PRE-CONFERENCE WORKSHOPS
Monday, November 4

IMPACTFUL INSIGHTS, INTELLIGENT IMPLEMENTATIONS

• 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

ENTERPRISESARCHSUMMIT.COM

CO-LOCATED WITH

KMWorld

Office 365 SYMPOSIUM

Text Analytics Forum '19

CONNECT

ORGANIZED & PRODUCED BY

Information Today, Inc.
When eyeing enterprise search, this year the “i”s have it. The conference offers impactful insights and intelligent implementations. In other words, it’s 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.

The Enterprise Search & Discovery conference covers 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.

Join us at the 16th annual Enterprise Search and Discovery Conference in Washington DC on November 5-7, 2019.
YOUR REGISTRATION INCLUDES
➤ Access to all keynotes and Enterprise Search & Discovery conference sessions on November 5–7
➤ Light continental breakfast each morning before the keynote
➤ Morning and afternoon breaks
➤ Attendee luncheons each day
➤ Admission to the Enterprise Solutions Showcase
➤ Enterprise Solutions Showcase Grand Opening Reception on November 4
➤ Networking Happy Hour in the Enterprise Solutions Showcase on November 5
➤ Access to conference presentations online

NETWORKING OPPORTUNITIES
CONNECT & COLLABORATE!
Enterprise Search & Discovery offers great opportunities to get acquainted with new colleagues and explore what your peers are doing in the search and discovery space.

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

Networking Happy Hour • Sponsored by accenture
Tuesday, November 5 • 5:00 p.m. – 6:00 p.m.

Continental Breakfasts, Breaks, & Lunches

GROUP RATE DISCOUNT
Organizations sending more than one registrant can benefit greatly by using our discounted rates. Receive a $100 discount per person on two to four registrations from the same company for a Platinum, Gold, or General Conference Pass. (All forms must be submitted on the same day.) For groups of four or more, please call 800-300-9868 for special rates. Discounts are not applicable for preconference workshops.

GENERAL INFORMATION

ACCESS TO FIVE EVENTS—Attend KMWorld, Taxonomy Boot Camp, Enterprise Search & Discovery, Office 365 Symposium, and Text Analytics Forum for a unique opportunity to broaden your understanding of knowledge management, content management, text analytics, collaborative and digital strategies, and acquire the information tools and strategies you need to create a successful, knowledge-based enterprise with full access to FIVE events. All in one location!

MORE CHOICES—You’ll have unlimited choices with more than 130 in-depth sessions, keynotes, and workshops. The best part is, you can mix and match any way you like!

NETWORKING—Connect with your peers and learn from the leaders and innovators in the field at a variety of networking opportunities including two receptions on the show floor, multiple coffee breaks, lunches, Knowledge Cafe, Communities of Interest, and more.

INSPIRATION—Be inspired by 15 keynote sessions and learn from more than 200 experienced industry speakers.

BEST SAVINGS!—This is an amazing deal that is designed to save you money, and give you unparalleled access to five compelling industry events. Each pass, purchased separately, at its regular rate would cost over $5,000, but with a Platinum Pass, you’ll have access to all five events PLUS workshops for just $2,195. Register by October 4 and it’s only $1,995.

ENTERPRISESOLUTIONSSUMMIT.COM

The Enterprise Solutions Showcase is a one-stop shop for serious buyers to meet with vendors offering knowledge management, content management, enterprise search, SharePoint and Office 365-related products and services. If you are looking for a particular product, evaluating competing systems, or keeping up with the latest trends and developments, you need 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.

HOTEL RESERVATIONS
JW Marriott Washington DC
1331 Pennsylvania Avenue • Washington, DC 20004
Discounted guest room rates of $299 for a single/double room have been arranged for attendees who book by October 21, 2019, through Meeting & Travel Consultants, Inc. (MTC), the official housing bureau. Please note that the discounted room block is subject to availability and therefore is not guaranteed, so please book early! As a special consideration, wireless Internet in your guest room is included in the discounted guest room rate.

Make your hotel reservation today with MTC!
Online: www.mtcreservations.com
Email: bookit@mtcreservations.com
Phone: 732-549-3985 or 3986

REGISTRATION LOCATION & HOURS
Registration will take place on the Ballroom Level of the hotel and will be open daily starting at 8:00 a.m. All attendees must check-in at registration prior to attending sessions to receive your badge, final program, and other important materials.
## Monday November 4

**9:00 a.m. – 4:30 p.m.**
**MORNING & AFTERNOON WORKSHOPS**

**5:00 p.m. – 6:30 p.m.**
**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION** • Sponsored by accenture

### TUESDAY November 5

**8:00 a.m. – 8:30 a.m.**
**CONTINENTAL BREAKFAST**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 a.m.</td>
<td>WELCOME &amp; KEYNOTE • Knowledge Management in the Age of Smart Machines • Davenport</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>KEYNOTE • Delivering Killer App Taxonomy Experience in SharePoint Office 365 • Clarke &amp; Mohar</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>KEYNOTE • Building the Knowledgeable Application With AI • Aubry</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>11:30 a.m. Implementing a Personalized Search Experience • Romero &amp; Jaisgaram</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>COFFEE BREAK in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Innovations, Insights, Implementations • Umer, Grass &amp; Vogt</td>
</tr>
</tbody>
</table>

