KMWorld 2007

The Conference and Expo on Knowledge Management, Content Management, Intranets, Portals, Taxonomies, and Enterprise Search

November 6–8, 2007
San Jose McEnery Convention Center, San Jose, CA

KM 2.0: A New World for the Enterprise

- Learn about leading-edge KM practices
- Gain insights for enterprise innovation
- Collaborate with colleagues
- Explore social media in the Web 2.0 age
- Streamline information & knowledge flows
- Improve content and intranet management

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KM 2.0: A New World for the Enterprise

This year’s theme, KM 2.0: A New World for the Enterprise, emphasizes that there are new ways to exchange knowledge within the enterprise which are totally integrated into daily business and work processes and are having a major impact on organizational innovation and success. Our thought-provoking speakers and experienced practitioners talk about leading strategies, practices, processes, tools and innovation. In our interactive sessions and networking forums the emphasis is on the practical – tips and techniques, hands-on advice, and real-world experience. Check out the Knowledge Cafe – a conference opening networking session on Monday evening, the Communities of Interest on Wednesday following the last session of the day, and join the group conversations over breakfast, coffee and at the Exhibit Hall opening reception on Tuesday at 5:00 pm. Enjoy the conference and share your knowledge!

Knowledge Cafe

Join us on Monday from 7:30 p.m. – 9:00 p.m. for a networking and interactive learning event led by David Gurteen, see page 3 for more details.

Grand Opening Reception

Sponsored by Microsoft

Information Today, Inc. invites all attendees to the opening of the KMWorld & Intranets 2007 exposition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Enjoy a glass of wine and light hors d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

Communities of Interest

Join your colleagues at the end of the day on Wednesday from 5:00 p.m. – 6:00 p.m. for an informal debriefing and meet with other attendees who have similar interests. Grab a drink or a soda before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators.

KMWorld Awards

KMWorld magazine is proud to present the sixth annual KMWorld Awards. Join us on Wednesday morning at 8:45 a.m. during the Keynote session as we celebrate the success stories of knowledge management.

Speaker & Press Room

Meeting Room D will be available Tuesday, Wednesday, and Thursday from 8:00 a.m. – 5:00 p.m.

Continental Breakfast & Coffee Breaks

A continental breakfast will be provided for conference attendees each morning before the keynote session from 8:00 a.m. – 9:00 a.m. Additional coffee breaks will take place each morning and afternoon. Check your program for exact times and locations.

E-mail Stations

Check your e-mail during regular exhibit hours!

Located inside the exhibit hall.

Exposition

The KMWorld & Intranets 2007 combined exposition features the top companies in the KM, CM, Search, and Intranets marketplace, offering visitors an opportunity to explore all of the latest in product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up with the latest trends and developments, be sure to visit the KMWorld & Intranets Expo. Also new for 2007 is the Enterprise Search Showcase, a special section of the exhibition dedicated to search technologies and solutions.

Conference Presentations & CD-ROMs

Many sessions are included in the printed Collected Presentations book in the registration package. Updates to those presentations and some additional ones will be posted to the conference Web site, www.kmworld.com/kmw07 several weeks after the conference. All sessions are being recorded and are for sale at the conference. If you don’t want to miss a thing, order your CD-ROM at a special attendee savings by visiting the Digital Record table in the registration area for more information, or the Web site at www.digitalrecord.org.
Conference Highlights

Monday Evening Session

Knowledge Cafe
7:30 p.m. – 9:00 p.m.
FACILITATOR: David Gurteen, Gurteen Knowledge Community

This informal and interactive KMWorld & Intranets learning community brings together attendees to learn from each other in order that they may make a difference in their organizations. Gurteen starts off with a short introduction to the knowledge cafe process—a simple means for a group of people to have an open, creative conversation on a topic of mutual interest to gain a deeper collective understanding of a subject and the issues involved. Join us for a discussion about what the barriers to knowledge sharing and innovation are within organizations, how we can overcome them, KM 2.0 and the enterprise of the future. Enjoy networking and knowledge sharing with colleagues and fellow attendees. A great and energetic way to get to know the KMWorld & Intranets 2007 community and share insights! Better still, the cafe format is one that you can take back and use in your own organization to help create a more collaborative and innovative culture.

Tuesday Keynote

The Wisdom of Crowds
8:45 a.m. – 9:45 a.m.

Come hear the foremost authority on how to harness the collective wisdom of your organization for competitive advantage. Surowiecki describes systematic ways to organize and aggregate the intelligence available in your organization in order to arrive at superior decisions—often better than those that individuals would make, even if they are “experts.” His talk includes the theory and practice of “the wisdom of crowds” and is full of insights into how groups operate that are invaluable to business leaders. He offers practical methods for leveraging people and technology to learn what you need to know to make decisions that really serve the organization’s goals.

Tuesday Exhibit Hall Reception

Join your friends and colleagues on Tuesday, November 6 from 5:00 p.m. – 7:00 p.m., to view the latest products, services, and solutions for knowledge management, intranets, and portals in the Exhibit Hall. Enjoy light hors d’oeuvres and drinks while you visit with exhibitors and learn about their products.

Wednesday Keynote

Second Life: Revolutionizing Online Engagement
8:45 a.m. – 10:00 a.m.
Cindy Gordon, CEO, Helix Commerce International Inc.
John Jainschigg, VP & Director, World2World, CMP Technology

This session explores the impact of virtual worlds on revolutionizing market approaches. “Metaverses”, like Second Life, add a rich social dimension to online interaction, while raising the bar on automated interactivity, rich-media delivery, customer relationship management and market metrics. Recent global research evaluating more than 100 plus Second Life experiences from leading Fortune 500 brands such as ABN Ambro, Cisco, Dell, IBM, Microsoft, Pontiac, Telstra, Wells Fargo, etc., is highlighted in terms of the new enterprise and the future impact on business models. Good, bad, and ugly experiences are profiled to create a best practice baseline for metaverse investment. Attendees can meet for continued conversations about the insights and ideas from the session.

Thursday Keynotes

Tags, Categories, & Knowledge Sharing
9:00 a.m. – 10:00 a.m.
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd

The issue of tags and categories is one of the main issues currently facing knowledge management and social meaning. In effect, we are continuing to use old ways. We like categories, so even when we are trying to express dynamic relationships, we stick to them. We increase the number and give equal status, but we are still looking for truth linked to the validity of a tag. With this dependence on categories, and more specifically the assumption of common meaning in language, the use of tags remains one of the main challenges to progress in social computing. We place too much significance on the symbolic nature of language and fail to realize dependency on context if we are to gain meaning. Snowden discusses some new ways of dealing with the issue and suggests ways in which we can create context-rich approaches to organizing and interpreting our knowledge. He also takes a controversial look forward and forecasts where we may be going in the future.

From KM 1.0 to KM 2.0 and Beyond
3:30 p.m. – 4:30 p.m.
Tony Sheehan, Group Knowledge Manager & Associate Director, Arup
Stouffer Egan, CEO, Autonomy US

Sheehan reflects on 7 years’ worth of strategy development, technology implementation, social networking, and the occasional best-practice award received by Arup. He explores the key drivers of knowledge strategy and explains how a range of people, process, and technology solutions were successfully implemented in line with a rapidly evolving business strategy. In recent years, he has started to explore the increasing opportunities for knowledge sharing created by meaning-based computing and talks about the opportunities and impact on the future of organizational knowledge strategy and implementation. Egan discusses the parallel changes in technology that support organizations such as Arup and others.

Book Signing

Editor Jane Dysart and contributors to Intranets for Info Pros will sign copies at the Information Today, Inc. booth during the Exhibit Hall Grand Opening Reception on Tuesday, November 6 from 5:00 p.m. – 6:00 p.m. Stop by the booth to get your copy!
Conference-at-a-Glance

Monday, November 5

9:00 a.m. – 12:00 p.m.
- Knowledge Transfer: Using Narrative Stories
- Critical Success Factors for KM Initiatives
- Dealing with Change & Building the Enterprise of the Future
- Knowledge Capture: Getting Beyond the Theoretical KM Approach

1:30 p.m. – 4:30 p.m.
- The KM Unworkshop
- Knowledge Worker Productivity: Strategies & Techniques
- Developing an Effective Content Framework
- Global Intranet Maturity Workshop: Lessons and Opportunities
- Enterprise Search Engines: Critical Success Factors

7:30 p.m. – 9:00 p.m.
- MONDAY EVENING SESSION
- Knowledge Cafe
- Gurteen Access

Tuesday, November 6

9:00 a.m.
- OPENING KEYNOTE
  The Wisdom of Crowds
  James Surowiecki

10:15 a.m. – 11:00 a.m.
- INTERACTIVE THOUGHT-LEADER KM DISCUSSIONS
  Track A
  The Dynamics of Strategic KM
  Snowden

11:15 a.m. – 12:00 p.m.
- KNOWLEDGE SHARING, TRANSFER, & RETENTION
  Track B
  Embedding KM into Processes
  Ramsey, Austin, Huckabee, Atkins

1:15 p.m. – 2:00 p.m.
- Collaborative Networks & The New Enterprise
  Track C
  Saint-Onge

2:15 p.m. – 3:00 p.m.
- Social Media & The People Side of Change
  Track D
  Cheveldave, Miller

3:15 p.m. – 4:00 p.m.
- Knowledge Transfer: Using Narrative Stories
  Track A
  Tuesday, November 6

