterprise search—insight engines, knowledge discovery solutions, cognitive computing, graph technology, and a host of AI technologies—remains a work in progress. Yet it has the potential to empower employees and increase the value of internal information.

At the Enterprise Search & Discovery conference, we cover the technical aspects of enterprise search but also the business implications of successful search and discovery implementations. Relevancy, personalization, and ethics involve the human element, not just technology. The many aspects of search and discovery include customers finding products, companies monetizing real-time activities, and organizations maximizing the data they own. Let’s rethink how to handle search, databases, analysis, and decision making at Enterprise Search & Discovery.

Enterprise Search & Discovery is where you will learn strategies, explore solutions, and build the skill sets you need to make your organization’s content easily searchable, readily discoverable, and delivered in an actionable format. What you learn here will enable your organization to get the best value for its search initiatives. Thank you for attending Enterprise Search & Discovery!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • Sponsored by Xerox*</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td><strong>WELCOME &amp; KEYNOTE</strong> • Capitol Ballroom • Knowledge Management in the Age of Smart Machines • MODERATOR: Semple</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Delivering Killer App Taxonomy Experience in SharePoint Office 365 • Clarke &amp; Molnar</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Building the Knowledgeable Application With AI • Audry</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by Xerox*</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td><strong>Implementing a Personalized Search Experience</strong> • Romero &amp; Jalagam</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>Natural Language Understanding for the Enterprise • Nelson</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase • Sponsored by accenture</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>Search Like a Pro: Mythbusting the 'Black Box' of Search • Molnar</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>Using Data &amp; Expert Knowledge to Build Smart Enterprise Search • Desai &amp; Singh</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by Xerox*</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Innovations, Insights, Implementations • Ulmer &amp; Gross</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>NETWORKING HAPPY HOUR in the Enterprise Solutions Showcase • Sponsored by accenture</td>
</tr>
</tbody>
</table>

**TUESDAY November 5** - All sessions will take place in Capitol Ballroom, Salon D unless otherwise noted.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • Sponsored by Xerox*</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Future Trends: Insights for Knowledge Sharing in 2020+ • Turner</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Making the Most of Machine Learning • Lichtman</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Demands for Data: Governance, Risk, Compliance, Analytics, &amp; Value • Nagy</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Knowledge Management in the Age of AI • Namir</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by Xerox*</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Fix or Replace: When Good Search Platforms Go Bad • Kehoe</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>The Quest for Useful Relevancy Metrics • Stinek</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Configuring Recommendations for Personalized Search • Pryor &amp; Cooper</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Changing the Game: Moving From Search to Insight Engine • Patel</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td><strong>COFFEE BREAK</strong> Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase • Sponsored by Xerox*</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>What’s Ahead for Search? • MODERATOR: Feldman</td>
</tr>
</tbody>
</table>

**WEDNESDAY November 6** - All sessions will take place in Hart, Meeting Room Level unless otherwise noted.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • Sponsored by Xerox*</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Demands of Search: From User Experience to AI Experience • Groth</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Pure to Pragmatic: From AI Hype to Delivering Actual ROI • McNulty</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Intelligent Content Services: New &amp; Next • McNaughton</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Delivering the Knowledgeable Application With AI • Audry</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • Sponsored by Xerox*</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td><strong>ATTENDEE LUNCHEON &amp; AWARDS</strong> • Grand Ballroom, Salon 3/4 • The 3 Pillars of AI &amp; Their Impact on KM • Khan</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>From Intranets to Digital Employee Experience • Rodgers</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td><strong>COFFEE BREAK</strong> • Sponsored by Xerox*</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Knowledge Graphs Creating a Connected Search Experience • Higler &amp; Polkoff</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Virtual Agents &amp; Document Intelligence • Pugh</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom, Salon 3/4 • Intelligent Content Services: New &amp; Next • McNaughton</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>CLOSING KEYNOTE • Grand Ballroom, Salon 3/4 • 2020 &amp; Beyond • MODERATOR: Lambe</td>
</tr>
</tbody>
</table>

**THURSDAY November 7** - All sessions will take place in Capitol Ballroom, Salon E unless otherwise noted.
TUESDAY, NOVEMBER 5

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

Continental Breakfast ★ Sponsored by xerox™
8:00 a.m. – 8:30 a.m.

Welcome & Keynotes

Knowledge Management in the Age of Smart Machines
8:30 a.m. – 9:30 a.m. ★ Capitol Ballroom
MODERATOR: Euan Semple, Author, Organizations Don’t Tweet, People Do
SPEAKERS:
Anthony J. Rhem, CEO/Principal Consultant, A. J. Rhem & Associates and Author, Knowledge Management in Practice
Phaedra Boindiris, Member IBM Academy of Technology (Blockchain, Games, Watson, Design), IBM
Ross Smith, Director, Skype for Good, Microsoft

Our experienced author and speaker, a longtime observer of knowledge management and practice-focused researcher, cuts through the hype and shares how new technologies like AI can be used for business benefit and competitive advantage. He describes what technologies are available and how companies can use them. He explains how businesses can put artificial intelligence to work now, in the real world. AI will improve products and processes and make decisions better-informed/important but largely invisible tasks. AI technologies won’t replace human workers but augment their capabilities, with smart machines working alongside smart people. AI can automate structured and repetitive work, provide extensive analysis of data through machine learning (“analytics on steroids”), and engage with customers and employees via chatbots and intelligent agents. Get insights and ideas on how to experiment with these technologies and use them to revitalize knowledge management in your organization.

Delivering Killer App Taxonomy Experience in SharePoint Office 365
9:30 a.m. – 9:45 a.m. ★ Capitol Ballroom
Dave Clarke, CEO, Synaptica
Agnes Molnar, Founder & Managing Consultant, Search Explained
See page 16 for complete description.

Building the Knowledgeable Application with AI
9:45 a.m. – 10:00 a.m. ★ Capitol Ballroom
Christophe Aubry, CEO, Expert System Enterprise
See page 16 for complete description.

Coffee Break ★ In the Enterprise Solutions Showcase
10:00 a.m. – 10:45 a.m. ★ Sponsored by xerox™

Implementing a Personalized Search Experience
10:45 a.m. – 11:30 a.m.
Lee Romero, Senior Manager, Deloitte Touche Tohmatsu Limited
Vineeth Jalagam, Relevancy Engineer, Deloitte Touche Tohmatsu Limited

Like many large organizations, Deloitte grapples with providing a search experience meeting the very diverse needs of users and has long sought to provide a personalized experience. Romero and Jalagam share insight on the business drivers for the firm’s personalization efforts as well as cover details on the technical approach to personalize two aspects of our search experience—relevancy logic and search suggestions. They address how they embedded machine learning in the process. Join them for valuable lessons learned and how personalization has positively impacted their users’ experience.

Natural Language Understanding for the Enterprise
11:45 a.m. – 12:30 p.m.
Paul Nelson, Innovation Lead, Accenture

Siri and Alexa are cool, but they aren’t powerful enough for sophisticated daily enterprise uses. In this interactive session, Nelson introduces you to Saga, a Natural Language Understanding Framework—a scalable, cost-efficient framework; the next-generation solution for many business applications, from smart question/answer systems to compliance monitoring, contract analysis; and document understanding. Machine learning and knowledge graph ready, Saga is an easy-to-use NLU system for extracting valuable insights from unstructured data.

Attendee Luncheon ★ In the Enterprise Solutions Showcase
12:30 p.m. – 1:45 p.m. ★ Sponsored by accenture

Search Like a Pro: Mythbusting the “Black Box” of Search
1:45 p.m. – 2:30 p.m.
Agnes Molnar, Founder & Managing Consultant, Search Explained

Search is often considered to be a magical “black box.” Like air or water, we don’t recognize it when it works. But complaints start as soon as we don’t get the results we expect. Concentrating on search in SharePoint and Office 365, but with general applicability, Molnar explains how search works behind the scenes. She demonstrates how content becomes searchable, how data becomes a refining filter, how data can be displayed on the user interface, how to define various “search verticals” and specific search applications, and why is it important to add good metadata on the content and empower all users to do the same. Learn mythbusting from one of the best.

Using Data & Expert Knowledge to Build Smart Enterprise Search
2:45 p.m. – 3:30 p.m.
Ankit Desai, Staff Product Manager, & Abhishek Singh, Staff Software Engineer, LinkedIn

Desai and Singh share their experience of using data analytics and expert knowledge systems to build a skill-based enterprise search experience, including the role of Ingestor to fetch data from independent sources to transform into a common format (in a MySQL DB). They dive into business issues solved by combining data from various data sources into search. They explore engagement metrics and detailed data analytics for a new search UX, using machine learning to improve ranking and expert ranking systems to further improve relevancy.

Coffee Break ★ In the Enterprise Solutions Showcase
3:30 p.m. – 4:15 p.m. ★ Sponsored by xerox™

Innovations, Insights, Implementations
4:15 p.m. – 5:00 p.m.
Cedric Ulmer, CEO FranceLabs
Christian Gross, Director Business Development, Raylion GmbH

Search is not static. You can’t “set it and forget it.” In this session, we look at successful implementations of search, starting off with Cedric Ulmer’s case study of a project in a large aerospace group. Gross looks at enterprise search in combination with chat bots and NLP, discussing risk-free approach to implementing bot applications.

Networking Happy Hour
5:00 p.m. – 6:00 p.m.
Stop by the Enterprise Solutions Showcase after a full day of stimulating conference sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.
Fix or Replace: When Good Search Platforms Go Bad
10:45 a.m. – 11:30 a.m.
Miles Kehoe, Founder & President, New Idea Engineering, Inc.
A common lament is that the search just doesn’t live up to user expectations set by Google and Amazon. Often, the real question should be, “Is the problem the search technology or our implementation?” If management has already decided that fixing search means replacing the search platform, it is not uncommon to discover that the replacement technology delivers the same flawed search—because the problem is actually poor data, poor search implementation, or flawed expectations. Kehoe addresses symptoms of badly implemented search, how to determine if fixing search is the best solution, or if the technology in use just isn’t a good fit for your enterprise environment.

The Quest for Useful Relevancy Metrics
11:45 a.m. – 12:30 p.m.
Theresa Simek, Discover Search Product Manager, EY
Join EY’s Theresa Simek as she walks us through EY’s experiences tackling relevancy measurement and tuning. The conversation features lessons learned and best practice guidance on the comparison of qualitative and quantitative approaches, current approaches to relevancy measurement and tuning, and approaches to metrics-based and anecdotal reporting.

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

Configuring Recommendations for Personalized Search
1:30 p.m. – 2:15 p.m.
MODERATOR: Baribie Keiser, Independent Consultant
Clay Pryor, Computer Science R&D, & Ryan Cooper, Student Intern, Sandia National Labs
Recommender systems, colloquially RecSys, are a subclass of information filtering systems that seek to predict the rating or preference a user would give to an item. This presentation describes how Sandia Labs configured personalized search in days, not weeks, months, or even years. Pryor and Cooper review the configuration process from data gathering and model building to the query configuration used to return personalized results to enterprise search customers. They also look at training aspects, collaborative filtering, co-clustering, and predictive analytics.

Changing the Game: Moving From Search to Insight Engine
2:30 p.m. – 3:15 p.m.
MODERATOR: Baribie Keiser, Independent Consultant
Viren Patel, Director, Chief Data Office, Enterprise Search & AI, PwC
The application of AI and NLP enhances the strategic value of enterprise search. Patel illustrates the journey PwC (PricewaterhouseCoopers) took from building a search engine to turning it into an advanced insights engine. He discusses the AI and NLP concepts and models applied to its product. Additional models are related to disambiguation, reading comprehension, business entity recognition and NLP query parsers. Learn about game changers for enterprise search and discovery.

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

What’s Ahead for Search?
4:00 p.m. – 5:00 p.m.
MODERATOR: Sue Feldman, President, Synthesis, & Co-Founder, Cognitive Computing Consortium
Miles Kehoe, Founder & President, New Idea Engineering, Inc.
Paul Nelson, Innovation Lead, Accenture
Tom Wilde, CEO, Indico
The next few years will see an evolution of familiar technologies as they adapt to AI components and increased expectations. We’ve invited panelists who are in the thick of developing some of this new generation of technology to discuss what’s coming in the context of why we need these improvements. More flexible tools, better, more interactive search and information exploration will rely on these advances. No predictions of the future are guaranteed to come true. But even without guarantees, this panel discussion will prime you to be a more demanding technology consumer.
THURSDAY, NOVEMBER 7

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

Continental Breakfast  ■  Sponsored by xerox®
8:00 a.m. – 8:30 a.m.