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

## Wednesday November 6

**8:00 a.m. – 8:30 a.m.**
**CONTINENTAL BREAKFAST**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 a.m.</td>
<td>KEYNOTE • Future Trends: Insights for Knowledge Sharing in 2020• Turner</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>KEYNOTE • Making the Most of Machine Learning • Zibarrak</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>KEYNOTE • Demands for Data: Governance, Risk, Compliance, Analytics, &amp; Value • Nagy</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>KEYNOTE • Knowledge Management in the Age of AI • Numir</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Relevancy: A Multi-Pronged Approach • Simek</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase • Sponsored by accenture</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Configuring Recommendations for Personalized Search • Pryor &amp; Cooper</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Changing the Game: Moving From Search to Insight Engine • Patel</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>COFFEE BREAK Last Chance to Visit the Exhibits in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>What’s Ahead for Search? • MODERATOR: Feldman</td>
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</table>

**5:00 p.m. – 6:30 p.m.**
**ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION**
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.

9:45 a.m. – 10:00 a.m.
Building the Knowledgeable Application With AI
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.

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

10:45 a.m. – 11:30 a.m.
Implementing a Personalized Search Experience
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.

11:45 a.m. – 12:30 p.m.
Natural Language Understanding for the Enterprise
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.

10:00 a.m. – 10:45 a.m.
CONTINENTAL BREAKFAST

8:00 a.m. – 8:30 a.m.
CONTINENTAL BREAKFAST

8:30 a.m. – 9:30 a.m.
Knowledge Management in the Age of Smart Machines
Tom Davenport, President’s Distinguished Professor of IT & Management, Babson College; Co-Founder, International Institute for Analytics; Fellow, MIT Initiative for the Digital Economy; Senior Advisor to Deloitte Analytics; Author, The AI Advantage: How to Put the Artificial Intelligence Revolution to Work
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.

10:00 a.m. – 10:45 a.m.
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1:45 p.m. – 2:30 p.m.
**Search Like a Pro: Mythbusting the ‘Black Box’ of Search**

*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 it is important to add good metadata on the content and empower all users to do the same. Learn mythbusting from one of the best.

2:45 p.m. – 3:30 p.m.
**Using Data & Expert Knowledge to Build Smart Enterprise Search**

*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.

3:30 p.m. – 4:15 p.m.
**COFFEE BREAK**

in the Enterprise Solutions Showcase

4:15 p.m. – 5:00 p.m.
**Innovations, Insights, Implementations**

*Cedric Ulmer, CEO FranceLabs*

*Christian Gross, Director Business Development, & Christian Vogt, Director Value Delivery, Raytion 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 and Vogt look at enterprise search in combination with chat bots and NLP, discussing risk-free approach to implementing bot applications.

5:00 p.m. – 6:00 p.m.
**NETWORKING HAPPY HOUR**

in the Enterprise Solutions Showcase  
Sponsored by accenture
a paradigm change in how we deal with metadata management. Keeping track of what is going on in your data is the crucial moment. 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.

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

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

10:45 a.m. – 11:30 a.m.
Fix or Replace: When Good Search Platforms Go Bad
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.

11:45 a.m. – 12:30 p.m.
Relevancy: A Multi-Pronged Approach
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.

12:30 p.m. – 1:30 p.m.
ATTENDEE LUNCHEON
in the Enterprise Solutions Showcase
1:30 p.m. – 2:15 p.m.
Configuring Recommendations for Personalized Search
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.

2:30 p.m. – 3:15 p.m.
Changing the Game: Moving From Search to Insight Engine
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 (Pricewaterhouse-Coopers) 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.

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

4:00 p.m. – 5:00 p.m.
What’s Ahead for Search?
MODERATOR: Sue Feldman
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.

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kmworld.com/whitepapers/bestpractices/archive
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.

9:45 a.m. – 10:00 a.m.
Top 5 Lessons Learned From KM Solution Implementations
Jitin Agarwal, VP of Enterprise Products, EPAM

Our speaker shares best practices learned from key KM solutions implemented by his organization.

10:00 a.m. – 10:15 a.m.
COFFEE BREAK

10:15 a.m. – 11:00 a.m.
Unifying Content & Creating Efficient Enterprise Search
Todd Walsh, Technology Development Project Manager, Chelan County 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 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.

11:15 a.m. – 12:00 p.m.
Focus on Emerging Technologies
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.

Register on or before October 4th and SAVE $200 on your conference registration!
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 unainted, unstructured data sources, improving operations and maintaining a competitive advantage.