4:15 p.m. – 5:00 p.m.
- Starting a Chain Reaction: KM@NRC
  Track B
  KUl

5:00 p.m. – 7:00 p.m.
- EXHIBIT HALL GRAND OPENING RECEPTION

Wednesday, November 7

9:00 a.m.
- KEYNOTE
  Second Life: Revolutionizing Online Engagement
  Cindy Gordon, John Jainschigg

10:30 a.m. – 11:15 a.m.
- ENTERPRISE OF THE FUTURE: STRATEGIES
  Track A
  Enterprise 2.0: Enterprise of the Future
  Armstrong

11:30 a.m. – 12:15 p.m.
- KM 2.0 STRATEGIES, PRACTICES & TOOLS
  Track B
  Deploying Enterprise Social Software
  Grey

1:30 p.m. – 2:15 p.m.
- KM 2.0: Revolution or Evolution
  Track C
  Sheehan

3:00 p.m. – 3:45 p.m.
- Enterprise Navigation
  Track D
  Allen

4:00 p.m. – 5:00 p.m.
- Social KM: Portals & Web 2.0
  Track A
  Gandhi

4:00 p.m. – 5:00 p.m.
- Portals for Mortals
  Track B
  Carson, Amm

4:00 p.m. – 5:00 p.m.
- Intranets & Portals: Strategies & Best Practices
  Track C
  Taxonomy 101
  Creating Effective CM & Search Strategies
  Developing a Taxonomy within an Enterprise Context
  Taking Advantage of Web 2.0 Applications

7:30 p.m. – 9:00 p.m.
- MONDAY EVENING SESSION
- Knowledge Cafe
- Gurteen Access

Thursday, November 8

9:00 a.m.
- KEYNOTE
  Dave Snowden
  Tags, Categories, & Knowledge Sharing

10:30 a.m. – 11:15 a.m.
- ENTERPRISE CHANGE STRATEGIES
  Track A
  Change Management: Managing the People Side of Change
  Haddad

11:30 a.m. – 12:15 p.m.
- KM 2.0 & BEYOND: ENTERPRISE STRATEGIES
  Track B
  KM 2.0 in Action
  Graham

1:15 p.m. – 2:00 p.m.
- Visualization as a Tool for Knowledge Transfer
  Track C
  Revir

2:30 p.m. – 3:15 p.m.
- Organizational Change in Healthcare
  Track D
  Chesvede, Miller

3:30 p.m. – 4:30 p.m.
- CLOSING KEYNOTE
  From KM 1.0 to KM 2.0 and Beyond
  Sheehan, Egan

(800) 300-9868  |  www.kmworld-intranets.com
**Knowledge Transfer: Using Narrative & Stories**

9:00 a.m. – 4:30 p.m.  
**Full Day**

**Dave Snowden**, Cognitive Edge  
**Michael Cheveldave**, NuOptiks Consulting

This interactive learning workshop focuses on understanding the role of narrative (stories and anecdotes) in practical approaches for facilitating effective knowledge exchange between individuals and teams within organizations. During the learning process, participants explore the key topics of the conference to reveal perspectives, biases, and diverse understandings so they are better prepared to absorb, challenge, and learn from the conference with “new eyes.” In addition, attendees will take away a new process for knowledge transfer to use in their own organizations.

**KM 2.0 Unconference: How to Save Knowledge Management (or, Can KM Change the World?)**

9:00 a.m. – 12:00 p.m.  
[CANCELLED]

**Dave Pollard**, VP Knowledge Development, CICA, & Author, Working Naturally  
**Siona van Dijk**, Open Space Facilitator & Director of Communications, Zaadz, Inc.

Join Dave Pollard, VP Knowledge Development, CICA and author of the “How to Save the World” weblog, and Open Space Facilitator Siona van Dijk, as they host an experiential, collaborative investigation into what might take it to rescue KM and how such a changed KM might change the world. As a participant, you’ll be invited to share your own greatest ‘knowledge work’ challenges before spending the morning working with those who share your interest and concerns, contributing your voice and benefitting from the experience and expertise of others as well as learning a new technique, open space methodology.

**Critical Success Factors for KM Initiatives**

9:00 a.m. – 12:00 p.m.

**Larry Chait**, Managing Director, Chait and Associates, Inc.

Leveraging knowledge is a critical factor in operational effectiveness and organizational innovation. Yet with all of its importance, far too many KM initiatives fall short or fail outright. In this hands-on, interactive session, attendees work through a series of exercises to understand this paradox in order to identify the requirements for success and to answer these questions: Why do so many KM initiatives fail to measure up? What makes KM unique? What is required for success? What tools and techniques can be used to help? Full of practical examples, lessons learned, tips, and insights, this workshop will help you move your KM initiative forward.

**Dealing with Change & Building the Enterprise of the Future**

9:00 a.m. – 12:00 p.m.

**Art Murray**, CEO, Applied Knowledge Sciences, Inc., & Chief Fellow, George Washington University Institute for Knowledge and Innovation  
**Rudy Garrity**, Consultant, & Director, Learning and Assessment Programs, George Washington University Institute for Knowledge and Innovation

One of the greatest challenges to transforming a legacy organization into an “enterprise of the future” is resistance to change. Plans are written, motivational rallies held, workshops and training sessions conducted. People are energized. Yet the execution doesn’t follow. Upon returning to the day-to-day pressures of crises, deadlines, and full e-mail boxes, everyone quickly reverts back to their old habits. How can we break free from the daily grind that is draining our productivity, our energy, our creativity and causing us to fall hopelessly behind? This workshop deals with overcoming obstacles and barriers to change. Based on more than 20 years of academic research, field testing, and real-world application, some of the actionable techniques discussed include changing the way people think about their work, the critical role of leadership and the core mission, constant reinforcement using embedded change agents as catalysts, applying technology, and making learning a habitual part of every work process. By applying the techniques learned, you will quickly begin to see results, including increased organizational performance, quicker response to changes, faster business decision making, faster knowledge flows, and other benefits. Get the action steps that will help you speed up your organization’s transformation.

**Knowledge Capture: Getting Beyond the Theoretical KM Approach**

9:00 a.m. – 12:00 p.m.

**Kaye Atkins**, Senior Information Analyst, Documentation & Information Services Department, Washington Savannah River Company

This workshop covers the basics of capturing Subject Matter Expert (SME) content using off-the-shelf applications with low overhead and rapid results for sharing. Attendees construct a Knowledge Capture product by the end of the workshop and participate in the composition of the elements towards producing the deliverable using worksheets and tools provided by the Instructor. The implementation model for the workshop is based on using a community of practice (CoP) or group of individuals selected by their organization, trained and supported by the KM team via monthly user group meetings, technical support, and online information bulletins. This workshop is similar to the initial orientation to Knowledge Capture that is provided to new individuals joining a CoP.

**Intranets & Portals: Strategies & Best Practices**

9:00 a.m. – 12:00 p.m.

**Carmine Porco**, General Manager & Vice President, Prescient Digital Media

Successful intranets and portals promote and institute change within an enterprise by supporting the way users and management approach and perform operational effectiveness and organizational innovation. Yet with all of its importance, far too many KM initiatives fall short or fail outright. In this hands-on, interactive session, attendees work through a series of exercises to understand this paradox in order to identify the requirements for success and to answer these questions: Why do so many KM initiatives fail to measure up? What makes KM unique? What is required for success? What tools and techniques can be used to help? Full of practical examples, lessons learned, tips, and insights, this workshop will help you move your KM initiative forward.

**KMWorld Awards**

KMWorld magazine is proud to sponsor the KMWorld 2007 Awards to be presented at the KMWorld & Intranets conference. These two awards are designed to celebrate the success stories of knowledge management.

**KM Reality Award** recognizes an organization in which knowledge management is a positive reality—a leader in the implementation of KM practices and processes with measurable business benefits.

**KM Promise Award** recognizes an organization that is delivering on its promise to customers by providing innovative technology solutions for implementing and integrating knowledge management practices into its business processes.
work. A widely deployed, highly interactive site/portal leaves few internal processes and business functions untouched. It changes the way work is performed — whether searching for product information, finding experts, enrolling or completing training, or submitting expenses. The site/portal becomes the center of the workday for knowledge workers and those dependent on the site for tools and information. With many real-world examples, this interactive workshop focuses on strategies and best practices for governing and managing an intranet/portal for success and productivity. Discussions center around standards and policies, staffing, branding, style guidelines, enterprise support, and more. Join us for insights and ideas for improving your intranet or portal.

**Taxonomy 101**
9:00 a.m. – 12:00 p.m.
**Alice Redmond-Neal, Chief Taxonomist, Access Innovations, Inc.**
The foundation of successful information architecture is a well-built taxonomy. This workshop addresses the basics, including identifying concepts and collecting and organizing terms to describe your domain. It covers the steps for constructing a taxonomy or full thesaurus to suit your organizational needs. Learn about domain analysis, sources for terminology, and organizational strategies. Major focal points include relationships between terms, the logic of inheritance, and more, with attention given to established taxonomy construction standards. Several practical exercises help reinforce concepts presented and provide a solid introduction or skills refresher for other sessions.

**Creating Effective CM & Search Strategies**
9:00 a.m. – 12:00 p.m.
**Seth Earley, President, Earley & Associates, Inc.**
In many cases content management and search strategy are not considered from an integrated perspective, but they should be. However, strategy is an ambiguous term. What does a CM strategy mean? Is it the business strategy and how business needs are supported by content? The strategy for developing content, messaging and branding? Is it the technical strategy for implementing the CMS? The strategy for selecting a tool? Strategy for migrating and tagging content? And so on. How should search be considered when developing a CM strategy? Organizations are struggling with unifying their content management tools, enterprise information and search systems so that information can evolve with changing markets and business processes yet remain in context to user needs. How can you create a content and search strategy that will address diverse business and technical requirements without creating redundant integration points as new repositories and applications are developed? This session provides practical approaches to developing an actionable content strategy including checklists and example questionnaires as well as illustrative findings and approaches.