Keynotes  See page 24 for complete descriptions.

Knowledge-Sharing Culture to Support Organizational Success
8:30 a.m. – 9:15 a.m.  ■  Grand Ballroom, Salon 3/4

Bringing a Consumer-Like Experience to the Digital Workplace
9:15 a.m. – 9:30 a.m.  ■  Grand Ballroom, Salon 3/4
Diane Burley, VP Content, Lucidworks

Pure to Pragmatic: From AI Hype to Delivering Actual ROI
9:30 a.m. – 9:45 a.m.  ■  Grand Ballroom, Salon 3/4
Scott Parker, Director, Product Marketing, Sinequa

Top 5 Lessons Learned From KM Solution Implementations
9:45 a.m. – 10:00 a.m.  ■  Grand Ballroom, Salon 3/4
Jitin Agarwal, VP of Enterprise Products, EPAM

Coffee Break  ■  10:00 a.m. – 10:15 a.m.  ■  Sponsored by xerox®

Unifying Content & Creating Efficient Enterprise Search
10:15 a.m. – 11:00 a.m.
Todd Walsh, Technology Development Project Manager, Chelan Public Utility District
Zane Mumford, Consultant, Accenture

The Chelan Public Utility District (PUD) relies on technology innovations that provide value to its customer owners. Improving internal search capabilities and functionalities would allow employees to find operations and asset management information more easily and make them more efficient when searching for important information (i.e., reducing the amount of systems they needed to access and search and not having to reinvent the wheel if they could not find what they were looking for). A collaboration between Chelan PUD and Accenture’s Search and Content Analytics Group brought together multiple content repositories to create a single search interface in SharePoint for all data and content.

Focus on Emerging Technologies
11:15 a.m. – 12:00 p.m.
Beth Loughney, Founder & Executive Chair, Zorroa
Daniel Fallmann, CEO, Mindbreeze
Bryan Reynolds, CEO, Docxonomy

Innovations in search technology define the future of search. Hear three executives talk about what they’ve been doing to enhance the search experience. It’s not your father’s enterprise search and discovery, that’s for sure.

Keynote Luncheon & Awards

The 3 Pillars of AI & Their Impact on KM
12:15 p.m. – 12:30 p.m.  ■  Grand Ballroom, Salon 3/4
Kamran Khan, Managing Director, Accenture

From Intranets to Digital Employee Experience
1:00 p.m. – 1:45 p.m.
Rebecca Rodgers, Principal Consultant, Step Two

Every organization is on a digital journey, with the aim of streamlining the business and better supporting staff. Some firms are well-progressed, with a modern suite of tools available to all, while others are just at the start. This session explores the journey from today into a future vision as well as intranets, digital workplaces and ultimately, digital employee experience. Find out where you are on this journey, and plan your next steps with confidence.

Knowledge Graphs Creating a Connected Search Experience
2:00 p.m. – 2:45 p.m.
Joseph Hilger, COO, Enterprise Knowledge, LLC
Irene Polikoff, CEO, Top Quadrant

Knowledge graphs are changing the way that search is implemented. Organizations such as Google and Microsoft rely on knowledge graphs to improve the search experience in products such as Google Search, SharePoint Online, and LinkedIn. Hilger explains how these ideas can be applied to your enterprise search solution. Polikoff dives into NoSQL technologies, such as graph data models, that are becoming a popular approach for information management due to their flexibility. Knowledge graphs have semantic and intelligent qualities to make them “smart.” Learn what a knowledge graph is, how it is implemented, and how it can be used to enhance enterprise search.

Virtual Agents & Document Intelligence
3:00 p.m. – 3:45 p.m.
Katrina B. Pugh, Faculty, Information and Knowledge Strategy Master of Science Program, Columbia University and AlignConsulting
Sandy Serkes, Guest Faculty, Information and Knowledge Strategy Master of Science Program, Columbia University and Valera Technologies

Technologies such as virtual agents and text analytics improve how we share and use knowledge. Pugh and Serkes bring scale and speed to thorny, fragmented knowledge-based operations. Using case studies, Pugh and Serkes consider AI for search and document intelligence. They describe how machine learning, text analytics and ongoing information management allow employees to quickly extract/abstract from thousands of contracts and other documents and quickly pinpoint liability and privacy risks in the language. They share three case studies, with lessons learned that affect the future of AI in the enterprise.

Closing Keynotes  See page 26 for complete descriptions.

Intelligent Content Services: New & Next
4:00 p.m. – 4:15 p.m.  ■  Grand Ballroom, Salon 3/4
Chris McNulty, Senior Product Manager, Microsoft, & Author, SharePoint Consultant’s Handbook

2020 & Beyond: Creating Resilience in Organizations & Society
4:15 p.m. – 5:00 p.m.  ■  Grand Ballroom, Salon 3/4
MODERATOR: Patrick Lambe, Partner, Straits Knowledge
Dave Snowden, Chief Scientific Officer, Cognitive Edge
Tom Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University, & Author
Alicia Juarros, Affiliate Scholar in Residence, Neuroethics Studies Program, Georgetown University Medical Center, & Author
What is text analytics and why should I care?

Text analytics and AI—Moving into the practical realm

An overview and analysis of the current market for text analytics software

New techniques and technologies in text analytics from graph databases to deep learning

Case studies of multiple applications and the business value of text analytics

Integrating machine learning, taxonomy, and search

The use of text analytics in dealing with fake news and bad ad placement

Latest ideas in auto-categorization and data extraction from text

text-analytics-forum.com
Wireless Internet
Complimentary Wi-Fi is available in all meeting rooms.
1) Network: JWMarriott_CONFERENCE
2) Click on browser to open log-in page
3) Enter passcode: kmworld19

Enterprise Solutions Showcase Grand Opening Reception

Monday, November 4 • 5:00 p.m. – 6:30 p.m.
Celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, intranets, and text analytics 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.

Conference Presentations
Many speaker slides are available for download from the conference website (text-analytics-forum.com).

Showcase Hours
Monday, Nov. 4 .......... 5:00 p.m. – 6:30 p.m.
Grand Opening Reception
Tuesday, Nov. 5 .......... 10:00 a.m. – 6:00 p.m.
Networking Happy Hour ...... 5:00 p.m. – 6:00 p.m.
Wednesday, Nov. 6 ......... 10:00 a.m. – 4:00 p.m.

Networking Happy Hour

Sponsored by accenture

Tuesday, November 5 • 5:00 p.m. – 6:00 p.m.
Enterprise Solutions Showcase
Join us in the Enterprise Solutions Showcase to mix and mingle with other conference attendees, speakers, and our conference sponsors.

Get Connected!

Facebook Twitter #TextAnalyticsDC

Continental Breakfast & Breaks
Sponsored by Xerox

A continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:30 a.m. Check your program for additional morning and afternoon break times and locations.

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. Book signings from speaker/authors throughout the event. Check the signs on site.

Download the KMWORLD App!

Get the entire KMWORLD program and create a personalized schedule in our app on Yapp.
Access the app here:
https://my.yapp.us/KMWORLD19
WEDNESDAY, NOVEMBER 6

8:00 a.m. – 8:30 a.m. 
CONTINENTAL BREAKFAST • Sponsored by Xerox®

10:00 a.m. – 10:45 a.m. –
KEYNOTE • Capitol Ballroom • Future Trends: Insights for Knowledge Sharing in 2020+ • Jody Turner, Culture of Future & Author

11:00 a.m. – 1:00 p.m. 
TRACK 1 • Technical • Grand Ballroom, Salon 1 • A Deep Text Look at Text Analytics

1:00 p.m. – 1:30 p.m. 
COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by Xerox®

2:00 p.m. – 3:45 p.m. 
TRACK 1 • Technical • Grand Ballroom, Salon 1 • Knowledge Graphs—Deep Dive

3:45 p.m. – 4:15 p.m. 
COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by Xerox®

4:15 p.m. – 5:00 p.m. 
TRACK 2 • Applications • Capitol Ballroom, Salon G • Co-Managed by Xerox®

THURSDAY, NOVEMBER 7

8:00 a.m. – 8:30 a.m. 
CONTINENTAL BREAKFAST • Sponsored by Xerox®

9:30 a.m. – 10:00 a.m. –
KEYNOTE • Grand Ballroom, Salon 3/4 • Knowledge-Sharing Culture to Support Organizational Success • Gretchen Anderson, PwC Strategy

11:00 a.m. – 12:00 p.m. 
TRACK 1 • Technical • Capitol Ballroom, Salon F • Text Analytics in Government

12:00 p.m. – 1:00 p.m. 
KEYNOTE LUNCHEON & AWARDS • Grand Ballroom, Salon 3/4 • The 3 Pillars of AI & Their Impact on KM • Kamran Khan, Accenture

1:00 p.m. – 2:00 p.m. 
TRACK 2 • Applications • Capitol Ballroom, Salon G • AI

2:00 p.m. – 3:45 p.m. 
TRACK 1 • Technical • Capitol Ballroom, Salon F • Knowledge Graphs: A Foundation for Search & Beyond

4:15 p.m. – 5:00 p.m. 
CLOSING KEYNOTE • Grand Ballroom, Salon 3/4 • 2020 & Beyond: Creating Resilience in Organizations & Society • MODERATOR: Patrick Lambe
Welcome & Keynotes

A Deep Text Look at Text Analytics
10:45 a.m. – 11:30 a.m. Grand Ballroom, Salon 1
Tom Reamy, Chief Knowledge Architect, KAPS Group, and Program Chair, Text Analytics Forum

What are the current and future trends for the field of text analytics? Join program chair Tom Reamy for an overview of the conference themes and highlights and a look at what is driving the field forward. This year’s main new topic is knowledge graphs, which are being developed for everything from enterprise search to a way to build an enterprise platform to integrate all an organization’s data. We also continue the exploration of machine learning and rules-based approaches and how people are combining them to get the best of both worlds. The talk ends with a look at current and future trends that promise to dramatically enhance our ability to utilize text with new techniques and applications.

TRACK 1 Technical

Knowledge Graphs—Deep Dive
11:45 a.m. – 12:30 p.m.
Make Beautiful Metadata: Using Knowledge Graphs to Improve Relevance in Automated Tagging
Dan Segal, Corporate Taxonomist, IBM

This talk describes the use of an enterprise knowledge graph as the semantic backbone of a text analytics application. Going beyond traditional hierarchical taxonomies, we demonstrate how we use a knowledge graph to enhance entity resolution, boost signal detection, and improve relevance scoring. We examine a use case where graph-informed tagging adds business value by surfacing connections between different facets of content and by driving personalization and user experience through precise metadata.

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

Knowledge Graphs—Deep Dive
1:30 p.m. – 2:15 p.m.
Knowledge Graph Enrichment via Text Analytics
Jans Aasman, CEO, Franz, Inc.

This presentation covers text analytics and text processing techniques used in creating several interesting text based knowledge graphs. One example is the Noam Chomsky Knowledge Graph which incorporates hundreds of articles and numerous books that Chomsky has authored about linguistics, mass media, politics, and war. Another example covers health effects for ingredients in foods and beauty products. We show how a combination of AI techniques and knowledge graphs can be used to transform text-heavy applications into an interactive response system that can be used by scientists, technologists, politicians, and scholars along with smart applications, intelligent chatbots, and question/answering machines, as well as other AI and data systems.

AI
2:30 p.m. – 3:15 p.m.
AI & Analytics
Dave Snowden, Chief Scientific Officer, Cognitive Edge

This session looks at how AI and data science may be able to shape the world of project delivery, particularly projects which have a high degree of complexity but only if mediated by human sense-making and decision support. Our experienced and popular speaker takes work from counter-terrorism (his DARPA and other work) and applies them to project management using a multi-methods approach. Get in on the ground floor and grab new ways of thinking about AI and analytics.

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

Keynotes

Future Trends: Insights for Knowledge Sharing in 2020+
8:30 a.m. – 9:15 a.m. Capitol Ballroom
Jody Turner, Culture of Future & Author, GLIMPSE: Understanding the Future

Get the highlights and insights from Glimpse, the trend analysis which focuses on emergent generational and societal shifts, and learn how to respond to these changes. Understanding the global context teaches us what each person is facing with the world today and sets the emotional groundwork for every project. From this global context, Turner shares insights into how our minds have changed, how society has shifted in response, and where it is going through the eyes of generational and cultural evolution. Get ideas about what the future holds for knowledge sharing in our organizations. The eight important mega-trends that inform the world today, the disruptors are reinvention, non-linear, crowd-shared revolution, being human, data disruption, human +, a new visual-verbal culture, and human speak. Hear more and get ideas of how to prepare for this future.

