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.

**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**
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
### MONDAY, NOVEMBER 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td>CONTINENTAL BREAKFAST • Sponsored by xerox*</td>
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<tr>
<td>9:00 a.m.</td>
<td>Opening Remarks • Grand Ballroom, Salon 1/2 • Lemieux</td>
</tr>
<tr>
<td>9:10 a.m.</td>
<td>OPENING KEYNOTE • Grand Ballroom, Salon 1/2 • Intelligent Foundations for Scalable Personalization • Glass &amp; Wahlmeier</td>
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<tr>
<td>10:15 a.m.</td>
<td>COFFEE BREAK • Sponsored by xerox*</td>
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<tr>
<td>10:15 a.m.</td>
<td>TRACK 1 • Grand Ballroom, Salon 1/2</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Getting Started: Taxonomy Basics</td>
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<tr>
<td>10:45 a.m.</td>
<td>Taxonomy 101 Workshop • Wahl &amp; Cakici</td>
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<td>10:45 a.m.</td>
<td>• Different types of taxonomies/controlled</td>
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<td>10:45 a.m.</td>
<td>• Standards</td>
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<td>10:45 a.m.</td>
<td>• Taxonomies, metadata &amp; management software</td>
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<tr>
<td>10:45 a.m.</td>
<td>• Best practices for developing terms</td>
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<tr>
<td>12:00 p.m.</td>
<td>ATTENDEE LUNCHEON • Grand Ballroom, Salon 1/2</td>
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<tr>
<td>12:00 p.m.</td>
<td>Defining &amp; Pitching the Business Case for a Taxonomy • Lambe</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Framing Taxonomy Projects: On Heidegger &amp; Motorbikes • Kasenchak</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Adopting an Existing Taxonomy • Ammerman</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Managing Stakeholder Input: Cat Herding and Duck Rowing • Jenkins</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>COFFEE BREAK • Sponsored by xerox*</td>
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<tr>
<td>3:15 p.m.</td>
<td>Inside an Enterprise Taxonomy Shop • Bowling</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td>5 Essential Components of Taxonomy Governance • Chao</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Managing Taxonomy Tagging • Hedden, Casey, &amp; Black</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>ENTERPRISE SOLUTIONS SHOWCASE GRAND OPENING RECEPTION • Sponsored by accenture</td>
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### TUESDAY, NOVEMBER 5

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

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td>CONTINENTAL BREAKFAST • Sponsored by xerox*</td>
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<tr>
<td>8:30 a.m.</td>
<td>WELCOME &amp; KEYNOTE • Capital Ballroom • Knowledge Management in the Age of Smart Machines • Semple</td>
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<tr>
<td>9:45 a.m.</td>
<td>KEYNOTE • Capital Ballroom • Delivering Killer App Taxonomy Experience in SharePoint Office 365 • Clarke &amp; Molnar</td>
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<tr>
<td>10:00 a.m.</td>
<td>KEYNOTE • Capital Ballroom • Building the Knowledgeable Application with AI • Aubry</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by xerox*</td>
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<tr>
<td>11:15 a.m.</td>
<td>Content Models &amp; Taxonomies: BFFs • Hane</td>
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<tr>
<td>11:15 a.m.</td>
<td>The Schema.org Web Vocabulary &amp; Enterprise Taxonomies • Andrews</td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>Serendipity vs. Search: What Artificial Intelligence Can &amp; Can’t Do • Kotula</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>ATTENDEE LUNCHEON in the Enterprise Solutions Showcase • Sponsored by accenture</td>
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<tr>
<td>2:45 p.m.</td>
<td>TAXONOMY FRONTIERS</td>
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<td>2:45 p.m.</td>
<td>The Future of Taxonomy: Knowledge Graphs • Doane</td>
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<tr>
<td>2:45 p.m.</td>
<td>Conversations With Robots: Voice, Smart Agents, &amp; Structured Content • Fitzgerald</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Taxonomy &amp; Personalization • Macintyre &amp; Roux</td>
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<tr>
<td>4:15 p.m.</td>
<td>COFFEE BREAK in the Enterprise Solutions Showcase • Sponsored by xerox*</td>
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<tr>
<td>4:15 p.m.</td>
<td>Stump the Taxonomist • MODERATOR: Lemieux</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>NETWORKING HAPPY HOUR in the Enterprise Solutions Showcase • Sponsored by accenture</td>
</tr>
</tbody>
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MONDAY, NOVEMBER 4