**Developing a Taxonomy within an Enterprise Context**
9:00 a.m. – 12:00 p.m.
**Tom Reamy, Chief Knowledge Architect, KAPS Group**
An enterprise taxonomy is not developed in a vacuum. This workshop looks at how to develop a taxonomy within an enterprise context that includes content management and enterprise search. Attendees study how to create the right enterprise taxonomy with the right blend of formal taxonomy structure, multiple browsing taxonomy structures, and faceted taxonomies. The agenda covers how to research the organization’s content, user communities and their information behaviors, and business processes to expand the taxonomy model into a full platform to support multiple applications and looks at developmental issues that arise when attempting an enterprise-wide taxonomy. It ends with the design issues that need to be decided upon to support ongoing maintenance and governance of such a complex entity. The workshop also covers what not to do: lessons gleaned from what did not work well in hands-on projects.

**Taking Advantage of Web 2.0 Applications**
9:00 a.m. – 12:00 p.m.
**Cindy Gordon, CEO, Helix Commerce International Inc.**
**John Jainschigg, VP & Director, World2World**
**Kim Smith, Manager, CMP Technology**
**Ron McKenzie, CEO, Ocatz**
This workshop provides participants with an introduction to next-generation social media and collaboration experiences, leveraging new design experiences. For the creative professional who would like to see how the next generation of collaboration and flash solutions can be used, practical experiences of how to delight your customers are shared from case studies of leading retailers, telecommunication and creative media design organizations. If you are a trail-blazing leader and your online media experiences now are exploring the values of virtual worlds and avatars, join the discussion on how Second Life and avatars can create a unique customer interactive experience. This highly interactive session focuses on rich collaboration and social media experiences and discusses the Web 2.0 market landscape and implications for KM professionals, user design experience criteria and best practices, lessons learned and more. Join this workshop for a lively learning experience.

**The KM Unworkshop**
1:30 p.m. – 4:30 p.m.
**David Gurteen, Gurteen Knowledge Community**
This is a workshop with a difference. Like the concept of the unconference in which the content of the sessions is driven and created by the participants, this is an unworkshop where you determine what is discussed. This unworkshop brings together people who are responsible in some way within their organizations for making “knowledge productive” in order that they may learn from each other, improve their performance, and become more effective in their jobs. It is not just about learning in the traditional sense but about gaining support and inspiration from each other and building collaborative approaches to mountable challenges. This KM Unworkshop is for people who are like-minded but from diverse industries, looking to share their knowledge, looking for inspiration and want to think more imaginatively, wish to learn from each other, would like to support and motivate each other, and have a burning desire to make a difference in their organizations. The workshop focuses on participants’ challenges and needs and is all about “action” — getting things done; business outcomes; and the practical and pragmatic, not the theoretical.

**Knowledge Worker Productivity: Strategies & Techniques**
1:30 p.m. – 4:30 p.m.
**Steve Barth, Reflected Knowledge, & Eric Mack, ICA**
Personal KM (PKM) explores how expertise and effectiveness scale up to organizational value with a focus on the capabilities and contributions of each and every knowledge worker. PKM starts with individual priorities and processes that lead to self-organization in the workplace with values, skills, and tools to build stronger teams and networks from the ground up. Successful companies know they have to evolve. Executives consider knowledge worker productivity to be a priority for bottom-line results. Knowledge workers need to make informed decisions, but then they need to translate decisions into successful actions. This workshop teams PKM pioneer Steve Barth with e-productivity expert Eric Mack for solutions that will work for you and your organization. Together, they offer a framework for sustainable personal and team effectiveness that blends learning and collaboration-oriented tools and practices with the kinds of action and outcome-focused habits and behaviors found in action management methodologies, such as David Allen’s Getting Things Done or Stephen Covey’s 7 Habits.

**Developing an Effective Content Framework**
1:30 p.m. – 4:30 p.m.
**Ann Rockley, President, The Rockley Group Inc.**
A content framework is the underlying structure for your content that enables you to effectively create, manage, and deliver content. It provides the common structures for content creation that support the customer relationship management lifecycle and ensures that content is consistently structured, written, and reused and can be automatically reformatted for multichannel delivery. This workshop provides the methodologies and best practices for the definition of customer relationship management life cycles; techniques in mapping content types to the life cycle; design of modular content types; design of content components that allow for both consistency of structure and delivery while still allowing for flexibility and creativity where appropriate; and developing a realistic content reuse strategy. This methodology focuses on the creation of XML-ready models and addresses the question of whether to adopt existing industry standards or create custom content models. Participants will view real examples of models and work through the development of one.

**Global Intranet Maturity Workshop: Lessons and Opportunities**
1:30 p.m. – 4:30 p.m.
**Jane McConnell, Intranet Strategy Consultant**
This workshop is structured around an intranet maturity grid developed specifically for large, complex organizations. Data on the grid comes from 2 years of...
results of the Global Intranet Strategies Survey (conducted in 2006 and 2007), showing where different types of enterprises and intranets are positioned. Participants walk through the grid step by step, comparing the global data with their own contexts. Numerous best practices and lessons learned collected in the 2007 survey are presented and discussed. Participants will get a clearer understanding of what other organizations are doing, how they are positioned, and a list of ideas and practices contributed by survey participants and other members of the workshop. Topics covered include strategy planning, governance, content management, 2.0 technologies, localization, collaboration, application integration, search and findability, customization and personalization, and budgets and resources.

Enterprise Search Engines: Critical Success Factors
1:30 p.m. – 4:30 p.m.
Avi Rapoport, Search Tools Consulting, Inc.

Search engines may seem like a black box. Queries go in, answers come out. But search engines are just software, and the more you know about what makes your work, the more you can tune it to solve your users’ real information needs. This practical workshop describes the various aspects of search: index structure, robot spiders and other indexers, query parsing, retrieval, relevance ranking, and designing usable search interfaces and suggests solutions for common problems and best practices. It covers the critical factors for successful implementations of enterprise search engines and offers suggestions for choosing a search engine or evaluating an existing one.

When ECM & Enterprise Search Collide
1:30 p.m. – 4:30 p.m.
Alan Pelz-Sharpe, CMS Watch

Search remains critical to the efficacy of content management systems, but how do enterprise content management (ECM) and search technologies fit together? While bulging document repositories put new demands on enterprise search, the two disciplines of ECM and search remain quite separate. ECM expert Alan Pelz-Sharpe looks at search in an ECM context, interpreting what’s going on behind the scenes. He answers such questions as: What types of search technologies do the major ECM suites on the marketplace offer? Where are ECM vendors partnering with search suppliers, and when and why are they rolling out their own? How are large enterprises integrating search and content management strategies? Do you need to invest in a separate search solution if you invest in ECM?

Getting Started with Business Taxonomy Design
1:30 p.m. – 4:30 p.m.
Lisa Butcher, Principal Analyst, Project Performance Corp.
Joseph A. Busch, Principal, Taxonomy Strategies LLC

In today’s knowledge management systems, business users are more active than ever in the publication and consumption of information. However, many organizations are struggling to also engage business users in managing the information they create and consume so that it can easily be found and used more than once. Information retrieval methods such as metadata and controlled vocabularies, historically used only by librarians, now need to be made accessible for typical businesspeople. Many organizations have failed to adjust the design and strategy of taxonomies, as the audience and uses have changed. As a result, taxonomies are often overly complex and far from intuitive for end users. This workshop provides an introduction to taxonomy and metadata benefits, design concepts, and implementation strategies. It also provides a practical design methodology that allows you to begin designing a business taxonomy for your own organization.

Rich Text Processing: Can It Fix Broken Search?
1:30 p.m. – 4:30 p.m. [CANCELLED]
Steve Arnold, Managing Director, ArnoldIT.com

This tutorial addresses rich text processing (RTP), which refers to content processing systems that discover, extract, apply, and interpret metadata. RTP has emerged as one way to minimize the pain of an overpowered search implementation by adding additional points of entry to content so that users can point and click (not type queries) to locate information. RTP also can add super-indexes that weave together content scattered across different repositories and in different file types. This tutorial covers four key topics: 1) definitions of RTP, including several brief examples of effective RTP implementations; 2) review of 20 vendors of RTP systems with a strengths/weaknesses review of six prominent vendors; 3) identification of cost realities, including the three areas most likely to generate the unfortunate cost spikes that plague search-related systems; 4) pitfalls and tips for effective deployment of RTP systems. Anyone involved in enterprise search, taxonomy development, or semantic initiatives will find this workshop helpful. Investors, financial professionals, and CTOs will benefit from the cost and management information presented in the tutorial.

Taxonomy & Search:
1:30 p.m. – 4:30 p.m.
Juri Pelz-Sharpe, Earley & Associates, Inc.

What are the various ways that taxonomy can be applied to search? Faceted search is one, but what are others? Since taxonomy is a core organizing principle of a content management application and related search tools, there are numerous ways to influence the process of an overpowered search implementation by using thesaurus structures and taxonomies. Even search appliances can leverage taxonomies, and integrated search applications can maintain context of federated search using taxonomies. This practical workshop covers a variety of ways that you can integrate and fully leverage large public taxonomies as well as apply small controlled vocabularies in search applications and search systems. It discusses examples of advanced and innovative integrated search environments that leverage metadata and taxonomies with various classes of search tools.