Making the Most of Machine Learning
9:15 a.m. – 9:30 a.m. Capitol Ballroom
Joe Lichtman, VP, Managed Services, Attivio

More and more companies are allocating budget for machine learning initiatives. At the same time, knowledge management and search leaders are struggling to understand what exactly machine learning is, what it does, and how it can help them. Join Attivio’s expert who explains the best use cases for incorporating machine learning and top 3 must-haves in a solution.

Demands for Data: Governance, Risk, Compliance, Analytics & Value
9:30 a.m. – 9:45 a.m. Capitol Ballroom
Helmut Nagy, CIO & Sebastian Gabler, Head of Sales, Semantic Web

Knowledge graphs built on top of semantic technologies, supported by machine learning technologies, can become a paradigm change in how we deal with metadata management. Keeping track of what is going on in your data is the crucial momentum. Active metadata is a key element to achieve this. Traditional approaches do not work anymore—they are not adaptive, cross-application, and do not provide the semantic richness creating additional value from your data. You need a knowledge graph to specify your business rules and semantics. It is the bases for data enrichment, lineage, and impact analysis. Working in complex deployments requires metadata exchange in a unified, standardized way. Knowledge graphs provide better user experience and allow to fulfill specific workflow, security, and privacy requirements. Based on real business examples, our speakers illustrate how active metadata management works and provides more value to your data and, by that, your corporation.

Knowledge Management in the Age of AI
9:45 a.m. – 10:00 a.m. Capitol Ballroom
Ido Namir, Global Knowledge Management Consulting Leader, Deloitte

Artificial intelligence, cognitive technologies, and related tools have the ability to fundamentally reshape knowledge management. As always with groundbreaking technologies and management systems, there is a mixture of some successes, lots of hype, and an emerging body of knowledge of how and where to deploy AI/cognitive for both quick wins and long-term transformational impact. Namir provides an overview of this rapidly transforming landscape and discusses how organizations can accelerate their AI investments to derive maximum value.

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

Continental Breakfast Sponsored by xerox
8:00 a.m. – 8:30 a.m.
Ask the Experts Panel
4:00 p.m. – 5:00 p.m.
Jeremy Bentley, CEO and Founder, Smartlogic
John Paty, Vice President Market Development, Expert System
Bryan Bell, Regional Vice President of Sales, Lucidworks
Mark Butler, VP Engineering and Founder, Voise, Inc.

A panel of four text analytics experts answer questions that have been gathered before the conference, during the conference, and some additional questions from the program chair. This was one of our most popular features last year, so come prepared with your favorite questions and be ready to learn.

TRACK 2  Applications
Rayburn, Meeting Room Level

Tools & Trends
11:45 a.m. – 12:30 p.m.
Text Analytics Market Trends: Users Speak
Seth Grimes, Principal Consultant, Alta Plana Corp.
We’ve been doing text analytics since the mid-2000s. What’s working and what’s not? Seth Grimes presents findings from a 2019 study that surveyed user experiences with text technologies, solutions, and providers. What capabilities are users looking for in text analytics products and services, and are they finding what they need? How has the market evolved—both demand and supply—and how should practitioners and solution providers stay on top of developments? This talk provides practical guidance from fellow users to help you extract the greatest value from text analytics.

Multiple Tools, One Taxonomy: Selecting the Right Text Analytics Tools for Semantic Search
Alexandra Teodorescu & Nicholas Bacuez, Taxonomy Analysts, Indeed
At Indeed, we analyze petabytes of unstructured text in support of our mission to help people get jobs. We strive to go beyond keyword search and enable users to search by concepts relevant to their job interests, such as occupation, location, or salary range. Our talk focuses on entity extraction: how can it unlock meaning from big data and what are the best strategies for implementing it? Should you build an in-house tool, choose an off-the-shelf tool, or combine both of these approaches? We review lessons learned from implementing each of these strategies at Indeed. This presentation is targeted at practitioners who want to develop scalable information extraction systems and are interested in decision factors such as model performance, startup training costs, operator workflows, ongoing maintenance, and risk mitigating strategies.

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

Inside & Outside the Enterprise
1:30 p.m. – 2:15 p.m.
You Don’t Have a Text Analyst, & You Wouldn’t Know Where to Put One If You Did
Ahren Lehner, Senior Manager, Text Analytics Solutions, Synaptica LLC
Text analytics is a well-established discipline, yet many organizations don’t have dedicated text analyst roles. When they do, they arise from ad hoc needs and are embedded within specific functional units, often doing work which could be repurposed for other processes. One part call to action, one part proposal, hear ideas about who a text analyst is, where this role should sit in the organization, and what actions to take to create a text analyst role in your organization.

Text & Data Mining of Scientific Research Content: Use Cases for Knowledge Management & Product Development
Chris Bendall, Director, Business Development, Springer Nature
Increasingly, knowledge managers and product developers are looking beyond in-house proprietary data to external sources to provide context and critical information. For companies focused on innovation and research, important sources include scientific journal publications, specialized databases, and a growing body of open access data. This talk looks closely at two different customer use cases that take text and data mining (TDM) projects from start to finish. The first is a knowledge manager seeking to enhance content discovery and linking key research findings to in-house data. The second is a company focused on leveraging research content for product development. In both cases, TDM is applied to drive an efficient research and discovery process, saving time and money, and positively impacting revenue.

The Business Dimension
2:30 p.m. – 3:15 p.m.
Between Science & Fiction: The Real-World Impact of Text Analytics
Luca Scagliarini, EVP Strategy & Business Development, Expert System
Text analytics has emerged as a defining technology for enterprise transformation. Its promise is no less than a radical rethinking of how businesses organize their workflows and make decisions. When cognitive processes can be automated and scaled, the impact is faster processes and better insights, enabling professionals to focus on the highest added-value parts of their mission. Join this session to discover today’s “art of the possible” in NLP, based on examples of leading-edge analytics and process automation applications.

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

Ask the Experts Panel
4:00 p.m. – 5:00 p.m.  Grand Ballroom, Salon 1
Jeremy Bentley, CEO and Founder, Smartlogic
John Paty, Vice President Market Development, Expert System
Bryan Bell, Regional Vice President of Sales, Lucidworks
Mark Butler, VP Engineering and Founder, Voise, Inc.
A panel of four text analytics experts answer questions that have been gathered before the conference, during the conference, and some additional questions from the program chair. This was one of our most popular features last year, so come prepared with your favorite questions and be ready to learn.
Continental Breakfast • Sponsored by xerox®
8:00 a.m. – 8:30 a.m.

Track 1 • Technical
Capitol Ballroom, Salon F

Text Analytics in Government
10:15 a.m. – 11:00 a.m.
Measuring the Effects of Information Operations Through Specialized Sentiment Analysis
Christopher Blow, SVP, Global Public Sector, & Mike Harris, Federal Solutions Engineer Basis Technology Corp.

Government influence operations (IO) have been conducted throughout recorded history. In recent times, they have commonly been referred to as propaganda, active measures, or psychological operations (PSYOPS). More than a century of Russian “Chekist” tradition has culminated in a force that can mobilize thousands of humans augmented by unlimited numbers of bots. As documented in congressional testimony, this force has repeatedly seized control of foreign news cycles, inserting sentiments or wholly fictional stories. A simple positive/neural/negative axis is not as applicable to the IO mission as one specific to the operation in question, such as entity stability/instability, trustworthiness, or advocacy of violence. Given an IO action, such as promotion of an embarrassing story, the operator wants to measure the effect as change in sentiment, such as distrust of the now-discredited entity.

Text Analytics for Federal Regulations Public Commentary
Emily McRae, Senior Systems Engineer, SAS

Regulations.gov was launched in 2003 to provide the public with access to federal regulatory content and the ability to submit comments on federal regulations. Manually reading thousands of comments is time-consuming and labor-intensive. It is also difficult for multiple reviewers to accurately and consistently assess content, themes, stakeholder identity, and sentiment. In response to this issue, text analytics can be used to develop transparent and accurate text models, and visual analytics can quantify, summarize, and present the results of that analysis. This talk addresses public commentary submitted in response to new product regulations by the U.S. Food and Drug Administration.

Building Training Sets
11:15 a.m. – 12:00 p.m.

Where Do I Start? How SAS Provides an Easy, Automated and Unified Platform for Unstructured Data Analysis
Sundaresh Sankaran, Solutions Architect, Global Technology Practice, SAS Institute

Due to subjective content, an absence of labels and a lack of dimensions, analyzing unstructured data can be a challenging task. In this session we’ll discuss improving unstructured data analysis through automation (including a human-in-the-loop), pre-processing capabilities for reducing noise, and options for feature engineering and extraction. You will also get an overview of our hybrid analytical platform, which combines Natural Language Processing along with Machine Learning and statistical techniques in order to deliver rich insights. Our hope is that regardless of your platform of choice, you obtain ideas that make your own analysis easier and more effective.

NLP & Rule-Based Approach for Fact Extraction: Launchpad for Machine Learning Techniques
Sergei Ananyan, CEO, & Elli Bourlai, Senior Computational Linguist, Megaputer

One fundamental obstacle for using machine learning (ML) to accurately extract facts from free text documents is that it requires huge amounts of pre-categorized data for training. Manual annotation is not a viable option as it would entail enormous amounts of human analyst time. In this presentation we outline an innovative rule-based approach for automated generation of pre-categorized data that can be further used for training ML models. This approach relies on writing queries expressed in the powerful pattern definition language that fully exploits the results of the underlying natural language processing (NLP) deep linguistic, semantic, and statistical analysis of documents. The sequential application of rule-based and ML techniques facilitates the high accuracy of results. An example project illustrating this technology focuses on the automated extraction of clinical information from patient medical records.

Conference Contact:
(800) 300-9868 • text-analytics-forum.com

Keynotes

Knowledge-Sharing Culture to Support Organizational Success
8:30 a.m. – 9:15 a.m. • Grand Ballroom, Salon 3/4

In the age of new and useful technologies rushing to take their place in our organizations, 80% of respondents to a recent global culture survey say their organization’s culture must evolve in the next 5 years for their company to succeed, grow, and retain the best people. Yes, it’s all about the people in any organization. Technology can certainly support, speed, and spark knowledge sharing, innovation and success, but culture is implicit rather than explicit, emotional rather than rational—that’s what makes it so hard to work with, but that’s also what makes it so powerful! Anderson shares secrets from her recent book, a practical guide to working with culture and tapping into a source of catalytic change within your organization. Since every organization’s culture is intimate and personal, aligning culture always involves getting to the heart of difficult matters, unearthing the “family secrets” of a company—the emotional histories that lie under the surface of the story the company tells about itself to the outside world. Get lots of insights and tips to use in your organization to build a knowledge-sharing culture which supports success!

Bringing a Consumer-Like Experience to the Digital Workplace
9:15 a.m. – 9:30 a.m. • Grand Ballroom, Salon 3/4
Diane Bulrey, VP Content, Lucidworks

Creating a consumer-like, personalized experience for the daily work of finding information people need to do their jobs is the crux of efficient knowledge sharing. These uniquely personal experiences facilitate the flow of organizational operations and more intelligent decision-making. Professionals at companies like Red Hat, Reddit, and PwC rely on this type of platform to quickly find answers outside world. Get lots of insights and tips to use in your organization to build a knowledge-sharing culture which supports success!

Pure to Pragmatic: From AI Hype to Delivering Actual ROI
9:30 a.m. – 9:45 a.m. • Grand Ballroom, Salon 3/4
Scott Parker, Director, Product Marketing, Sinequa

Over the last couple of years, AI, machine learning, and deep learning have received unprecedented attention and are now reaching the top of the hype cycle. But today, despite many technology breakthroughs and success stories from early adopters, very few enterprise organizations are actually reaping the promised benefits. Sinequa is one of the few software platform vendors with customers deploying applications powered by AI models. Our journey in the field has taught us some valuable lessons, and there are some key takeaways we would like to share with you: a look at what pragmatic AI can do for you, bridging the gap between AI’s long-term potential and today’s capabilities, tips to identify the highest ROI use cases which can be addressed with AI models today, best practices to deploy these in production and start generating value. Get great insights and ideas from a KMWorld magazine award-winner and industry leader.