Continental Breakfast • Sponsored by xerox
8:00 a.m. – 9:00 a.m.

Welcome & Opening Keynote

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 Glass, 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 rethinking 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 terms, definitions, and a structure developed by other people who 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, updates, 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 drawback 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.
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.

Collapsing Silos With Semantic Technology
Kelly Fisher, Product Manager, Travelers Insurance
Jenni Doughty, Senior Analyst, Taxonomy & Ontology Designer, Enterprise Knowledge LLC

Hear about how Travelers Insurance iteratively aligned siloed taxonomies to create a broader enterprise view. This new approach will serve many business needs including improved search and automation of existing manual efforts related to taxonomy maintenance and implementation. Fisher and Doughty show how the original, dated taxonomy was moved from a document to a taxonomy management platform to support integration with many technologies. Also hear how an enterprise governance group was established along with extensive taxonomy and ontology training for all governance team members and power users to ensure the success and maintenance of the enterprise taxonomy.

Strategies for Dealing With Ambiguous Product in Retail Taxonomy
Erik Lee, Taxonomist, Zappos

Are these for walking or swimming? Would you call this a pump? In a retail taxonomy, sometimes it’s just not easy to tell where something should go or what it is. Lee provides some good strategies for placing those hard-to-classify items.

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

Using Object Models to Supercharge Taxonomy Design
1:00 p.m. – 1:30 p.m.
Daniel O’Neill, Business Analyst & IA, & Robert Royce, President & Co-founder, The Understanding Group

A big challenge in taxonomy work is helping leadership and subject matter experts connect taxonomies to the fundamental workings of their organization or system. Object models are the bridge between detailed, effective taxonomies and high-level user requirements. Using a simple and easy-to-learn visual language, object models can help you quickly sketch an entire organizational unit or the key parts of a system in a way that everyone in the room—from developers to CEOs—can view together and understand. Learn this unique approach to taxonomy generation and hear case studies of successful taxonomy creation using object model workshops, which help make taxonomy more accessible to organizational leaders, resulting in greater support and alignment.

MONDAY, NOVEMBER 4

Essential Resources for the KM Professional

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.

Price: $39.50
ebook also available.

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 by utilizing text analytics capability within an organization.

Price: $59.50
ebook also available.

infotoday.com

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

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Information Today, Inc. 143 Old Marlton Pike, Medford, NJ 08055
Microsoft has one too. Gartner has identified knowledge graphs as a new key technology. Knowledge graphs are everywhere! Google has one, Amazon also, and of course Helmut Nagy, COO, Semantic Web Co.

The Knowledge Graph—The New Unknown Beast
1:30 p.m. – 2:00 p.m.
Helmut Nagy, COO, Semantic Web Co.

Organizations often struggle with ontology development and fully leveraging the many benefits they offer, including user interface enhancements, machine learning, and AI. Nagy 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.

Coffee Break
3:00 p.m. – 3:15 p.m.

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.
Jans 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.

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
Tatjana Versaggi, Technical Project Manager, Taxonomist, General Electric
Feras Abu Amra, IT Project Manager, IMF

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 Boinodiris, 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

TAXONOMY 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 brand of stream and customer experience fails that continues to mar the reputation of personalization. Taxonomists and IAs have since begun writing the manual for steering clear of such madness. What does it mean to design for personalization 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 new 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.

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