Learningship: Developing Knowledge Worker Skills for the Future
1:30 p.m. – 4:30 p.m.
Art Murray, CEO of Applied Knowledge Sciences, Inc., & Chief Fellow, George Washington University Institute for Knowledge and Innovation
Rudy Garrity, Consultant, & Director, Learning and Assessment Programs, George Washington University Institute for Knowledge and Innovation

To remain competitively employed as a valued “enterprise of the future” resource, workers in all career fields must become better learners, leaders, and contributors to their organizations and communities. This workshop focuses on the fundamentals of “learningship” and the competencies of learnership practitioners that empower thinking, learning, knowing, and leading and pursue significant improvement in tomorrow’s organizations and communities. By applying the techniques learned in this workshop, you will be able to improve the performance of your personal microsystem as well as the performance of your organizational macrosystem and contribute to the performance of your community megasystem as well as everyone’s societal metasystem. Join our speakers and gain insights and techniques for developing knowledge worker skills in your organization.

Monday Evening Session I 7:30 p.m. – 9:00 p.m.

Knowledge Cafe
David Gurteen, Gurteen Knowledge Community

This informal and interactive KMWorld & Intranets learning community brings together attendees to learn from each other in order that they may make a difference in their organizations. Gurteen starts off with a short introduction to the knowledge cafe process—a simple means for a group of people to have an open, creative conversation on a topic of mutual interest to gain a deeper collective understanding of a subject and the issues involved. Join us for a discussion about what the barriers to knowledge sharing and innovation are within organizations, how we can overcome them, KM 2.0 and the enterprise of the future. Enjoy networking and knowledge sharing with colleagues and fellow attendees. A great and energetic way to get to know the KMWorld & Intranets 2007 community and share insights! Better still, the cafe format is one that you can take back and use in your own organization to help create a more collaborative and innovative culture.
Tuesday, November 6

Opening Keynote | 9:00 a.m. – 10:00 a.m.

The Wisdom of Crowds

Come hear the foremost authority on how to harness the collective wisdom of your organization for competitive advantage. Surowiecki describes systematic ways to organize and aggregate the intelligence available in your organization in order to arrive at superior decisions—often better than those that individuals would make, even if they are “experts.” His talk includes the theory and practice of “the wisdom of crowds” and is full of insights into how groups operate that are invaluable to business leaders. He offers practical methods for leveraging people and technology to learn what you need to know to make decisions that really serve the organization’s goals.

Tuesday, November 6

INTERACTIVE THOUGHT-LEADER KM DISCUSSIONS

Track A

10:15 a.m. – 11:00 a.m.
The Dynamics of Strategic KM
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd
How do we make sense of a world of many voices? Can mass consultation improve real time decision support? How can we access the knowledge of our staff (and our partners and customers) on a real time basis, in the context of the need? Current KM approaches have tended to focus on static capture of information, assuming that such repositories of information can be accessed and used by decision makers. Useful, but real time decision support and consultation is only just starting to become a reality. Snowden discusses recent work using narrative for battlefield KM and mass consultation in Government. He leads a discussion on how organizations can create coherence in the world of social computing, and engage their networks in active decision making; putting KM back on the strategic agenda.

Organization Charts: Kiss Goodbye or Keep?
What happens to the organization chart in the age of networks? Allee discusses the perspective of organization charts as simply a resourcing model and organizing the work as a value network. Come and hear new ideas, issues/challenges, solutions, and lessons learned in creating the effective enterprise as a value network.

11:15 a.m. – 12:00 p.m.

Embedding KM into Processes
Ramsay, Austin, Huckabee, Atkins

Improving Decision-Making
Land

1:15 p.m. – 2:00 p.m.

Collaborative Networks & The New Enterprise
Verna Allee

Learning & Organizational Performance
Morklien, Biddle, Demirkes, Conn, Berardine

Getting Users to Use the System
Gingras

2:15 p.m. – 3:00 p.m.

Social Tools & Knowledge Sharing
Polard

Knowledge Sharing Roundtable
Wyno, Rodriguez, ASG-Modus Client

Connecting People to Information
Glover

3:15 p.m. – 4:00 p.m.

The Knowledge Commons
McDermott

Starting a Chain Reaction: KM@NRC
Kuhl

Content Mgmt Deployment & Governance
Early

4:15 p.m. – 5:00 p.m.

Building a Strategic Road Map for Your Intranet
Canar

Participation, Engagement & Intranet Strategy
Burns, Gaus, Cantur

Global Intranet Practices & Trends
McCommitt, Gwol

From Intranet to Portal
Butcher, Tominsky

Understanding Your Intranet Audience
Hunt

Lunch Break | 12:00 p.m. – 1:15 p.m.

Collaborative Networks & The New Enterprise
1:15 p.m. – 2:00 p.m.

Hubert Saint-Onge, Principal, Saintonge Alliance Inc., & Author, The Conductive Organization: Building Beyond Sustainability

With the pervasive use of new technology, work now gets done through virtual tools, allowing unprecedented levels of interaction and collaboration. This new reality is having a radical impact on how organizations work, share knowledge and create value. As these networks become more and more prevalent, work no longer follows the vertical axes of the organization. The hierarchical structure is reinforced by the complementary strength of a “network structure.” While the former defines strategic direction, allocates resources, and orchestrates performance, the latter becomes the platform for capability building at both the individual and organizational levels. An effective knowledge platform becomes a built-in rud- der for learning and for adapting the organization to changing conditions. Saint-Onge focuses on emerging forms of mass collaboration in organizations and how to develop and implement key practices to build the organization of the future so it can continuously adapt to its environment.

Stop Trying to DO Things to People!
2:15 p.m. – 3:00 p.m.

David Gurteen, Gurteen Knowledge Community

We have learned a great deal about KM these last few years, largely from the lack of appreciation of the central role of the individual and KM’s social nature. If I had to sum up the major lesson, it would be “We need to stop trying to do things to people and start with them!” We need to engage with people, to involve them in KM initiatives from the outset, to stop trying to incentivize and manipulate them and to start to work together more effectively. So just what are the problems and what needs to be done? Join the discussion!

Social Tools & Knowledge Sharing
3:15 p.m. – 4:00 p.m.

Dave Pollard, CKO, KM Consultant, & Author, Working Naturally

Pollard shares success stories of how organizations have introduced Weblogs, wikis, instant messaging, desktop videoconferencing, just-in-time canvassing, RSS aggregators, “know-who” directories, and other social networking methods and tools to their budget-conscious organizations; the practical approaches used; and the secrets of their success. He focuses on 10 inexpensive ways to introduce your organization to social networking.

The Knowledge Commons
4:15 p.m. – 5:00 p.m.

Richard McDermott, McDermott Consulting

A leading engineering company invested heavily in KM but professional staff were more flooded with information. With advanced computerization they created many more versions of documents and drawings and the engineers themselves did much of the document management. With globalization their projects became more complex, virtual and involved more people. As a result, the engineers spent more time at the computer searching for and sorting information, answering email, and participating in virtual meetings. Ironically, though more connected many felt isolated, pressed for time and overwhelmed, preparing for
decisions at the last minute and forsking good documentation for urgent issues. The company hadn’t calculated the cost managing complexity, connectivity, or information. This talk describes some unconventional steps organizations and individuals can take—not to manage this explosion of information—but to surf this flood of complexity, connections, and information.

**KNOWLEDGE SHARING, TRANSFER, & RETENTION**

Track B

This series of sessions looks at the key issues involved in knowledge sharing, transfer, and retention, including knowledge capture, expertise location, decision making, and learning.

Moderated by Richard Hulser, Amgen

### Embedding KM into Work Processes

10:15 a.m. – 11:00 a.m.

Dori Ramsey, Director, Organization & Employee Development, Washington Gas

David Austin, President & COO, Contextware

Tom Huckabee, Washington Group International

Kaye Atkins, Sr Info Analyst, Washington Savannah River Company

The first speakers focus on a KM approach at Washington Gas, which faces a workforce challenges in the upcoming decade when many of its seasoned, experienced utility industry employees will retire. They talk about creating a systematic method to identify the most critical work processes, assess the methods in place to capture and transfer knowledge related to these processes, and develop solutions when gaps are discovered. Our second speakers present a complete range of “cafeteria selection” knowledge capture and sharing solutions offered to internal operations clients. The “Interactive Knowledge Resources Cookbook” gives examples and recipes for subject matter experts and their managers to use in capturing and sharing their operational expertise and experiences.

### Improving Decision-Making: KM and Work Processes

11:15 a.m. – 12:00 p.m.

Stacy Land, Director, Process & Quality, Wellpoint & Author, Managing Knowledge-Based Initiatives

The success (or failure) of an organization can only be understood in terms of the cumulative success (or failure) of the thousands of separate everyday decisions made by individuals and groups within the organization, perhaps its customers and supply chain. And those decisions are only as good as the knowledge that guides them and the processes used to apply that knowledge. This session relates real-life examples of embedding KM in work processes from an experienced KM practitioner and is filled with lessons learned and tips for applying these strategies and tools in your environment.

### Starting a Chain Reaction: KM @ NRC

1:15 p.m. – 2:00 p.m.