Top 5 Lessons Learned From KM Solution Implementations
9:45 a.m. – 10:00 a.m. • Grand Ballroom, Salon 3/4
Jitin Agrawal, VP of Enterprise Products, EPAM

Jitin is going to talk about best practices learned from key KM solution implemented by EPAM.
Auto-Categorization: People & Structure
1:00 p.m. – 1:45 p.m.
Supervised vs. Unsupervised Automated Categorization
Joseph Busch, Principal, Taxonomy Strategies
AI promises to categorize all types of content with reliable results, but the reality is much more complex. Most applications won’t work with a meat grinder approach, where you pour a huge amount of content in one end and a perfectly organized collection comes out the other end. Effective automated categorization depends on defining a process workflow and assembling a stack of methods to process different types of content in different ways. Designing and validating a content processing workflow requires human judgments. So good quality categorization applications often rely on how to make the best use of people. This presentation provides a reality check on unsupervised automated categorization, and discusses a case study in which the performance was suitable for editorial review and approval, but not for unsupervised processing of a large collection.

Content Structure Models—A Technique to Improve Both Machine Learning & Rules-Based Categorization
Tom Reamy, Chief Knowledge Architect, KAPS Group
There is no such thing as unstructured text—even tweets have some structure—words, clauses, phrases, even the occasional paragraph. Techniques that treat documents as undifferentiated bags of words have never achieved a high enough accuracy to build good auto-categorization whether using machine learning (ML) or rules. However, going beyond bags of words and utilizing the structures found in “unstructured” text, it is possible to achieve dramatically improved accuracy. This talk, using multiple examples from recent projects, presents how to build content structure models and content structure rules that can be used for both rules-based and ML categorization. We conclude with a method for combining rules and ML in a variety of ways for the best of both worlds.

Machine Learning & Rules—Either/Or/And
2:00 p.m. – 2:45 p.m.
Indexing Psychological Content: Striving for Consistency & Specificity
Christopher Pearson, Machine-Aided Indexing Specialist, American Psychological Association
The American Psychological Association’s PsycINFO databases release around 3,000 records per month. In June 2017, a plan was created to bring machine-aided indexing (MAI) back to the APA’s PsycINFO databases. Since then, MAI has been implemented across three of the databases, including PsycARTICLES. Pearson discusses the strategy used to build the rule base, and integrate the software into the production system. He also takes a look at some of the challenges faced along the way and explores future goals and further deployment plans.

Knowledge Graphs: A Foundation for Search & Beyond
3:00 p.m. – 3:45 p.m.
Lessons Learned Building a Knowledge Graph for IDB
Monica Hernandez, Senior Project Manager, Inter-Development Bank, & Chris Marino, Senior Consultant, Enterprise Knowledge
Similar to many enterprises, the Inter-American Development Bank (IDB) has multiple information sources which are isolated in different systems. There is no link between all these information resources that can make them accessible outside of their native systems. It is not possible to relate distinct kinds of resources that share some characteristics, e.g., to find a course that is about the same topic as a publication. To achieve this objective, IDB implemented a system that can automatically extract entities and concepts from its systems, including structured and unstructured data.
and sentences can be challenged by a specialized domain such as biomedicine, which has its own terminology and knowledge models. This talk goes into more detail about how the two capabilities—domain-specific vocabularies and ontologies and NLP engines—can learn from each other to deliver better biomedical text analytics solutions.

Keynote Luncheon & Awards

The 3 Pillars of AI & Their Impact on KM
12:15 p.m. – 12:30 p.m. • Grand Ballroom, Salon 3/4
Kamran Khan, Managing Director, Accenture
See page 25 for complete description.

KMWorld & Intranet Awards
12:30 p.m. – 12:45 p.m. • Grand Ballroom, Salon 3/4

Finally Getting Better?
1:00 p.m. – 1:45 p.m.

Summary of Supervised Machine Learning vs. Keyword Search Results
Bill Dimm, Founder & CEO, Hot Neuron LLC
In some contexts, such as e-discovery, achieving high recall when retrieving documents is critical. Over the past year, Dimm has challenged audiences at several conferences to construct keyword searches that perform better than supervised machine learning. This talk summarizes the results and explains why it is so hard for humans to beat machine learning when seeking high recall.

Maturation of Semantic Search After Years of False Promise
Christopher Biow, SVP, Basis Technology
Eugene Reyes, Federal Solutions Engineer, Basis Technology
It’s “How the Future Was” in 2004: Microsoft and enterprise search vendors showed semantic search demos that were “so close” to being better than keywords. Fifteen years on, we’re still "so close," and most information retrieval searches are still keyword lookups in hash tables. What has happened is that semantic search matured in other directions. We explore multiple use cases and specific applications to government missions and commercial business problems, where semantic search has established these and a few other niches. We give special emphasis to the “analytic refutation problem,” in which both keyword search and much of current AI serves only to assist people find even more content that reinforces their biases and mistaken conceptions. Here semantic search has found its deepest niche: helping human analysts triage otherwise intractable quantities of textual information, maintaining a healthy bias against their working hypotheses.

Text Analytics for Ecommerce
2:00 p.m. – 2:45 p.m.

Leveraging Text Analytics for Faceted Search
Feng Ye, Principal Software Developer, SAS Institute
Combining search with text analytics creates a powerful tool called SAS Cognitive Search to elevate the intelligence of information retrieval. Search features a flexible query syntax to fit various business needs and help uncover insights hidden in data. Text analytics can extract entities from user text data and enrich the raw data with category and sentiment information. This session presents an easy-to-use interface that leverages SAS Cognitive Search to perform search on temporal and spatial data, enriched with NLP features. With this interface, the user can analyze customer reviews for a product category to create a timeline and deduce trends. Other features include an interactive map facilitating geographic data search and filtering along with a facet-based view for query results aggregation. Understanding your customers and what they think of your products has never been easier!

Competing With Amazon by Deploying a Self-Learning Ecommerce Solution
Bryan Bell, Regional VP, Sales, Central U.S., Lucidworks
Key words and hundreds, if not thousands, of rules are no longer enough to keep up with Amazon and recapture lost market share. Amazon has set the new standard that organizations must meet to effectively compete for their customers’ attention. Join this presentation and learn how to capture and aggregate valuable customer interactions like queries, clicks, and cart behavior in real-time so every customer gets a customized experience that is continuously being refined; easily incorporate regional trends and seasonality to deliver relevant results; make every customer experience personal; and run A/B testing and experiments so the shopping and purchase flow is constantly fine-tuned and optimized. Go from running a few experiments that take months to get out the door to dozens running live in production, without having to bother your data scientists or the engineers.

Knowledge Graphs: A Foundation for Search & Beyond
3:00 p.m. – 3:45 p.m.

Lessons Learned Building a Knowledge Graph for IDB
Monica Hernandez, Senior Project Manager, Inter-Development Bank, & Chris Marino, Senior Consultant, Enterprise Knowledge
Similar to many enterprises, the Inter-American Development Bank (IDB) has multiple information sources which are isolated in different systems. There is no link between all these information resources that can make them accessible outside of their native systems. It is not possible to relate distinct kinds of resources that share some characteristics, e.g., to find a course that is about the same topic as a publication. To achieve this objective, IDB implemented a system that can automatically extract entities and concepts from its systems, including structured and unstructured data. Further, it semantically enhanced the data and made it accessible in a Knowledge Graph. Hernandez and Marino share lessons learned from this project that can help interested attendees start with a baseline of best practices for their own projects.

Using Text Analytics & Knowledge Graphs for Natural Language Search
Joseph Hilger, CTO, Enterprise Knowledge, LLC
Products like Amazon Alexa and Google Home are changing the expectations as to how search should work. Searchers now expect voice-driven search solutions that provide answers and not just a list of links. Part of this talk shares how knowledge graphs enable a natural language search and how text analytics along with machine learning can be used to populate these powerful constructs. We explain how to architect these solutions and provide real world examples as to how many of our clients have taken advantage of these powerful tools.

Closing Keynotes

Intelligent Content Services: New & Next
4:00 p.m. – 4:15 p.m. • Grand Ballroom, Salon 3/4
Chris McNulty, Senior Product Manager, Microsoft, & Author, SharePoint Consultant’s Handbook
In a world of rapid change and a global skills shortage, learning to learn faster and upskilling employees is the new workplace competitive advantage. Join us to explore the latest innovations unveiled for intelligent content services. See examples and possible impact for knowledge flows and decision-making in our future...

2020 & Beyond: Creating Resilience in Organizations & Society
4:15 p.m. – 5:00 p.m. • Grand Ballroom, Salon 3/4
MODERATOR: Patrick Lambe, Partner, Straits Knowledge
Dave Snowden, Chief Scientific Officer, Cognitive Edge
Tom Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University, & Author, Wow, Wow, Win
Alicia Juarros, Affiliate Scholar in Residence, Neuroethics Studies Program, Georgetown University Medical Center, & Author, Emergence, Self-Organization & Complexity: Precursors & Prototypes
Wow, Woo, Win
We live in a world which promises infinite choice, but are we more trapped in the patterns of past practice than we care to think? Is the hierarchical or matrixed organization fit for purpose in a world of increased uncertainty and volatility? Governments have increasing legitimate demands on their resources from citizens and the wider needs of the planet, but few resources to deal with it. Ideology and belief seem at times to triumph over fact, evidence, and reason. Have we gone beyond even post-modernism into a new world with constantly shifting paradigms and increasingly less time to adjust to them? Our panel looks at these questions from the perspectives of knowledge and complexity. They discuss transforming and revolutionizing the way we do business as we move into an uncertain future, how we satisfy our clients in an ever-changing technological age, and how, in our complex societies, we provide value, exchange knowledge, innovate, grow and support our world. Our panel of experienced thinkers and doers shares their insights about what we should be doing to further develop a sustainable ecosystem in our organizations, communities, and world.
EVALUATING WHERE, WHEN, AND HOW TO USE IT IN THE ENTERPRISE

NOVEMBER 6–7, 2019
JW Marriott
WASHINGTON, DC
Office 365 and SharePoint Online have become “the 800 pound gorilla” in many enterprise digital workplaces. Microsoft continues to innovate across the platform, but KM and workplace leaders typically struggle to gain full value from the platform. Come to the Office 365 Symposium to obtain unbiased reviews of the full breadth of Office 365. What is the platform good at? Where does it lag? Where and how do you need to supplement native services? How can you optimize your environment?

Join us for fast-paced, informative, and practical sessions led by industry experts and experienced customers. Come away with valuable lessons on key topics like optimizing information architecture, improving user experience, strategic change management, KM in the cloud, social-collaboration, and more.

WIRELESS INTERNET
Complimentary Wi-Fi is available in all rooms.
1) Network: JWMarriott_CONFERENCE
2) Click on browser to open log-in page
3) Enter passcode: kmworld19

ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION
Sponsored by accenture
Monday, November 4 • 5:00 p.m. – 6:30 p.m.
Celebrate the grand opening of the Enterprise Solutions Showcase. Featuring the top companies in the KM, CM, search, taxonomy, intranets, and text analytics 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.

CONTINENTAL BREAKFAST & BREAKS
Sponsored by xerox
A continental breakfast will be provided outside of the keynote room each morning from 8:00 a.m. – 8:30 a.m. Check your program for additional morning and afternoon break times and locations.

SHOWCASE HOURS
Monday, Nov. 4 ..................5:00 p.m. – 6:30 p.m.
Grand Opening Reception
Tuesday, Nov. 5..................10:00 a.m. – 6:00 p.m.
Networking Happy Hour ......5:00 p.m. – 6:00 p.m.
Wednesday, Nov. 6 ..........10:00 a.m. – 4:00 p.m.

NETWORKING HAPPY HOUR
Sponsored by accenture
Tuesday, November 5 • 5:00 p.m. – 6:00 p.m.
Enterprise Solutions Showcase
Join us in the Enterprise Solutions Showcase 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 (Office365Symposium.com).

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. Book signings from speaker/authors throughout the event. Check the signs on site.

GET CONNECTED ON TWITTER!
Don’t miss a thing! Join the conversation by following @Office365 Symposium and using #Office365DC in your tweets.

DOWNLOAD THE KMWORLD APP!
Get the entire KMWorld program and create a personalized schedule in our app on Yapp.

