OFFICE365SYMPOSIUM.COM

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>Event</th>
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<tbody>
<tr>
<td>8:00 a.m. -</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • <strong>Sponsored by xerox</strong></td>
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<tr>
<td>8:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Future Trends: Insights for Knowledge Sharing in 2020• Jody Turner</td>
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<tr>
<td>8:30 a.m. -</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Making the Most of Machine Learning • Joe Lichtman</td>
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<tr>
<td>9:15 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Demands for Data • Helmut Nagy &amp; Sebastian Gabler</td>
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<tr>
<td>9:45 a.m.</td>
<td><strong>KEYNOTE</strong> • Capitol Ballroom • Knowledge Management in the Age of AI • Ido Namir</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • <strong>Sponsored by xerox</strong></td>
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<tr>
<td>10:45 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><strong>ATTENDEE LUNCHEON</strong> in the Enterprise Solutions Showcase</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Building Real Employee Engagement With Microsoft 365 • Shawn Shell &amp; Jill Hannemann</td>
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<td>2:30 p.m.</td>
<td>Innovating With Microsoft 365 • Sean Bryson</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td><strong>COFFEE BREAK</strong> in the Enterprise Solutions Showcase • <strong>Sponsored by xerox</strong></td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>PANEL: Stump the O365 Consultant! • <strong>MODERATOR: Tony Byrne, Hanneman, Shell, &amp; Bryson</strong></td>
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### THURSDAY NOVEMBER 7

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td><strong>CONTINENTAL BREAKFAST</strong> • <strong>Sponsored by xerox</strong></td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td><strong>KEYNOTE</strong> • Grand Ballroom, Salon 3/4 knowledge-Sharing Culture to Support Organizational Success • Gretchen Anderson</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td><strong>KEYNOTE</strong> • 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><strong>KEYNOTE</strong> • Grand Ballroom, Salon 3/4 Pure to Pragmatic: From AI Hype to Delivering Actual ROI • Scott Parker</td>
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<tr>
<td>10:15 a.m.</td>
<td><strong>COFFEE BREAK</strong> • <strong>Sponsored by xerox</strong></td>
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<tr>
<td>11:15 a.m.</td>
<td>Business-Focused SharePoint Governance Activities • Karen Versola &amp; Joan Tirpak</td>
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<tr>
<td>12:00 p.m.</td>
<td>Content Services in Office 365 • Agnes Molnar</td>
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<tr>
<td>12:30 p.m.</td>
<td><strong>KEYNOTE LUNCHEON &amp; AWARDS</strong> • 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>
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<tr>
<td>2:00 p.m.</td>
<td>Take a Business-First Approach to Office 365 • Rebecca Rodgers</td>
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<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><strong>KEYNOTE</strong> • Grand Ballroom, Salon 3/4 Intelligent Content Services: New &amp; Next • Chris McNulty</td>
</tr>
<tr>
<td>4:45 p.m.</td>
<td><strong>CLOSING KEYNOTE</strong> • Grand Ballroom, Salon 3/4 2020 &amp; Beyond • <strong>MODERATOR: Patrick Lambe</strong></td>
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</table>
Continental Breakfast 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 megatrends 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 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. • 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, Synaptica

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 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 toughest, thorniest, most intractable 0365 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!
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  Sponsored by xerox®
10:00 a.m. – 10:15 a.m.

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

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 Prosil 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. • 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

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See page 25 for complete description.