Michael Kull, Nuclear Regulatory Commission (NRC)

The Nuclear Regulatory Commission was recently voted the best place to work within the federal government by an independent survey, and ranked No. 1 in knowledge management and leadership by OPM. This session tells the story of KM at NRC and shares successful management practices, lessons learned, and the vision of KM in the agency. Lots of insights and ideas to be harvested from this session!
Getting Users to Use the System
2:15 p.m. – 3:00 p.m.
Jarrod Gingras, CMS Watch

The success of any technology implementation project ultimately lies in the hands of the users of the system. Too often, systems that make sense to the project teams prove to be extremely difficult for the users to integrate into their daily work. It is essential that the system users are identified as critical stakeholders of a project. This session explores techniques for integrating end-user participation and feedback throughout every phase of a technology implementation project to dramatically increase user adoption and project success.

Connecting People to Information
3:15 p.m. – 4:00 p.m.
Mark Glover, Director, Solutions Group - SchemaLogic

Global organizations are spending tens of billions of dollars each year on the integration and maintenance of enterprise applications and content management systems while the volume of data managed by these systems continues to grow at an exponential rate. The result is a brittle network of corporate systems and fractured content silos that stifle the ability of the organization to assimilate new processes and access and distribute key information assets. SchemaLogic clients discuss their challenges, experiences, and lessons learned in effectively connecting people to information.

Content Management Deployment & Governance
4:15 p.m. – 5:00 p.m.
Seth Earley, President, Earley & Associates

How do you roll out your CMS to the enterprise? This may mean content migration, but also new content creation processes, editorial standards, and work tasks. The real question is how the CMS fits in with overall content life cycles and organizational processes. A CMS saves time and money and makes the organization more efficient, but the benefits and workload are not always evenly distributed. In some cases, the CMS creates more work for upstream content creators or shifts work to another part of the organization. If one part of the organization benefits but shifts costs to another area, managers of the group with new tasks and higher costs will resist. How is this resolved? What is the executive oversight and governance that needs to be put in place? Deploying the CMS means integrating it with existing processes and getting buy in from various parts of the organization. This thoughtful session explores these and other issues around deploying and operationalizing the CMS to ensure its effectiveness.

INTRANETS & PORTAL STRATEGIES

Track D

There is an endless set of strategies, possibilities, and technical options for how to design, implement, enhance, and grow an intranet. Intranet teams must constantly build cross-functional support to ensure sustainable progress, adjust to organizational changes that can impact both intranet priorities and support, and assess the organization’s readiness to adopt changes that can impact workflow, processes, and cultural norms. Our speakers share their secrets and practical strategies for building a successful intranet or portal.

Moderated by Jane McConnell, NetStrategy/JMC

Building a Strategic Roadmap for Your Internet
10:15 a.m. – 11:00 a.m.
Christine Carron, Associate Director, Knowledge & Innovation Networks, Biogen Idec

The prospect of building a valid, logical, and user-centered roadmap for enhancing your intranet can appear to be a daunting task. It is, however, an extremely useful exercise. This session will provide practical tips and suggestions on building a strategic roadmap for your intranet. It will cover both the tools/frameworks you might leverage as well as the types of data to consider. Finally, Carron will discuss the benefits of having a strategic roadmap, including leveraging the roadmap for communication and funding efforts.

Participation, Engagement & Intranet Strategy
11:15 a.m. – 12:00 p.m.
Robert Burns, Manager, KM, & William Gaus, Consultant, Knowledge Access, Sharing & Innovation, MetLife
Rick Cantor, Manager, KM Team, Chubb Commercial Insurance

This session outlines how, by incorporating Web 2.0 approaches such as podcasts and wikis, Met Life was able to increase the intranet’s utilization, strengthen the communities of practice, improve collaboration and sharing within teams and across partnered areas, and more. Hear MetLife’s story and learn about the tools that support the strategy. Then, Cantor shares Chubb’s Intranet design and strategies, operation challenges and solutions, best practices, and lessons learned in providing underwriters and account servicing staff with easily accessible, credible information to support risk assessment, product selection, and decision-making.

Lunch Break
12:00 p.m. – 1:15 p.m.

Global Intranet Practices & Trends
1:15 p.m. – 2:00 p.m.
Jane McConnell, Intranet & Portal Strategy Consultant, NetStrategy/JMC

Based on 2006/7 results of the Global Intranet Strategy Survey conducted on a worldwide scale, this session focuses on where enterprises are at today regarding: landmarks on the path to globalization of intranets and portals, integration of 2.0 technologies, how intranets are different when senior management considers them to be business critical and how they are evolving to prepare for tomorrow’s workforce. It discusses current trends in customization, personalization, search, governance, measurement and other issues, so participants can see where they fit in the overall intranet-portal landscape.

From Intranet to Portal
2:15 p.m. – 3:00 p.m.
Lisa Butcher, Principal Analyst, Project Performance Corp., & Paul Tominsky, Director, ePortal/KM, March of Dimes

Adapting an organization’s Web presence to portal technology includes a myriad of challenges. This session details the journey from a corporate intranet to an enterprise information portal for the March of Dimes Birth Defects Foundation. It focuses on the strategy, challenges, and opportunities associated with transforming a mature intranet site into an effective enterprise portal that leverages the full KM functionality and capabilities of today’s portal technology. As the system, originally designed in 2001, matured, the need for greater functionality, richer design, and more robust governance became clear. The key elements for the successful deployment of the new e-portal are discussed, along with how they defined business value, got executive buy-in, developed content migration strategies and taxonomy design, and improved governance.

Portal 2.0: Implementation Tips
3:15 p.m. – 4:00 p.m.
Denis Denoncourt, Portal Administrator, Rolls-Royce Canada
Bob Graham, Web Team Manager, Morrison Forrester LLP

This session discusses the challenges, experiences, and lessons learned in implementing portals. Denoncourt talks about an SAP portal implementation. Filled with tips and examples, he provides some solid guidelines for implementing a portal and comments on functions and portal solutions. Graham looks at how an international law firm melded search and portal technology into a unified system with a value “greater than the sum of the parts.” He discusses best practices and lessons learned in moving from a 1.0 portal to a 2.0 unified portal and search solution and shares the benefits of the paradigm shift in the process.

Understanding Your Intranet Audience
4:15 p.m. – 5:00 p.m.
Jason Hunt, Manager, Operations, Knowledge & Innovation, Biogen Idec

Intranets without an audience are like throwing a party without having your friends show up, it hurts and you waste a lot of money. This session illustrates how to make sure your users come to your party (intranet), so you can deliver on the business value. Using a proven feedback process and a case study of a successful intranet, the session helps you understand how users approach deciding whether to use your intranet, and ways to prioritize potential improvements. It includes lessons learned and strategies and processes to use in your environment.
Wednesday, November 7

**Enterprise of the Future: Strategies**

**Track A**

**Enterprise 2.0: Enterprise of the Future**
Charles Armstrong, CEO, Trampoline Systems

This session discusses the reality behind the hype surrounding Enterprise 2.0 and the real benefits it can bring to enterprise collaboration and communication. Armstrong talks about the emerging new generation of purebred enterprise applications beyond blogs and wikis. These mesh electronic processes around human behavior rather than requiring users to think or act like a machine. The first generation of information technology (1960–2000) built foundation enterprise applications beyond blogs and wikis. These mesh electronic processes around human behavior rather than requiring users to think or act like a machine. The first generation of information technology focused on automating interactivity, rich-media delivery, collaboration, learning, and innovation in order to cope with a fast-changing environment. Harnessing capability and building smarter organizations, critical for attaining higher levels of performance, make up the essence of Enterprise 2.0.

Moderated by Patti Anklam, Hutchinson Associates

**Enterprise 2.0 in Action**

**Track A**

**Enterprise 2.0**

Jordan Frank, VP, Marketing & Business Development, Traction Software

What do a nonprofit, a global pharmaceutical company, an enterprise software company, a global power company, a financial institution, and a law enforcement agency have in common? They all knocked the KM 2.0 ball out of the park. Using case studies and screen shots from these organizations, Frank shows real enterprises with real results. He highlights their best practices and key success factors ranging from content organization to training and political factors and provides a road map to enterprise KM success.

**Coffee Break in the Exhibit Hall**

10:00 a.m. – 10:30 a.m.

**Enterprise Navigation**

**Track A**

**KM 2.0: Revolution or Evolution?**

Ed Chi, Senior Research Scientist & Lawrence C. Lee, Director, Business Development, Intelligent Systems Laboratory, Palo Alto Research Center Inc. (PARC)

This session looks at combining the semantic and social Web to bring Web 3.0 to the Enterprise. It discusses relational navigation which identifies relationships fits of these systems within the enterprise. For example, some companies are using social tagging systems as a lightweight form of knowledge sharing. Social tagging allows tag structures to emerge naturally instead of requiring users to conform to a rigid taxonomy, but the resulting tag spaces are often very noisy, due to synonyms, misspellings, and morphologies. Chi discovered that the cost to find information in a social tagging system increases as the size of the collection and number of users increase. He discusses PARC’s solution of identifying related tags in the space using semantic analysis and normalizing the tags across the documents in the collection to reduce noise. He shares the results of their research, implementation challenges of the prototype social bookmarking system and search engine, and more.

2:30 p.m. – 3:00 p.m.

**Coffee Break in the Exhibit Hall**

1:30 p.m. – 2:30 p.m.