Access the app here: https://my.yapp.us/KMWORLD19
## TUESDAY NOVEMBER 5

**5:00 p.m. - 6:00 p.m.** NETWORKING HAPPY HOUR in the Enterprise Solutions Showcase • Sponsored by accenture

## WEDNESDAY NOVEMBER 6

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. -</td>
<td>CONTINENTAL BREAKFAST • Sponsored by xerox®</td>
</tr>
<tr>
<td>8:30 a.m. -</td>
<td>KEYNOTE • Capitol Ballroom • Future Trends: Insights for Knowledge Sharing in 2020 • Jody Turner</td>
</tr>
<tr>
<td>9:15 a.m. -</td>
<td>KEYNOTE • Capitol Ballroom • Making the Most of Machine Learning • Joe Lichtman</td>
</tr>
<tr>
<td>9:45 a.m. -</td>
<td>KEYNOTE • Capitol Ballroom • Demands for Data • Helmut Nagy &amp; Sebastian Gabler</td>
</tr>
<tr>
<td>10:00 a.m. -</td>
<td>KEYNOTE • Capitol Ballroom • Knowledge Management in the Age of AI • Ido Namir</td>
</tr>
<tr>
<td>10:45 a.m. -</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by xerox®</td>
</tr>
<tr>
<td>11:45 a.m. -</td>
<td>Office 365: Past, Present, &amp; Future • Tony Byrne</td>
</tr>
<tr>
<td>11:45 a.m. -</td>
<td>Office 365 Industry Insights • Dave Clarke</td>
</tr>
<tr>
<td>12:30 p.m. -</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>11:30 a.m. -</td>
<td>Building Real Employee Engagement With Microsoft 365 • Shawn Shell &amp; Jill Hannemann</td>
</tr>
<tr>
<td>1:00 p.m. -</td>
<td>Innovating With Microsoft 365 • Sean Bryson</td>
</tr>
<tr>
<td>4:00 p.m. -</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by xerox®</td>
</tr>
<tr>
<td>5:00 p.m. -</td>
<td>PANEL: Stump the O365 Consultant! • MODERATOR: Tony Byrne, Hanneman, Shell, &amp; Bryson</td>
</tr>
</tbody>
</table>

## THURSDAY NOVEMBER 7

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. -</td>
<td>CONTINENTAL BREAKFAST • Sponsored by xerox®</td>
</tr>
<tr>
<td>8:30 a.m. -</td>
<td>KEYNOTE • Grand Ballroom, Salon 3/4 • Knowledge-Sharing Culture to Support Organizational Success • Gretchen Anderson</td>
</tr>
<tr>
<td>9:15 a.m. -</td>
<td>KEYNOTE • Grand Ballroom, Salon 3/4 • Bringing a Consumer-Like Experience to the Digital Workplace • Diane Burley</td>
</tr>
<tr>
<td>9:45 a.m. -</td>
<td>KEYNOTE • Grand Ballroom, Salon 3/4 • Pure to Pragmatic: From AI Hype to Delivering Actual ROI • Scott Parker</td>
</tr>
<tr>
<td>10:00 a.m. -</td>
<td>KEYNOTE • Grand Ballroom, Salon 3/4 • Top 5 Lessons Learned From KM Solution Implementations • Jitin Agarwal</td>
</tr>
<tr>
<td>10:00 a.m. -</td>
<td>COFFEE BREAK • Sponsored by xerox®</td>
</tr>
<tr>
<td>11:00 a.m. -</td>
<td>Business-Focused SharePoint Governance Activities • Karen Versola &amp; Joan Tirpak</td>
</tr>
<tr>
<td>11:00 a.m. -</td>
<td>Content Services in Office 365 • Agnes Molnar</td>
</tr>
<tr>
<td>12:30 p.m. -</td>
<td>KEYNOTE LUNCHEON &amp; AWARDS • Grand Ballroom, Salon 3/4 • The 3 Pillars of AI &amp; Their Impact on KM • Kamran Khan</td>
</tr>
<tr>
<td>1:00 p.m. -</td>
<td>Creating a People-Centric Company With Office 365 • Geoff Ables</td>
</tr>
<tr>
<td>2:00 p.m. -</td>
<td>Take a Business-First Approach to Office 365 • Rebecca Rodgers</td>
</tr>
<tr>
<td>3:00 p.m. -</td>
<td>Using Change Management to Ensure a Successful Deployment of Office • Aileen Marshall</td>
</tr>
<tr>
<td>4:15 p.m. -</td>
<td>KEYNOTE • Grand Ballroom, Salon 3/4 • Intelligent Content Services: New &amp; Next • Chris McNulty</td>
</tr>
<tr>
<td>4:45 p.m. -</td>
<td>CLOSING KEYNOTE • Grand Ballroom, Salon 3/4 • 2020 &amp; Beyond • MODERATOR: Patrick Lambe</td>
</tr>
<tr>
<td>5:00 p.m. -</td>
<td></td>
</tr>
</tbody>
</table>
Continental Breakfast  ■  Sponsored by xerox®
8:00 a.m. – 8:30 a.m.

Keynotes

Future Trends: Insights for Knowledge Sharing in 2020+
8:30 a.m. – 9:15 a.m.  ■  Capitol Ballroom
Jody Turner, Culture of Future & Author; GLIMPSE: Understanding the Future Marketplace
Get the highlights and insights from Glimpse, the trend analysis which focuses on emergent generational and societal shifts, and learn how to respond to these changes. Understanding the global context teaches us what each person is facing with the world today and sets the emotional groundwork for every project. From this global context, Turner shares insights into how our minds have changed, how society has shifted in response, and where it is going through the eyes of generational and cultural evolution. Get ideas about what the future holds for knowledge sharing in our organizations. The eight important mega-trends that inform the world today, the disruptors are reinvention, non-linear, crowd-shared revolution, being human, data disruption, human +, a new visual-verbal culture, and human speak. Hear more and get ideas of how to prepare for this future.

Making the Most of Machine Learning
9:15 a.m. – 9:30 a.m.  ■  Capitol Ballroom
Joe Lichtman, VP, Managed Services, Attivio
More and more companies are allocating budget for machine learning initiatives. At the same time, knowledge management and search leaders are struggling to understand what exactly machine learning is, what it does, and how it can help them. Join Attivio’s expert who explains the best use cases for incorporating machine learning and top 3 must-haves in a solution.

Demands for Data: Governance, Risk, Compliance, Analytics & Value
9:30 a.m. – 9:45 a.m.  ■  Capitol Ballroom
Helmut Nagy, CIO & Sebastian Gabler, Head of Sales, Semantic Web
Knowledge graphs built on top of semantic technologies, supported by machine learning technologies, can become a paradigm change in how we deal with metadata management. Keeping track of what is going on in your data is the crucial momentum. Active metadata is a key element to achieve this. Traditional approaches do not work anymore—they are not adaptive, cross-application, and do not provide the semantic richness creating additional value from your data. You need a knowledge graph to specify your business rules and semantics. It is the bases for data enrichment, lineage, and impact analysis. Working in complex deployments requires metadata exchange in a unified, standardized way. Knowledge graphs provide better user experience and allow to fulfill specific workflows, security, and privacy requirements. Based on real business examples, our speakers illustrate how active metadata management works and provides more value to your data and, by that, your corporation.

Knowledge Management in the Age of AI
9:45 a.m. – 10:00 a.m.  ■  Capitol Ballroom
Ido Namir, Global Knowledge Management Consulting Leader, Deloitte
Artificial intelligence, cognitive technologies, and related tools have the ability to fundamentally reshape knowledge management. As always with groundbreaking technologies and management systems, there is a mixture of some successes, lots of hype, and an emerging body of knowledge of how and where to deploy AI/cognitive for both quick wins and long-term transformational impact. Namir provides an overview of this rapidly transforming landscape and discusses how organizations can accelerate their AI investments to derive maximum value.

Coffee Break  ■  In the Enterprise Solutions Showcase
10:00 a.m. – 10:45 a.m.  ■  Sponsored by xerox®

Office 365: Past, Present, & Future
10:45 a.m. - 11:30 a.m.
Tony Byrne, Founder, The Real Story Group
Join Real Story Group founder Tony Byrne for a strategic assessment of Office 365’s evolution, reality, and future. What role should Office 365 play in your enterprise’s future technology plans?

Office 365 Industry Insights
11:45 a.m. - 12:30 p.m.
Dave Clarke, CEO, Synapctica
Our industry leaders and sponsors share case studies of innovative and creative uses of their technologies to ensure Office 365 meets the needs for knowledge sharing, discovery, and more. Clarke showcases organizations using new technology for innovations in taxonomy and knowledge sharing using SharePoint.

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

Building Real Employee Engagement With Microsoft 365
1:30 p.m. - 2:15 p.m.
Shawn Shell, Executive Advisor, & Jill Hannemann, Modern Workplace Advisory Lead for the West, Avanade
New innovations in the Microsoft/Office 365 suite have made dramatic impacts to the way people collaborate to meet business needs. Jill Hannemann and Shawn Shell explore five (somewhat surprising) dimensions to building employee engagement and show a direct, measurable impact on overall company performance. Specifically, they highlight integrating physical experiences, making digital transformation real, how AI plays a role in human productivity, and measuring real success. Case studies are shared showing where these innovations are making an impact and how these organizations leveraged Microsoft 365 to influence employee engagement.

Innovating With Microsoft 365
2:30 p.m. - 3:15 p.m.
Sean Bryson, Microsoft CTO, Hitachi Consulting
This session explores several areas where organizations are driving innovation and digital transformation using the Microsoft 365 suite of tools. A key part of this session examines Workplace Analytics and how organizations can drive significant transformation through the use of Workplace Analytics and other tools in the Microsoft suite of services.

Coffee Break  ■  In the Enterprise Solutions Showcase
3:15 p.m. – 4:00 p.m.  ■  Sponsored by xerox®

Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase

Panel: Stump the O365 Consultant!
4:00 p.m. - 5:00 p.m.
Moderator: Tony Byrne, Founder, The Real Story Group
Jill Hanneman, Modern Workplace Advisory Lead for the West, Avanade
Shawn Shell, Executive Advisor, Avanade
Sean Bryson, Microsoft CTO, Hitachi Consulting
For those of you unfamiliar with this format, the concept is simple: Bring your tough-est, thorniest, most intractable O365 conundrum or challenge, and a team of experienced O365 gurus will compete to offer you the best advice in 2 minutes or less. But there’s a twist … we’ll 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 will go home with their own noise-canceling headphones!
Creating a People-Centric Company With Office 365
1:00 p.m. - 1:45 p.m.

Geoff Ables, Managing Partner, CS Insight & Author, The LUCK Principle: Business Results at the Intersection of People & Profit

In this inspirational session, best-selling author Geoff Ables shares what people-centric looks like, with case studies highlighting how big data, analytics, processes, collaboration, and culture have to align. Transformation is possible, but technology alone is not the solution. Learn what differentiates companies that succeed with transforming customer and employee engagement, from the ones that never get past the struggle, and how the leaders are using Office 365 to accelerate toward this goal. Leave the session inspired, informed, and full of ideas that will drive change—even transformation—in your organization.

Take a Business-First Approach to Office 365
2:00 p.m. - 2:45 p.m.

Josh Patel, Senior Consultant, Step Two

Office 365 is the only show in town when it comes to depth and breadth of enterprise functionality. However, the challenge is to ensure that its rollout leads to meaningful adoption and has sustained commitment to delivering concrete business benefits, which is no mean feat. Too often, businesses take a technology-first approach to Office 365, which can fail to fully engage with staff needs and strategic priorities. Instead, organizations should take a business-first approach to Office 365, working out the “why” and the “how” before getting stuck into the “what.” This brings the whole organization on the journey from the C-suite down to frontline. This session explores a new methodology for taking a business-first approach to Office 365.

Using Change Management to Ensure a Successful Deployment of Office
3:00 p.m. - 3:45 p.m.

Aileen Marshall, Knowledge Management/Monitoring & Evaluation Specialist, The DHS Program, ICF

Many companies have the best intentions when it comes to providing employees with a new technology or system that aims to reduce cost, increase efficiency, or improve business processes. However, oftentimes the roll out is managed poorly, resulting in slow adoption and considerable resistance to “The New.” Many people are suspicious of change and focus on “What I will lose?” rather than “What I will gain?” from new technologies. In this (hands-on) session, Aileen Marshall shares her experiences deploying O365 solutions to her team, and how using the Prosci ADKAR change management model made everybody’s life significantly easier. ADKAR is a change management methodology that focuses on individuals and the stages they go through before, during, and after a change. By ensuring that change is managed properly, many change initiatives stay on and ahead of schedule as well as on or even under budget. Attendees leave this session with ideas for their own initiatives that require people to change how and with what they work, and with strategies to make them aware of and desire the change, gain knowledge and abilities to work with the change, and how to reinforce their new behavior.