12:30 p.m. – 12:45 p.m.  
**KMWorld & Intranet Awards**

**KMWorld** magazine is proud to sponsor the 2019 KMWorld Awards, KMPromise & 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 these organizations.

1:00 p.m. – 1:45 p.m.  
**From Intranets to Digital Employee Experience**

**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.

2:00 p.m. – 2:45 p.m.  
**Knowledge Graphs Creating a Connected Search Experience**

**Joseph Polikoff, 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 delves 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.

12:15 p.m. – 12:30 p.m.

**The 3 Pillars of AI & Their Impact on KM**

**Kamran Khan, Managing Director, Accenture**

The possibilities are endless but what can we really expect in 2020? Our experience speaker, who wrote the book SharePoint 2013 Consultant’s Handbook, coached people on metadata and taxonomies as well apps for Office 365, and more, shares the most recent developments and promises for the coming years.

3:00 p.m. – 3:45 p.m.  
**Virtual Agents & Document Intelligence**

**Katrina Pugh, Senior Manager, & Christopher Aiken, Managing Director, EY**

Technologies such as virtual agents and text analytics improve how we share and use knowledge. They bring scale and speed to thorny, fragmented knowledge-based operations. Using case studies, Pugh and Aiken consider AI for search and document intelligence. Pugh describes how a large telecommunications company exposed content using voice response, chat bots, and cognitive search across thousands of documents and thousands of employees. At a large transportation company, text analytics allowed employees to quickly extract/abstract from thousands of contracts, and quickly pinpoint risks in the language. They share lessons learned that affect the future of AI in the enterprise.
Your choice of two half-day preconference workshops on Monday, November 4 is included when you register for the PLATINUM PASS option. Below is a complete list of workshops offered, highlighting two that are of special interest to enterprise search specialists. For full workshop descriptions, go to our website.

**MORNING WORKSHOPS**

9:00 a.m. – 12:00 p.m.

- **W1** = KM 101
  Stan Garfield, Knowledge Manager & Author

- **W2** = Text Analytics 101
  Tom Reamy, KAPS Group, & Author

- **W3** = Building a Governance Model for Organizational Knowledge
  Art Murray, Applied Knowledge Sciences Inc.

- **W4** = Increasing Digital Fluencies & Knowledge Sharing
  Catherine Shinner, Merced Group, & Nancy Dixon, Common Knowledge

- **W5** = Mastering Internal & External Knowledge Transfer
  Holly Baxter, Strategic Knowledge Solutions

- **W6** = Storytelling: Tips, Techniques, & KM Impact
  Kim Glover, & Tamara Viles, TechnifMC

- **W7** = Fundamentals of Enterprise Search
  Christian Vogt, & Benjamin Braasch, Raytion GmbH

- **W8** = AI 101 for KM
  Gordon Vela Webb, Author

- **W9** = Techniques for Navigating Complexity
  Dave Snowden, Cognitive Edge

- **W10** = Search Vendor Landscape: Market & Capabilities
  Miles Kehoe, New Idea Engineering, Inc.

Search is being shipped more frequently with more advanced tools that enable “start search.” Our experienced practitioner looks at the vendor market and capabilities. He also examines what the advanced technologies such as machine learning (ML) and AI can offer and how to go about integrating them with your current advanced technologies such as machine learning (ML) and AI platforms. Building platforms for continuing evolving markets has the smarts to work in conjunction with the more advanced ML/ AI platforms. The workshop provides orientation and exposure to the key issues, effective processes, and technology-independent of what brand of search 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; 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 five and next five tools and techniques for improving search; 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 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 and exposure to the key issues, effective processes, and technology-independent of what 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; 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 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.

**W11** = Knowledge Automation With Office 365 & SharePoint
  Daniel Lee, Enterprise Information Solutions, & Zeke Iribar, ARC Business Solutions Inc.

**W12** = KM Strategy
  Dave Snowden, Cognitive Edge

**W13** = Enterprise Functionality, Adoption, & Business Benefit With 365
  Rebecca Rodgers, Step Two

**W14** = Building & Curating E- Bodies of Knowledge
  Art Murray, Applied Knowledge Sciences Inc.

**W15** = Office 365 Search: Facilitating Digital Collaboration
  Christian Gross, & Christian Vogt, Raytion GmbH

**W16** = KM & Innovation
  Kim Glover, TechnifMC, & Christian De Neef, FastTrack

**W17** = Keys to Cross-Generational Conversations
  Phyllis Weiss Haserot, Practice Development Counselor, & Author

**W18** = Search Managers Boot Camp
  Agnes Molnar, 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 and exposure to the key issues, effective processes, and technology-independent of what 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; 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 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
  Susan S. Hanley, Susan Hanley LLC

**W20** = Preparing for ISO 9001 KM Standards
  Michael Prevou, & Patricia Eng, Strategic Knowledge Solutions KC

**W21** = Data Visualization
  Ron Arons, LegalDataViz, & Author

**W22** = Change Management: Tools & Techniques
  Gordon Vela Webb, Author
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