**Web 2.0 in the Enterprise**

Ed Chi, Senior Research Scientist & Lawrence C. Lee, Director, Business Development, Intelligent Systems Laboratory, Palo Alto Research Center Inc. (PARC)

While the benefits of Web 2.0 software for greater collaboration, innovation, and knowledge sharing are often discussed, the coordination and interaction costs that occur in social systems are often overlooked. Based on extensive studies of social systems such as del.icio.us and Wikipedia, our speaker has identified a number of factors that need to be managed to realize the full benefits of these systems within the enterprise. For example, some companies are using social tagging systems as a lightweight form of knowledge sharing. Social tagging allows tag structures to emerge naturally instead of requiring users to conform to a rigid taxonomy, but the resulting tag spaces are often very noisy, due to synonyms, misspellings, and morphologies. Chi discovered that the cost to find information in a social tagging system increases as the size of the collection and number of users increase. He discusses PARC’s solution of identifying related tags in the space using semantic analysis and normalizing the tags across the documents in the collection to reduce noise. He shares the results of their research, implementation challenges of the prototype social bookmarking system and search engine, and more.

3:00 p.m. – 3:45 p.m.

**Brad Allen, Founder & CTO, Sidereal Software**

This session looks at combining the semantic and social Web to bring Web 3.0 to the Enterprise. It discusses relational navigation which identifies relationships dynamically and pivots around the information, maintaining context, and allowing participation in the process. It shares real-world implementations from organizations such as NASA JPL, LII, and Oracle, and illustrates how their discovery was improved by retrieving more relevant results.

4:00 p.m. – 5:00 p.m.

**Social KM: Portals & Web 2.0**

**Brad Allen, Founder & CTO, Sidereal Software**

This session looks at combining the semantic and social Web to bring Web 3.0 to the Enterprise. It discusses relational navigation which identifies relationships dynamically and pivots around the information, maintaining context, and allowing participation in the process. It shares real-world implementations from organizations such as NASA JPL, LII, and Oracle, and illustrates how their discovery was improved by retrieving more relevant results.

**Catalyze your People Advantage**

**Brad Allen, Founder & CTO, Sidereal Software**

Web 2.0 has immense potential as enabling technology for the next era of networked KM. With enterprise portals as the foundation, organizations can leverage blogs, wikis, mash-ups, social search and tagging to dynamically capture and share community knowledge within a social computing framework. Allen talks about how enterprise social computing can dramatically improve business user productivity, increase the utility of valuable information and people in your enterprise and drive increased ROI for your existing portal infrastructure. This session also discusses real-world social computing applications that leading companies are using to drive innovation and gain competitive advantage.

**Finding: More than Search**

**Chi, Lee**

Second Life: Revolutionizing Online Engagement

Cindy Gordon, CEO, Helix Commerce International Inc.
John Jainschigg, VP & Director, World2World, CMP Technology, LLC

This session explores the impact of virtual worlds on revolutionizing market approaches. “Metaverses,” like Second Life, add a rich social dimension to online interaction, while raising the bar on automated interactivity, rich-media delivery, customer relationship management and market metrics. Recent global research evaluating more than 100 plus Second Life experiences from leading Fortune 500 brands such as ABN Amro, Cisco, Dell, IBM, Microsoft, Pontiac, Telstra, Wells Fargo, etc., is highlighted in terms of the new enterprise and the future impact on business models. Good, bad, and ugly experiences are profiled to create a best practice baseline for metaverse investment. Attendees can meet for continued conversations about the insights and ideas from the session.

4:00 p.m. – 5:00 p.m.

**Coffee Break in the Exhibit Hall**

10:00 a.m. – 10:30 a.m.

**Lunch Break**

12:15 p.m. – 1:30 p.m.

**www.kmworld-intranets.com**
KM 2.0: A New World for the Enterprise

**KM 2.0 STRATEGIES, PRACTICES & TOOLS**

**Track B**

The new collaborative and participative world requires new ways of doing things. This series of talks focuses on putting KM into business terms, organizational readiness for new tools, techniques for improving information and knowledge flows, using Web 2.0 tools for KM, and more.

*Modera ted by Gloria Young, City Council of San Francisco*

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**Deploying Enterprise Social Software**

10:30 a.m. – 11:15 a.m.

**Christian Grey,** Senior Account Executive, Safari Books Online

This session provides an overview of social networking in the enterprise and describes numerous applications including the use of wikis, blogs, RSS, LinkedIn, and other social tools of the enterprise. Hear about current research, stories from the field and how you (and your company) can get started.

**Organization Readiness for Web 2.0 Tools**

11:30 a.m. – 12:15 p.m.

**Dave Hersh,** CEO, Jive Software

Ann Marcus, Analyst/Consultant, Collaborative Strategies

A revolution in the way the world communicates is underway. Making sure that your organization’s culture, processes, and technologies can keep up is critical. Web 2.0 technologies allow information to be gathered, analyzed, shared, and re-shared in new and amazing ways, but only if your organization is ready to participate. Speakers discuss the evolution and direction of collaboration technology changes, address the impact on culture and communication both behind and across the firewall, and highlight what successful companies are doing to exploit this revolution. They outline how to assess your organization’s readiness to adopt Web 2.0 tools and provide tips on using incentives and rating systems to inspire internal and external collaboration and knowledge sharing. They also share insights on integrating Web 2.0 with other legacy systems and data repositories to leverage knowledge assets now and prepare for the next wave of collaboration technologies (such as The Semantic Web) currently under development.

**Lunch Break** 12:15 p.m. – 1:30 p.m.

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**Improving Information Flows**

1:30 p.m. – 2:30 p.m.

**William Hayes,** Director, Library Services, Biogen Idec

Todd Berkowitz, Director, Marketing, NewsGator Technology

Elise Bunsey, Center for Business Knowledge (CBK), Ernst & Young LLP (E&Y)

Peter Smith, Director, Insight and Text Mining, Dow Jones Company

Automating the assembly and distribution of important company, product, industry, and competitive information throughout the enterprise is revolutionized with RSS. Hear how Biogen Idec, a Fortune 1000 company with market-leading drugs for treating a number of illnesses, has used RSS to get high-value business information into the hands of sales reps. In tracking and understanding issues of concern to clients and anticipating client’s needs in specific industry sectors, E&Y is leveraging sophisticated text-mining and visualization tools to uncover and communicate industry trends. Hear how the CBK played a key role in the release of Factiva’s Insight tool by including dashboards in portals devoted to communities of practice so that knowledge managers can design charts that quickly convey the most relevant information so that practitioners can easily see changes or relationships.

**Coffee Break in the Exhibit Hall** 2:30 p.m. – 3:00 p.m.

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**KM 2.0: Revolution or Evolution?**

3:00 p.m. – 3:45 p.m.

**Tony Sheehan,** Group Knowledge Manager & Associate Director, Arup

The acceleration of Web 2.0 offers many new technologies that, on the face of it, offer the potential to revolutionize organizational knowledge management. In practice, however, their impact within organizations to date has been far less significant than their impact on the Web. From a practitioner’s perspective, this presentation reviews Web 2.0 technologies in terms of their potential for organizational KM and explores the drivers and barriers to their adoption within the enterprise. Sheehan provides examples of adoption both from within Arup and other knowledge enterprises around the world.

**Portals for Mortals**

4:00 p.m. – 5:00 p.m.

**Rachel Carson,** Manager Corporate IT Client Services, Western Refining

Martin Amm, CEO, adenin TECHNOLOGIES

This case study illustrates the challenges in implementing a corporate Intranet with more than 40 applications, including recruiting, online training, dashboards, content management, and document management. It addresses the issues involved in a large scale implementation, strategies used and why they were chosen, best practices and lessons learned.

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**INNOVATION & KM**

**Track C**

This forward-looking stream of sessions looks at tools and techniques for accelerating decisions, innovations, and knowledge discovery as well as measuring ROI related to innovations. Speakers then analyze the hot new trend toward games, learning, discovery, and user experience and provide insights into what some organizations are doing.

*Modera ted by Cindy Hill, Hill Information Research Group*

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**Accelerating Decisions and Innovations**

10:30 a.m. – 11:15 a.m.

**Steve Barth,** Reflected Knowledge

Richard Marrs, Managing Director, Warren Company

Supporting better, faster decision making is a major imperative for KM practice. This session draws on insights from cognitive psychology and complexity science to reconsider how knowledge workers individually and collectively interact with their information environments and share their perceptions and opinions with important implications for how to support knowledge work. Knowledge, information and data are everywhere in business ecosystems, but the challenge of synthesizing fragmentary signals into actionable intelligence is really more about human cognition and organizational culture than business technologies and organizational structures. We’ll look at structures, practices, and tools that support sense-making and lead to better business outcomes.

**Knowledge Drives Innovation**

11:30 a.m. – 12:15 p.m.

**Dave Pollard,** CKO, KM Consultant, & Author, Working Naturally

The innovation process starts with the customer and the identification of unmet needs. It consists of three stages: the collection, filtering/assessing, and commercialization of ideas. Knowledge drives the first, idea collection stage. Most of the books written on business innovation in recent years have dealt at length with surfacing and harvesting ideas: for instance, assessing how the company differentiates itself from competitors, tapping the “wisdom of crowds” (ideas from employees and customers), conducting idea markets and other ‘open space’ forums to assess urgent needs and possible approaches to them, the use of customer anthropology to observe unarticulated customer needs, conducting “thinking the customer ahead” sessions to assess future customer needs that are just beginning to be recognized, “seeing what’s next” sessions and continuous environmental scans that identify trends, weak signals and developments that present opportunities to innovators and threats to noninnovators. These are all knowledge activities, requiring exemplary research, networking, analytical, filtering, and sense-making skills. Pollard explains, using a real-life case study, how knowledge management can contribute to creating profoundly innovative organizations.