Closing Keynotes
See page 26 for complete descriptions.

Intelligent Content Services: New & Next
4:00 p.m. - 4:15 p.m.

Chris McNulty, Senior Product Manager, Microsoft, & Author, SharePoint Consultant's Handbook

2020 & Beyond: Creating Resilience in Organizations & Society
4:15 p.m. - 5:00 p.m.

MODERATOR: Patrick Lambe, Partner, Straits Knowledge
Dave Snowden, Chief Scientific Officer, Cognitive Edge
Tom Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University, & Author, Wow, Woo, Win
Alicia Juarrero, Affiliate Scholar in Residence, Neuroethics Studies Program, Georgetown University Medical Center, & Author, Emergence, Self-Organization & Complexity: Precursors & Prototypes

(800) 300-9868  •  Office365Symposium

Continental Breakfast  •  Sponsored by xerox®
8:00 a.m. - 8:30 a.m.

Keynotes  See page 24 for complete descriptions.

Knowledge-Sharing Culture to Support Organizational Success
8:30 a.m. - 9:15 a.m.  Grand Ballroom, Salon 3/4

Bringing a Consumer-Like Experience to the Digital Workplace
9:15 a.m. - 9:30 a.m.  Grand Ballroom, Salon 3/4
Diane Burley, VP Content, Lucidworks

Pure to Pragmatic: From AI Hype to Delivering Actual ROI
9:30 a.m. - 9:45 a.m.  Grand Ballroom, Salon 3/4
Scott Parker, Director, Product Marketing, Sinequa

Top 5 Lessons Learned From KM Solution Implementations
9:45 a.m. - 10:00 a.m.  Grand Ballroom, Salon 3/4
Jitin Agarwal, VP of Enterprise Products, EPAM

Coffee Break  •  10:00 a.m. - 10:15 a.m.  •  Sponsored by xerox®

Business-Focused SharePoint Governance Activities
10:15 a.m. - 11:00 a.m.
Karen Versola, Senior Manager, Human Performance Services & KM, & Joan Tiptak, KM Solutions Manager, NASCO, LLC

Is your SharePoint environment the “Wild Wild West”? Are users “doing their own thing”? Do you experience site abandonment? Our speakers discuss several key, business-focused tactical activities that you can implement to support the strategic management of your SharePoint environment, regardless of what version of SharePoint you are using.

Content Services in Office 365
11:15 a.m. - 12:00 p.m.
Agnes Molnar, CEO, Search Explained, Hungary

Content Services is a core offering for Microsoft in Office 365, OneDrive, and SharePoint. It is the “next wave of ECM,” always people-centric, supporting organizational knowledge management information lifecycle, record retention, etc., by various new, modern features. During this session, Agnes overviews and demonstrates these new features, including the latest announcements as well. She helps you understand what to use when helping your users find and use all the content and knowledge your organization has.

Keynote Luncheon & Awards

The 3 Pillars of AI & Their Impact on KM
12:15 p.m. - 12:30 p.m.  Grand Ballroom, Salon 3/4
Kamran Khan, Managing Director, Accenture

See page 25 for complete description.

KMWorld & Intranet Awards
12:30 p.m. - 12:45 p.m.  Grand Ballroom, Salon 3/4

Closing Keynotes  See page 26 for complete descriptions.

Intelligent Content Services: New & Next
4:00 p.m. - 4:15 p.m.  Grand Ballroom, Salon 3/4
Chris McNulty, Senior Product Manager, Microsoft, & Author, SharePoint Consultant's Handbook

2020 & Beyond: Creating Resilience in Organizations & Society
4:15 p.m. - 5:00 p.m.  Grand Ballroom, Salon 3/4
MODERATOR: Patrick Lambe, Partner, Straits Knowledge
Dave Snowden, Chief Scientific Officer, Cognitive Edge
Tom Stewart, Executive Director, National Center for the Middle Market, Fisher College of Business, The Ohio State University, & Author, Wow, Woo, Win
Alicia Juarrero, Affiliate Scholar in Residence, Neuroethics Studies Program, Georgetown University Medical Center, & Author, Emergence, Self-Organization & Complexity: Precursors & Prototypes
DIRECTORY

SPEAKER DIRECTORY

Mary Uh-Bien
Texas Christian University
m.uh-bien@tcu.edu

Gordon Van-Webb
Building Smarter Organizations
gordon@buildingsmarterorganizations.com
@BuildSmarterOrg

Karen Versola
NASCO, LLC
karen.versola@nasco.com

Tamara Viles
TechnipFMC
tamara.viles@technipfmc.com
@tamarahou

Adrian Villarreal
TechnipFMC
adrian.villarreal@technipfmc.com
@adrian_villarr

Jeff Willinger
CloudScale
jeffwillinger@outlook.com

Wendy Woodson
Exxon Mobil Corporation
wendy.k.woodson@exxonmobil.com

Rebecca Rodgers
Step Two
rebecca@steptwo.com.au

Lee Romero
Deloitte Touche Tohmatsu, Limited
leromero@deloitte.com

Euan Semple
Euan Semple Ltd
euan@euansemple.com

Jitin Agarwal
EPAM
jitin.agarwal@cognizant.com

Gretchen Anderson
PwC Strategy&
gretchen.anderson@pwc.com

Christophe Aubry
Expert System
caubry@expertsystem.com

Donna Boinodiris
IBM
pboinodiris@us.ibm.com
@Innov8Game

Diane Burley
Lucidworks
diane.burley@lucidworks.com

Dave Clarke
Synaptica, LLC, USA
dave.clarke@synaptica.com
@AboutTaxonomy

Ryan Cooper
Sandia National Labs
rcooper@sandia.gov

Ankit Desai
LinkedIn
ankitesai@linkedin.com

Daniel Fallmann
Mindbreeze
daniel.fallmann@mindbreeze.com
@mindbreeze_sw

Susan E. Feldman
Synthesis
sue@synthesis.com
@usanfieldman

Sebastian Gabler
Semantic Web Company, Austria
sebastian.gabler@semantic-web.com

Christian Gross
Raylton GmbH
christian.gross@raylton.com

Joe Hilger
Enterprise Knowledge LLC
jhilger@enterprise-knowledge.com
@jhilgerbc

Vineeth Jalagam
Deloitte Touche Tohmatsu, Limited
vjlagam@deloitte.ca

Alicia Juarrero
VectorAnalytica, Inc.
aliciajuarrero@gmail.com

Miles Kehoe
New Idea Engineering
miles.kehoe@ideaeng.com
@miles_kehoe

Barbie E. Keiser
Barbie E. Keiser, Inc.
barbie.keiser@gmail.com
@bekinc

Kamran Khan
Accenture
kamran.x.khan@accenture.com
@SearchTechCorp

Patrick Lambe
Straits Knowledge, Singapore
plambe@straitsknowledge.com
@plambe93

Joe Lichtman
Attivio
jlichtman@attivio.com

Beth Loughney
Zorroa
beth@zorroa.com

Chris McNulty
Microsoft
chris.mcnulty@microsoft.com
@cmcnulty2000

Agnes Molnar
Search Explained, Hungary
aghy@aghy.hu
@SearchExplained

Zane Mumford
Accenture
zane.mumford@accenture.com

Helmut Nagy
Semantic Web Company GmbH
helmut.nagy@semantic-web.com

Ido Namir
Deloitte
namir@deloitte.co.il

Paul Nelson
Accenture
paul.e.nelson@accenture.com
@paullovessearch

Scott Parker
Sinequa
parker@sinequa.com
@sinequa

Viren Patel
PwC
viren.tendra.patel@pw.com

Irene Polkoff
TopQuadrant
irene@topquadrant.com

Clay Pryor
Sandia National Laboratories
cjpryor@sandia.gov

Katrina S. Pugh
Columbia University
katrinapugh@gmail.com
@katrinapugh

Bryan Reynolds
Docomomy
bryan.reynolds@docomomy.com

Anthony J. Rhem
A. J. Rhem & Associates
tonyr@ajrhem.com
@tonyrhem

Mary Uh-Bien
Texas Christian University
m.uh-bien@tcu.edu

Gordon Van-Webb
Building Smarter Organizations
gordon@buildingsmarterorganizations.com
@BuildSmarterOrg

Karen Versola
NASCO, LLC
karen.versola@nasco.com

Tamara Viles
TechnipFMC
tamara.viles@technipfmc.com
@tamarahou

Adrian Villarreal
TechnipFMC
adrian.villarreal@technipfmc.com
@adrian_villarr

Jeff Willinger
CloudScale
jeffwillinger@outlook.com

Wendy Woodson
Exxon Mobil Corporation
wendy.k.woodson@exxonmobil.com

Rebecca Rodgers
Step Two
rebecca@steptwo.com.au

Lee Romero
Deloitte Touche Tohmatsu, Limited
leromero@deloitte.com

Euan Semple
Euan Semple Ltd
euan@euansemple.com
SPEAKER DIRECTORY

Jans Aasman
Franz Inc. - AllegroGraph
cnorvell@franz.com
@Franzinc

Jitin Agarwal
EPAM
jitin.agarwal@cognizant.com

Sergei Ananyan
Megaputer
sananyan@megaputer.com

Nicholas Bacuez
Indeed
nbacuez@indeed.com

Bryan Bell
Lucidworks
bbell@expertsystme.com
@bbellryan

Chris Bendall
Springer Nature
chris.bendall@springer.com

Jeremy Bentley
Smartlogic, USA
jeremy.bentley@smartlogic.com

Christopher Biow
Basis Technology
biow@basistech.com
@chris_biow

Elli Bourlai
Megaputer
ebourlai@megaputer.com

Diane Burley
Lucidworks
diane.burley@lucidworks.com

Joseph A. Busch
Taxonomy Strategies
jbusch@taxonomystrategies.com
@joebusch

Mark Butler
Voise, Inc.
mbutler@voiseinc.com

Bill Dimm
Hot Neuron LLC
bdimm@hotneuron.com
@Clustify

Sebastian Gabler
Semantic Web Company, Austria
sebastian.gabler@semantic-web.com

Seth Grimes
Alta Plana Corporation
grimes@altaplanacorp.com
@SethGrimes

Monica Hernandez
Inter-American Development Bank
MONICAHE@iadb.org

Joe Higer
Enterprise Knowledge LLC
johiger@enterprise-knowledge.com
@johigerbc

Alicia Juarrero
VectorAnalytica, Inc.
aliciajuarrero@gmail.com

Evelyn L. Kent
Bacon Tree Consulting
evelyn.kent@bacontreeconsulting.com
@bacontree

Kamran Khan
Accenture
kamran.x.khan@accenture.com
@SearchTechCorp

Patrick Lambe
Stratts Knowledge, Singapore
plambe@strattsknowledge.com
@plambesg

Ahren E. Lehner
Synaptica LLC, USA
ahren.lehner@synaptica.com
@ahrenlehner

Joe Lichtman
Attivio
jlichtman@attivio.com

Chris Marino
Enterprise Knowledge
cmarino@enterprise-knowledge.com
@EnterpriseFind

Chris McNulty
Microsoft
chris.mcnullty@microsoft.com
@cmcnulty2000

Emily McRae
SAS
Emily.McRae@sas.com

James Morris
SmartLogic
james.morris@smartlogic.com
@jamesraymorris

Helmut Nagy
Semantic Web Company GmbH
helmut.nagy@semantic-web.com

Ido Namir
Deloitte
inamir@deloitte.co.il

Scott Parker
Sinequa
parker@sinequa.com
@sinequa

John Paty
Expert System Enterprise
jpaty@expertsystem.com

Christopher Pearson
American Psychological Association
capeerson@apa.org

Tom Reamy
KAPS Group, LLC
tom@kapsgroup.com

Eugene Reyes
Basis Technology
eugene@basistech.com

Tom Sabo
SAS
tom.sabo@sas.com
@mrTomSab

Sundaresh Sankaran
SAS Institute
sundaresh.sankaran@sas.com

Luca Scaglari
Expert System Enterprise
lscaglarin@expertsystem.com

James Schumann
Access Innovations, Inc
james_schumann@accessinn.com

Dan Segal
IBM
dsegal@us.ibm.com

Dave Snowden
Cognitive Edge
dave.snowden@cognitive-edge.com
@snowded

Jon Stevens
AbbVie
jonscottstevens@gmail.com

Tom Stewart
The Ohio State University
stewart.1490@osu.edu

Alexandra Teodorescu
Indeed
ateodorescu@indeed.com

Jody Turner
Culture of Future
jodyturner@cultureoffuture.com
@CultureofFuture

Feng Ye
SAS Institute
feng.ye@sas.com

DOWNLOAD THE KMWORLD EVENTS APP!