**Lunch Break** 12:15 p.m. – 1:30 p.m.
Successful Enterprise 2.0 and Social Media: Applying the Web 2.0 Framework in Organizations
1:30 p.m. – 2:30 p.m.
Ross Dawson, Chairman, Future Exploration Network & Author, Living Networks & Developing Knowledge-Based Client Relationships

This session provides deep insights into Enterprise 2.0, including specifically how valuable outcomes are created inside the enterprise from social media and other existing and new KM tools, and how this can best be supported. The framework provides practical insights for organizations wishing to implement social media and Enterprise 2.0 tools, and develop strategies for making these initiatives more valuable.

Coffee Break in the Exhibit Hall | 2:30 p.m. – 3:00 p.m.

Collaboration Across Cultures
3:00 p.m. – 3:45 p.m.
Evan Gerber, Senior Consultant, Content Management & User Experience, Molecular Inc.
Susan French Smith, Corporate Knowledge Manager, KEMA

Information management across a global enterprise must account for diverse perspectives, or risk failure. The challenges imposed by language and culture are pervasive, and innovative approaches are required to design, develop, and maintain systems. Gerber draws from practical experience on multiple internationalization projects to clearly illustrate the process and pitfalls inherent in developing for multiple cultures and languages. Smith discusses a recent implementation of a KM program to support KEMA’s objective to leverage scale, expertise, and assets across one global services firm for the energy industry, specifically the combination of two distinct yet similar cultures, Dutch and American, which caused interesting modifications to the strategy and implementation. Join our speakers for practical insights, strategies, and lessons learned which are critical to the success of any internationalization project.

Innovation Metrics & ROI
4:00 p.m. – 5:00 p.m.
Laura DeSoto, SVP, Synergy & Innovation, Experian Americas
Matt Greely, CEO Brightidea

Experian, the global leader in providing information solutions to organizations and consumers, doesn't just want robust idea generation around new products and processes, it wants to measure the total ROI of an idea, from start to finish. The primary business driver for Experian to 'measure and manage' the innovation pipeline is to boost organic growth to new heights and fully-convey the company's growth potential to analysts and shareholders. With a de-merger planned within weeks of project kick off, there was much work to be done to quantify the pipeline, give executive visibility to key projects, and track return on investment. Hear how Experian Americas went about applying metrics to innovation, rallying internal support, and applying hard numbers to this often soft or qualitative field. Come and hear their secrets on how they discover game-changing new products, measure ROI and quantify the overall value of the innovation pipeline.

INTRANET TOOLS & PRACTICES

The Long Tail & Wisdom of Crowds Meet Enterprise 2.0
10:30 a.m. – 11:15 a.m.
Jack Jia, CEO, Baynote Inc.
Jeff Cowan, Director, Marketing Communications, Interviwer

This session focuses on the business case with numerous examples, of the must-have capabilities for any intranet. Jia outlines the business strategies for an Enterprise 2.0 approach and shares eight specific tips on how businesses can start driving greater productivity immediately. Tips for Enterprise 2.0 intranets include using your employees’ collective wisdom to determine the most sought-after content to reduce rework and misinformation; social search, which recommends the most useful pages within a category or across the internal portal; folksonomy and keyword intelligence, highlighting most useful content; and more.

Second Life & Immersive 3D Worlds
11:30 a.m. – 12:15 p.m.
Chuck Hamilton, 3D Internet EBO and Center For Advanced Learning - IBM

This session takes a look at what enterprises are doing with Second Life. It provides a short tour, lots of business examples, and some thoughts for use in the future.

Coffee Break in the Exhibit Hall | 2:30 p.m. – 3:00 p.m.

Finding: More than Search
3:00 p.m. – 3:45 p.m.
Andrea Alliston, Director of KM, Stikeman Elliott LLP

Implementing enterprise search is a challenge with security issues, bad data, and dealing with knowledge connections that come from work in progress. Alliston discusses two alternatives considered when implementing enterprise search to deal with work in progress in a law firm.

Social Media to the Rescue: Fixing a Broken Intranet
4:00 p.m. – 5:00 p.m.
Carmine Porco, General Manager & Vice President, Prescient Digital Media

Organizations build intranets to facilitate communication, encourage collaboration, and streamline processes. Unfortunately, too many of these internal sites have failed to achieve their business objectives and now require fixing. Social software – notably blogs, wikis, and social bookmarking – offer powerful solutions for fixing a broken intranet. And open source content management solutions provide an ideal platform for supporting these applications by enabling organizations to afford experimentation and reduce the innovation cycle. But are these tools a panacea or silver bullet? Join the discussion and talk about how to fix a broken intranet with tried-and-true strategies and how social media could be leveraged to accentuate them.

Communities of Interest
5:00 p.m. – 6:00 p.m.

Join your colleagues in the Registration Area at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Grab a drink or a soda before you head for 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. Open to all conference attendees.
## Thursday, November 8

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### Keynote  9:00 a.m. – 10:00 a.m.

**Tags, Categories, & Knowledge Sharing**  
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd

The issue of tags and categories is one of the main issues currently facing knowledge management and social meaning. In effect, we are continuing to use old ways. We like categories, so even when we are trying to express dynamic relationships, we stick to them. We increase the number and give equal status, but we are still looking for truth linked to the validity of a tag. With this dependence on categories, and more specifically on the assumption of common meaning in language, the use of tags remains one of the main challenges to progress in social computing. We place too much significance on the symbolic nature of language and fail to realize dependency on context if we are to gain meaning. Snowden discusses some new ways of dealing with the issue and suggests ways in which we can create context-rich approaches to organizing and interpreting our knowledge. He also takes a controversial look forward and forecasts where we may be going in the future.

### Coffee Break in the Exhibit Hall  10:00 a.m. – 10:30 a.m.

### Enterprise Change Strategies  Track A

Dealing with change is one of the biggest challenges for organizations and is critical to KM initiatives, which normally involve significant change. Our speakers share practical strategies, tools, maps, practices, and tips for creating enthusiasm for change.

**Moderated by Cindy Ross Pedersen, Managing Director, Digital, CAPITAL C**

**Managing the People Side of Change**  
10:30 a.m. – 11:15 a.m.

Jeff Hiatt, President, Prosci, & Author, Change Management: The People Side of Change

Changes to processes, systems and tools ultimately require people to change how they do their jobs. Your Knowledge Management projects ultimately depend on people. Yet, employee resistance to change remains the number one obstacle to successful transformations. Hiatt reveals the science of effectively managing the people side of change, including research results, practical tools, and easy-to-use models. He provides a road map that enables you to take charge of the people side of your project.

**Effective Organizing in a Wired Environment**  
11:30 a.m. – 12:15 p.m.

Jon Husband, Wirearchy & SVP, Strategy and Corporate Development, Qumana

In this era of hyperlinked information, it’s clear that many organizations have been ignoring the rapidly increasing growth and impact of the networked knowledge worker. And, it’s likely that most organizations now have competency profiles for most or all employees, supplemented by learning contracts or maps and programs focused on growing competency, responsiveness, and effectiveness. Organizations have software, databases, knowledge work applications and ways of codifying skills and competencies. Today, there are great opportunities to use some of the new Web- or software-based capabilities to enhance and optimize flexibility and responsiveness. Learn about developing a “wired” organization chart based on peoples’ competencies and availability, an alternate form of an organization chart whereby employee profiles can be pulled together using tags, learning maps, or contracts, and then used to focus the best available skills and project or engagement at any given time.

### Lunch Break  12:15 p.m. – 1:15 p.m.

**Sparking Enthusiasm for Change**  
1:15 p.m. – 2:00 p.m.


Our experienced KM practitioner, storyteller, and consultant shares secrets from his new book about how to get enduring enthusiasm for change whatever the change happens to be. He describes nine ways to elicit desire for change and provides many real-world examples to emphasize his points.

### Coffee Break in the Exhibit Hall  2:00 p.m. – 2:30 p.m.

### Organizational Change in Healthcare  
2:30 p.m. – 3:15 p.m.

Michael Cheveldave, Principal, NuOptiex Consulting

Terry Miller, Organizational Development Consultant, British Columbia Interior Health Agency

Changing customer demands, shortages of skilled workers, and ongoing financial constraints are challenging most organizations. The healthcare sector faces these pressures while also serving a population that lives longer and requires more costly treatments and related medical technologies. Maintaining effective workplace environments and cultures in healthcare is critical to ensuring that the health needs of our communities are sustained as we navigate the complexities of our changing times. Come hear how mass narrative capture helped one healthcare organization manage through a period of low morale compounded by a crisis and intense public pressure. Narrative and workplace stories define an organization’s culture but also provide a way to see multiple perspectives on challenging issues. It was by making sense of how healthcare providers, management, as well as patients and families, collectively experience their system that solutions for effecting change were identified.

### Closing Keynote  3:30 p.m. – 4:30 p.m.

**KM 2.0 & Beyond: Enterprise Strategies  Track B**

This stream of sessions discusses new ways of working and sharing knowledge in the enterprise. Focusing on case studies and new tools, there are lots of tips and ideas to gain and reuse in your organization.

**Moderated by Tim Dewolfe, Federal Reserve Bank of San Francisco**

**KM 2.0 in Action**  
10:30 a.m. – 11:15 a.m.

Ted Graham, McKinsey & Company

KM has been a challenge in many organizations. Based on his experience with Hill & Knowlton as well as McKinsey, this session focuses on how to incorpo-
rate new social media tools such as blogs, tagging, and social networking to inspire ideas, find expertise, engage employees and clients while still integrating with existing intranets and KM processes. Lots of practical tips, lessons learned, and insights for use in your environment.