Get the entire KMWorld program on your favorite mobile device with our app on Yapp. You’ll have access to sessions, speakers, industry news, prize alerts, videos, photos, customized schedules, exclusive attendee chat, and more.

Access the app here:
https://my.yapp.us/KMWORLD19

*You will be instructed to download Yapp in your app store in order to access the KMWorld App. You may then set up an account or log in with Facebook.

GRAND OPENING RECEPTION

MONDAY, NOVEMBER 4
5:00 p.m. – 6:30 p.m.

Join us for the Enterprise Solutions Showcase Grand Opening reception. Explore the latest products and services from the top companies in the marketplace while enjoying flavorful fare and drink. Open to all conference attendees, speakers, and sponsors.
<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Doane</td>
<td>University of Washington</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mike.doane@gmail.com">mike.doane@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>@mikedoane</td>
</tr>
<tr>
<td>Jenni Doughty</td>
<td>Enterprise Knowledge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jdoughty@enterprise-knowledge.com">jdoughty@enterprise-knowledge.com</a></td>
</tr>
<tr>
<td>Annette Feldman</td>
<td>Associated Press</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:afeldman@ap.org">afeldman@ap.org</a></td>
</tr>
<tr>
<td>Kelly Fisher</td>
<td>Travelers</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:kdfisher@travelers.com">kdfisher@travelers.com</a></td>
</tr>
<tr>
<td>Andy Fitzgerald</td>
<td>Anthro-Tech, Inc.</td>
</tr>
<tr>
<td></td>
<td>andy@andyz <a href="mailto:Fitzgerald@consulting.com">Fitzgerald@consulting.com</a></td>
</tr>
<tr>
<td>Melinda Geist</td>
<td>Intel</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:melinda.geist@intel.com">melinda.geist@intel.com</a></td>
</tr>
<tr>
<td>Eamonn Glass</td>
<td>Electronic Arts</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:eglass@ea.com">eglass@ea.com</a></td>
</tr>
<tr>
<td>Carrie Hane</td>
<td>Tanzen LLC</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:carrie@tanzenconsulting.com">carrie@tanzenconsulting.com</a></td>
</tr>
<tr>
<td></td>
<td>@carriehd</td>
</tr>
<tr>
<td>Heather Hedden</td>
<td>Hedden Information Management, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:heather@hedden.net">heather@hedden.net</a></td>
</tr>
<tr>
<td></td>
<td>@hthedden</td>
</tr>
<tr>
<td>Michele Ann Jenkins</td>
<td>Synaptica, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:michele@synaptica.com">michele@synaptica.com</a></td>
</tr>
<tr>
<td></td>
<td>@micheleannjenkins</td>
</tr>
<tr>
<td>Bob Kasenchak</td>
<td>Synaptica, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:bob_kasenchak@accessinn.com">bob_kasenchak@accessinn.com</a></td>
</tr>
<tr>
<td></td>
<td>@taxobob</td>
</tr>
<tr>
<td>Heather Kotula</td>
<td>Access Innovations, Inc.</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:hkotula@accessinn.com">hkotula@accessinn.com</a></td>
</tr>
<tr>
<td>Patrick Lambe</td>
<td>Straits Knowledge, Singapore</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:plambe@straitsknowledge.com">plambe@straitsknowledge.com</a></td>
</tr>
<tr>
<td></td>
<td>@plambesg</td>
</tr>
<tr>
<td>Jason Lambert</td>
<td>Sony Pictures Entertainment</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jason.lambert@spye.sony.com">jason.lambert@spye.sony.com</a></td>
</tr>
<tr>
<td></td>
<td>@jasonlambert</td>
</tr>
<tr>
<td>Erick Lee</td>
<td>Zappos</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:elee@zappos.com">elee@zappos.com</a></td>
</tr>
<tr>
<td>Ahren E. Lehnert</td>
<td>Synaptica LLC, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:ahren.lehnert@synaptica.com">ahren.lehnert@synaptica.com</a></td>
</tr>
<tr>
<td></td>
<td>@ahrenlehnert</td>
</tr>
<tr>
<td>Stephanie Lemieux</td>
<td>Dovecot Studio</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:stephanie@dovecotstudio.com">stephanie@dovecotstudio.com</a></td>
</tr>
<tr>
<td></td>
<td>@stephanielemuex</td>
</tr>
<tr>
<td>Yonah Levenson</td>
<td>HBO, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:yonah.levenson@hbo.com">yonah.levenson@hbo.com</a></td>
</tr>
<tr>
<td></td>
<td>@yonahlevenson</td>
</tr>
<tr>
<td>Helen Lippell</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:helenlippell@gmail.com">helenlippell@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>@helenlippell</td>
</tr>
<tr>
<td>Jeffrey MacIntyre</td>
<td>Bucket Studio</td>
</tr>
<tr>
<td></td>
<td>jeff@bucketstudio</td>
</tr>
<tr>
<td></td>
<td>@jeffmacintyre</td>
</tr>
<tr>
<td>Daniel Mayer</td>
<td>Expert System Enterprise</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:dmayer@expertsystem.com">dmayer@expertsystem.com</a></td>
</tr>
<tr>
<td></td>
<td>@dmayer</td>
</tr>
<tr>
<td>Agnes Molnar</td>
<td>Search Explained, Hungary</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:agthy@agthy.hu">agthy@agthy.hu</a></td>
</tr>
<tr>
<td></td>
<td>@SearchExplained</td>
</tr>
<tr>
<td>Ken Murphy</td>
<td>Discovery</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:kenmurphy@discovery.com">kenmurphy@discovery.com</a></td>
</tr>
<tr>
<td></td>
<td>@kenmurphy</td>
</tr>
<tr>
<td>Stefan Nagy</td>
<td>Semantic Web Company GmbH</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:stefan.nagy@semantic-web.com">stefan.nagy@semantic-web.com</a></td>
</tr>
<tr>
<td></td>
<td>@stefannagy</td>
</tr>
<tr>
<td>Daniel O’Neil</td>
<td>The Understanding Group</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:daniel@understandinggroup.com">daniel@understandinggroup.com</a></td>
</tr>
<tr>
<td></td>
<td>@undrstdr</td>
</tr>
<tr>
<td>Theresa Putkey</td>
<td>Key Pointe Consulting, Inc.</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:tputkey@keypointe.ca">tputkey@keypointe.ca</a></td>
</tr>
<tr>
<td></td>
<td>@tputkey</td>
</tr>
<tr>
<td>Anthony J. Rhem</td>
<td>The Understanding Group</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:anthonyj@rhem.com">anthonyj@rhem.com</a></td>
</tr>
<tr>
<td></td>
<td>@anthonyjrhem</td>
</tr>
<tr>
<td>Lindy Roux</td>
<td>Tendo Communications</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:lindy@tendo.com">lindy@tendo.com</a></td>
</tr>
<tr>
<td></td>
<td>@lindyroux</td>
</tr>
<tr>
<td>Robert Royce</td>
<td>The Understanding Group</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:bob@understandinggroup.com">bob@understandinggroup.com</a></td>
</tr>
<tr>
<td></td>
<td>@robertroyce</td>
</tr>
<tr>
<td>Chantal Schweizer</td>
<td>Earley Information Science</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:chantel.schweizer@earley.com">chantel.schweizer@earley.com</a></td>
</tr>
<tr>
<td></td>
<td>@ChantalSchweizer</td>
</tr>
<tr>
<td>Euan Semple</td>
<td>Enterprise Knowledge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:euan@euansemple.com">euan@euansemple.com</a></td>
</tr>
<tr>
<td></td>
<td>@EuanSemple</td>
</tr>
<tr>
<td>Tatjana Versaggi</td>
<td>General Electric, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:tatjana.versaggi@outlook.com">tatjana.versaggi@outlook.com</a></td>
</tr>
<tr>
<td></td>
<td>@TatjanaVersaggi</td>
</tr>
<tr>
<td>Zachary R. Wahl</td>
<td>Enterprise Knowledge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:zwahl@enterprise-knowledge.com">zwahl@enterprise-knowledge.com</a></td>
</tr>
<tr>
<td></td>
<td>@ZacharyWahl</td>
</tr>
<tr>
<td>Mitchell Wahlmeier</td>
<td>Electronic Arts</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mwahlmeier@ea.com">mwahlmeier@ea.com</a></td>
</tr>
<tr>
<td></td>
<td>@mitchellwahlmeier</td>
</tr>
<tr>
<td>Ben White</td>
<td>Enterprise Knowledge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:bwhite@enterprise-knowledge.com">bwhite@enterprise-knowledge.com</a></td>
</tr>
<tr>
<td></td>
<td>@BenWhite</td>
</tr>
<tr>
<td>Rebecca Rodgers</td>
<td>Step Two</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:rebecca@steptwo.com">rebecca@steptwo.com</a></td>
</tr>
<tr>
<td></td>
<td>@rebecca Rodgers</td>
</tr>
<tr>
<td>Dave Snowden</td>
<td>Cognitive Edge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:dave.snowden@cognitive-edge.com">dave.snowden@cognitive-edge.com</a></td>
</tr>
<tr>
<td></td>
<td>@davesnowden</td>
</tr>
<tr>
<td>Tom Stewart</td>
<td>The Ohio State University</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:stewart.1490@osu.edu">stewart.1490@osu.edu</a></td>
</tr>
<tr>
<td></td>
<td>@stewart1490</td>
</tr>
<tr>
<td>Joan Tirpak</td>
<td>NASCO, LLC</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:joan.tirpak@nasco.com">joan.tirpak@nasco.com</a></td>
</tr>
<tr>
<td></td>
<td>@JoanTirpak</td>
</tr>
<tr>
<td>Jody Turner</td>
<td>Culture of Future</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jodyturner@cultureoffuture.com">jodyturner@cultureoffuture.com</a></td>
</tr>
<tr>
<td></td>
<td>@CultureOfFuture</td>
</tr>
<tr>
<td>Karen Versola</td>
<td>NASCO, LLC</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:karen.versola@nasco.com">karen.versola@nasco.com</a></td>
</tr>
<tr>
<td></td>
<td>@KarenVersola</td>
</tr>
<tr>
<td>Geoff Ablles</td>
<td>CS Insight</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:geoff.ables@csinsight.com">geoff.ables@csinsight.com</a></td>
</tr>
<tr>
<td></td>
<td>@CSgeoff</td>
</tr>
<tr>
<td>Jitin Agarwal</td>
<td>EPAM</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jitin.agarwal@cognizant.com">jitin.agarwal@cognizant.com</a></td>
</tr>
<tr>
<td>Gretchen Anderson</td>
<td>PwC Strategy&amp;</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:gretchen.anderson@pwc.com">gretchen.anderson@pwc.com</a></td>
</tr>
<tr>
<td>Sean Bryson</td>
<td>Hitachi Consulting</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:sbryson@hitachiconsulting.com">sbryson@hitachiconsulting.com</a></td>
</tr>
<tr>
<td></td>
<td>@galego2</td>
</tr>
<tr>
<td>Diane Burley</td>
<td>Lucidworks</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:diane.burley@lucidworks.com">diane.burley@lucidworks.com</a></td>
</tr>
<tr>
<td>Tony Byrne</td>
<td>The Real Story Group</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:tbyrne@realstorygroup.com">tbyrne@realstorygroup.com</a></td>
</tr>
<tr>
<td></td>
<td>@tbyrne</td>
</tr>
<tr>
<td>Dave Clarke</td>
<td>Synaptica LLC, USA</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:dave.clarke@synaptica.com">dave.clarke@synaptica.com</a></td>
</tr>
<tr>
<td></td>
<td>@AboutTaxonomy</td>
</tr>
<tr>
<td>Sebastian Gabler</td>
<td>Semantic Web Company, Austria</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:sebastian.gabler@semantic-web.com">sebastian.gabler@semantic-web.com</a></td>
</tr>
<tr>
<td>Jill Hannemann</td>
<td>Avanade</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jhannemann@withum.com">jhannemann@withum.com</a></td>
</tr>
<tr>
<td></td>
<td>@jillhannemann</td>
</tr>
<tr>
<td>Alicia Juarrero</td>
<td>VectorAnaltyca, Inc.</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:aliciajuarrero@gmail.com">aliciajuarrero@gmail.com</a></td>
</tr>
<tr>
<td>Miles Kohoe</td>
<td>New Idea Engineering</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:miles.kohoe@ideaeng.com">miles.kohoe@ideaeng.com</a></td>
</tr>
<tr>
<td></td>
<td>@miles_kohoe</td>
</tr>
<tr>
<td>Kamran Khan</td>
<td>Accenture</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:kamran.x.khan@accenture.com">kamran.x.khan@accenture.com</a></td>
</tr>
<tr>
<td></td>
<td>@SearchTechCorp</td>
</tr>
<tr>
<td>Patrick Lambe</td>
<td>Straits Knowledge, Singapore</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:plambe@straitsknowledge.com">plambe@straitsknowledge.com</a></td>
</tr>
<tr>
<td></td>
<td>@plambesg</td>
</tr>
<tr>
<td>Joe Lichtman</td>
<td>Attivio</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jlichtman@attivio.com">jlichtman@attivio.com</a></td>
</tr>
<tr>
<td>Aileen Marshall</td>
<td>ICF</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:aileen.marshall@icf.com">aileen.marshall@icf.com</a></td>
</tr>
<tr>
<td>Chris McNulty</td>
<td>Microsoft</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:chris.mcnulty@microssoft.com">chris.mcnulty@microssoft.com</a></td>
</tr>
<tr>
<td></td>
<td>@cmcnulty2000</td>
</tr>
<tr>
<td>Agnes Molnar</td>
<td>Search Explained, Hungary</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:agthy@agthy.hu">agthy@agthy.hu</a></td>
</tr>
<tr>
<td></td>
<td>@SearchExplained</td>
</tr>
<tr>
<td>Helmut Nagy</td>
<td>Semantic Web Company GmbH</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:helmut.nagy@semantic-web.com">helmut.nagy@semantic-web.com</a></td>
</tr>
<tr>
<td>Ido Namir</td>
<td>Deloitte</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:inamir@deloitte.co.il">inamir@deloitte.co.il</a></td>
</tr>
<tr>
<td>Scott Parker</td>
<td>Sinequa</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:parker@sinequa.com">parker@sinequa.com</a></td>
</tr>
<tr>
<td></td>
<td>@sinequa</td>
</tr>
<tr>
<td>Rebecca Rodgers</td>
<td>Step Two</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:rebecca@steptwo.com">rebecca@steptwo.com</a></td>
</tr>
<tr>
<td></td>
<td>@rebecca Rodgers</td>
</tr>
<tr>
<td>Dave Snowden</td>
<td>Cognitive Edge</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:dave.snowden@cognitive-edge.com">dave.snowden@cognitive-edge.com</a></td>
</tr>
<tr>
<td></td>
<td>@davesnowden</td>
</tr>
<tr>
<td>Tom Stewart</td>
<td>The Ohio State University</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:stewart.1490@osu.edu">stewart.1490@osu.edu</a></td>
</tr>
<tr>
<td></td>
<td>@stewart1490</td>
</tr>
<tr>
<td>Joan Tirpak</td>
<td>NASCO, LLC</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:joan.tirpak@nasco.com">joan.tirpak@nasco.com</a></td>
</tr>
<tr>
<td></td>
<td>@JoanTirpak</td>
</tr>
<tr>
<td>Jody Turner</td>
<td>Culture of Future</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jodyturner@cultureoffuture.com">jodyturner@cultureoffuture.com</a></td>
</tr>
<tr>
<td></td>
<td>@CultureOfFuture</td>
</tr>
<tr>
<td>Karen Versola</td>
<td>NASCO, LLC</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:karen.versola@nasco.com">karen.versola@nasco.com</a></td>
</tr>
<tr>
<td></td>
<td>@KarenVersola</td>
</tr>
</tbody>
</table>
Accenture .......................................................... 108
Access Innovations, Inc............................................ 104
Attivio ................................................................ 109
Copyright Clearance Center ....................................... 304
Deloitte Touche Tohmatsu, Limited ......................... 206
Diligent Company .................................................. 308
Drexel University, College of Computing a................. 307
ELO Digital Office Corporation ............................... 204
Enterprise Knowledge ............................................. 211
Expert System ....................................................... 200
Feith Systems and Software, Inc......................... 207
France Labs .......................................................... 311
Fujitsu Computer Products of America ................... 400
InfoNgen by EPAM ............................................. 301
KM Institute .......................................................... 408
KMS lighthouse ...................................................... 209
KMWorld Magazine ............................................... 411
Lucidea .............................................................. 306
Lucidworks .......................................................... 201
Megaputer Intelligence ........................................... 409
Panopto .............................................................. 205
PoolParty Semantic Suite ...................................... 300
Raytion GmbH ...................................................... 310
Rivet Logic ......................................................... 309
Saganworks ........................................................ 410
SAS .................................................................. 107
Semedy, Inc .......................................................... 305
Sinequa ............................................................... 100
Smartlogic ............................................................ 105
Special Libraries Association .................................. 402
Springer Nature ..................................................... 106
Starmind, Inc ........................................................ 407
Synaptica, LLC ..................................................... 101
Verint ................................................................. 401
Xerox Corporation .................................................. 403
THANK YOU TO OUR SPONSORS

Diamond Sponsors

accenture • ATTIV/O • Deloitte • EXPERT SYSTEM • INFONGEN

Lucidworks • Microsoft • poolparty • SINEQUA • synaptica

KMWorld CONFERENCE SPONSORS

Platinum Sponsors

<KMS Lighthouse>

Gold Sponsors

Saganworks • StarMIND

VERINT • Xerox

Enterprise Search & Discovery CONFERENCE SPONSORS

Platinum Sponsors

FRANCE LABS Datafari • raytion

Gold Sponsors

Copyright Clearance Center • Diligent Governance Intel • MINDBREEZE

Text Analytics Forum CONFERENCE SPONSORS

Platinum Sponsor

SAS

Gold Sponsor

SPRINGER NATURE

Taxonomy Boot Camp CONFERENCE SPONSORS

Platinum Sponsor

ACCESS Innovations, Inc.

Gold Sponsor

semedy.

SHOWCASE HOURS

Monday, November 4
5:00 p.m. – 6:30 p.m.
Grand Opening Reception

Tuesday, November 5
10:00 a.m. – 6:00 p.m.
Networking Happy Hour
5:00 p.m. – 6:00 p.m.

Wednesday, November 6
10:00 a.m. – 4:00 p.m.
Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. With 459,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Copyright Clearance Center

Copyright Clearance Center (CCC) is a global leader in content management, licensing, discovery and delivery solutions. Through its relationships with those who use and create content, CCC drives market-based solutions that fuel research, power publishing and respect copyright. With its subsidiaries RightsDirect and ixbis, CCC provides solutions for millions of people from the world’s largest companies and academic institutions.

Deloitte

Deloitte Touche Tohmatsu, Limited

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world’s most admired brands. Our professionals work to deliver measurable and lasting results that help inspire clients to make their most challenging business decisions with confidence. We aim to have our clients lead the way toward a stronger economy and healthy society.

Diligent

Diligent Governance Intel

Diligent Governance Intel software allows businesses to easily monitor and catalog news outlets to track companies, competitors, topics, and industries that are vital to you and your organization. Monitor corporate and industry news to identify market trends, sentiment scoring, risks, and opportunities. Learn more at diligent.com/governance-intel-software.

ELO Digital Office

ELO Digital Office Corporation

ELO Digital Office USA provides innovative knowledge management and digital content management solutions for organizations of all sizes and industries throughout the United States. ELO, ELOprofessional, and ELOenterprise give you an electronic and secure way to easily capture, archive, and manage business documents and information—both paper-based and digital.

Feith Systems and Software, Inc.

Feith is a Department of Defense (DoD) 5015.2-certified records management solution that ensures all records are acquired, administered, and disposed of based on your rules and retention schedules. With Feith, you can handle processes to collect, archive, and dispose of electronic records, integrate with legacy applications, archive email, and audit record retention.

France Labs

France Labs specializes in open source enterprise search. Public and private organizations that need to search their information, including PDFs, MS Office documents and images, leverage the Datafari multisource search solution. Datafari connects to external and internal IA systems to enrich unstructured data. Datafari also helps providing analysis of user search behaviors.

Fujitsu Computer Products of America

Fujitsu Computer Products of America, Inc. is an established leader in the document imaging industry, delivering innovative scanning solutions and services that enable our customers to solve critical business productivity issues and streamline operations. Fujitsu provides cutting-edge document capture solutions for business and personal environments, backed by a comprehensive portfolio of service and support programs.

Infogem

Infogem is an insight engine that leverages the power of natural language processing to enable businesses to easily monitor and catalog news outlets to track companies, competitors, topics, and industries that are vital to you and your organization. Monitor corporate and industry news to identify market trends, sentiment scoring, risks, and opportunities. Learn more at diligent.com/governance-intel-software.

Sponsored by Accenture

Networking Happy Hour

Stop by the Enterprise Solutions Showcase after a full day of stimulating conference sessions to mix and mingle with other conference attendees, speakers, and our conference sponsors.
(NLF) and machine learning to help enterprises of all sizes find and analyze information critical to the success of their business.

**KM Institute (KMI)**
1414 Wynhurst Lane, Suite 300
Vienna, VA 22182
www.kmstitute.org

**EXHIBITORS & SPONSORS**

**Gold Sponsor KMWorld**
Booth No. 408
Based in Washington, D.C., KM Institute is the global leader in knowledge management certification/training, with many thousands certified since 2001 and classes delivered in up 15 countries each year. KMI trains and certifies KM team members in the methods and tools that enable individuals and organizations to transform (and substantially improve) human performance in the knowledge age.

**Association Sponsor KMWorld**
Booth No. 209

Lighthouse provides users with consistent query results in less than one second. This capability, combined with excellent visualization and our lightning-fast implementation, ensures the benefits of improved customer experience, reduced interaction times, and increased first interaction resolution are quickly achieved.

**Megaputer Intelligence**
1600 W. Bloomfield Road
Bloomington, IN 47403
www.megaputer.com

**Gold Sponsor KMWorld**
Booth No. 409

Megaputer Intelligence offers a powerful analytical platform, PolyAnalyst, for creating custom information extraction solutions through the combined use of AI, NLP, and semantics. The system performs classification, clustering, semantic analysis, and summarization of documents in multiple formats, and extracts standard and custom entities and facts. See us in booth 409.

**Raytion GmbH**
Benrather Strasse 18-20
Düsseldorf 40470 Germany
www.raytion.com

**Platinum Sponsor KMWorld**
Booth No. 310
Raytion is an internationally operating IT business consultancy. With a strategic focus on collaboration, search and cloud, Raytion designs, builds and operates rich business applications. Raytion is one of the leading vendor-independent enterprise search specialists and a long-term integration partner of the major search technology vendors. Since 2001, Raytion has been implementing and operating high-quality, large-scale solutions for Global 500 companies and organizations worldwide.

**Gold Sponsor KMWorld**
Booth No. 306

Lucidea is the largest provider of KM and ILS solutions to corporations, law firms, non-profits and governments—improving productivity, lowering operational costs and increasing customer/client satisfaction.

**SAS**
100 SAS Campus Drive
Cary, NC 27513
www.sas.com/ai

**Platinum Sponsor KMWorld**
Booth No. 107
As the leader in analytics, SAS embeds AI capabilities into our software to deliver intelligent, automated solutions that help you reshape what’s possible from data. We believe that when AI augments human efforts, we can improve nearly every facet of our lives. Learn more at our website.

**Semeny**
200 West Street, Suite W107
Waltham, MA 02451
www.sendency.com

**Gold Sponsor KMWorld**
Booth No. 305
Semeny provides integrated knowledge and content management solutions through advanced software products and content services. The general, flexible and customizable knowledge management system can maintain any type of knowledge, content, and metadata. Customers use the software platform to curate and manage ontologies, terminologies, value sets, decision-support rules, etc., using se-
Get the tools you need to create innovation within your organization.

**KMWorld NewsLinks** delivers the current content, document, and knowledge management news directly to you. Receive updates on new products, industry news, in-depth feature articles, today’s business best practices, and links to the tools and events that can create new opportunities for revenue and innovation within your organization.

**Subscribe today!**
kmworld.com/newsletters