A New Way to Work

11:30 a.m. – 12:15 p.m.

Cyrus Mistry, Product Manager, Google Enterprise

The foundation of many software applications and business processes are rooted in a structure where employees are based in one (or several) discrete locations with a distinct and well-understood corporate hierarchy. Today’s world, characterized by faster rates of change, deeper relationships with partners, suppliers, and customers, and employees that have networks across the company demands new tools and processes. To support this dramatic shift, the role of IT has shifted from facilities-based computing to providing the foundation that enables employees to collaborate and share information across the company. Hear Google’s ideas about what the next generation of collaboration looks like and how organizations can deliver the tools and technologies to maximize productivity.

Lunch Break | 12:15 p.m. – 1:15 p.m.

Context 2.0 – Laying the Groundwork for Web 2.0 and KM 2.0

1:15 p.m. – 2:00 p.m.

Greg Pepus, Consulting Partner, Flex Analytics & formerly with In-Q-Tel

Many of the concepts supporting Web 2.0 (and KM 2.0) center on context. Developing context requires that unstructured information, including text, audio, visual and video data, imagery, and geospatial data, be appropriately processed to formulate the necessary metadata to drive such context. Web 2.0 and KM 2.0 technologies need to seek context without waiting for human intervention. Rather they must, at a minimum, invoke or even provoke human intervention and interaction when necessary and offer a range of suggestions as to how context might be achieved. This session focuses on building advanced indexing systems for Web 2.0 and KM 2.0 that automatically seek and generate context. It discusses the importance of building context through the automatic generation of metadata and describes a system architecture for developing a much broader data indexing capability for both enterprise intranet, extranet, and the public World Wide Web.

Coffee Break in the Exhibit Hall | 2:00 p.m. – 2:30 p.m.

Visualization as a Tool for Knowledge Transfer

2:30 p.m. – 3:15 p.m.

Chris Rivinus, Director of Knowledge Systems, Parsons Brinckerhoff

This session describes how one engineering and construction company builds its projects in virtual environments first to facilitate conversation between technical and nontechnical constituents and to accelerate decision making. It builds each phase of the construction to facilitate a rapid knowledge transfer between engineers, construction managers, and the actual workers on site and with each step of the project execution. This talk moves beyond visualization of engineering projects and into the elements of storytelling, integrated data management, innovation, group learning, etc., and is highly stimulating visually.

Closing Keynote | 3:30 p.m. – 4:30 p.m.

Managing Expertise: A Key Focus for KM

10:30 a.m. – 12:15 p.m.

Larry Chait, Managing Director, Chait and Associates, Inc.
Stuart Rosenberg, Senior Manager, National Knowledge Management Group, Deloitte Services LP
Stacie Jordan, Capability Development Senior Manager, Accenture
Gregory Trinh, Director of Marketing Technology, Pillsbury Winthrop Shaw Pittman LLP & Josh Yuster, CEO, BranchIT

In small organizations, sharing expertise is a way of life. But as organizations grow larger and geographically dispersed, and as roles become specialized, silos are created that block expertise sharing. What tools and techniques can be applied? Rosenberg talks about connecting people to people and Deloitte’s expertise locator tool, which uses a Tacit Software product along with an internal software networking tool via Microsoft MOSS 2007. Jordan discusses Accenture’s use of collaborative tools (e.g., blogs, wikis, Facebook, discussion forums, etc.) for strengthening people-to-people connections. Trinh and Yuster illustrate through a case study how one organization uncovers the network of relationships held by employees and what it plans for the future. All speakers share current practices, lessons learned and success stories.

Lunch Break | 12:15 p.m. – 1:15 p.m.

Retaining Today’s Knowledge for Tomorrow’s Workforce

1:15 p.m. – 2:00 p.m.

Darcy Lemons, Senior Project Manager, Customer Solutions Group, APQC
Karen T. Danis, CKM/CKEE

Loss of knowledge and expertise is, and will continue to be, a huge challenge for organizations due to retirement, rapid growth, layoffs, mergers and acquisitions, and internal redeployments. Developing and retaining business knowledge and talent continues to be at the forefront of business issues. Although significant progress has been made, critical gaps remain, and there is much work to be done. Learn how five best-practice organizations implemented strategies and processes to identify what knowledge needs to be retained, established processes for capturing and transferring knowledge, and aligned the knowledge retention strategy to business and workforce (employee lifecycle) strategies.

Coffee Break in the Exhibit Hall | 2:00 p.m. – 2:30 p.m.

Achieving Collaboration in Your Organizational Zoo

2:30 p.m. – 3:15 p.m.


Hear about some novel training ideas in the areas of collaboration, team building, and knowledge management based on the animal metaphors. Our practitioners, and author, creates fun and adds energy to the room as you learn how to build better relationships together.

Closing Keynote | 3:30 p.m. – 4:30 p.m.

E-mail Stations

Check your e-mail during regular exhibit hours!
Located inside the exhibit hall.
Intranet users typically have sophisticated, well-developed, and often divergent expectations. Meeting end-user and enterprise requirements is increasingly challenging. Join our speakers for lots of tips and techniques as well as real world examples which will spark new ideas for engaging your intranet audience and providing them with a productive space.

**Moderated by Richard Hulser, Amgen**

**Usable Platforms for Smart Organizations**

10:30 a.m. – 11:15 a.m.

Jerome Nadel, Chief Experience Officer, Human Factors International

The Internet has mandated a shift toward “self-serve” for both customer-facing sites and internal business applications. Customers and employees expect to find information and complete transactions on their own. If technology is hard to use, the result impacts both top- and bottom-line revenue. Usability is now a mission-critical, strategic imperative for your organization to fully leverage internal capabilities and ensure successful products and services. Nadel shares trends and best practices gleaned from case studies, including examples from SAP, Ernst & Young, and ConocoPhillips. Gather tips for creating “smart” portals to meet user expectations, designing intranets that deliver role-based content and tools, and deploying KM systems that harness intellectual assets for practical use.

**Enterprise Search for the User: ROI in 30 Minutes or Less!**

11:30 a.m. – 12:15 p.m.

Carmine Porco, President, Prescient Digital Media

Replacement Session … Description forthcoming.

**Lunch Break** 12:15 p.m. – 1:15 p.m.

**Mashups & More: Creating a Positive User Experience**

1:15 p.m. – 2:00 p.m.

Karen Huffman, Manager, Knowledge Initiatives, National Geographic Society

This session demonstrates how information can be mashed up, remixed and shared to create new information products and services. Huffman looks inside the enterprise and shows how National Geographic has implemented and integrated RSS, blogs, wikis, and mind mapping on its intranet and collaborative work initiatives. Huffman shares the National Geographic story, lessons learned, and practical steps for getting started.

**Coffee Break in the Exhibit Hall** 2:00 p.m. – 2:30 p.m.

**Transforming the Enterprise 2.0 Intranet**

2:30 p.m. – 3:15 p.m.

Jake Levirne, Product Manager, Search & Content Discovery, IBM

IBM has one of the largest and most powerful intranets in the world. It provides over 300,000 employees around the globe with tens of millions of pages of information to help them find the people, products, services, and answers they need to make IBM successful. Any employee or group can create dynamic pages such as blogs, wikis, and forum postings to share their knowledge with the rest of the organization. Through a combination of search, social bookmarking, and tagging, IBM is working to keep the exponentially increasing content under control and easily accessible while actively promoting the creativity and innovation of its employees. Jake Levirne discusses the challenges in deploying enterprise search across its large and dynamic intranet, and the principles used to improve information sharing, employee decision making, and productivity while reducing time wasted scouring for answers or duplicating effort.

**Closing Keynote** 3:30 p.m. – 4:30 p.m.

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Thursday, November 8
Taking place in the Exhibit Hall, these presentations cover a range of topics and subject areas. They are 15 minutes long, open to all and add value to your visit. Space is limited so it’s first-come, first-served.

**Wednesday, November 7**

**Market Intelligence On Demand**
10:15 a.m. – 10:30 a.m.
Glenn Hasen, President and CEO, QL2
Get a glimpse of how today’s decision makers make use of real-time market intelligence from the Web to make in-dash and strategic decisions. Our speaker uses real world examples to illustrate the latest trends in market intelligence.

**Beyond Search: New Platform for Next Gen Apps**
11:15 a.m. – 11:30 a.m.
John Kreisa, Director, Product Marketing, Mark Logic
A new platform – the XML content server – has arrived, enabling a new wave of business applications called content applications. Today’s leading-edge content providers and publishers are transforming their search offerings into applications tailored to specific audiences, delivering information products based on knowledge of the users’ roles, their activities, and the overall processes in which they work. This session features examples of content applications used by publishers such as Elsevier, O’Reilly, and Oxford University Press.

**Social Search for the Enterprise**
12:15 p.m. – 12:30 p.m.
Jeff Cowan, Intervoven
This session discusses what social search is, why organizations would want to use it, and how it can be used to improve on-site search, support and knowledge management. Lots of great examples and tips.

**Taxonomy Management Tools**
1:15 p.m. – 1:30 p.m.
Learn what taxonomy tools are out there, how they function, how they integrate with search and content management systems and the ways that a tool can help improve the quality of the taxonomy while demonstrating a solid return on investment.

**Decision-Making with Accurate, Ontology-driven, Information Classification**
2:15 p.m. – 2:30 p.m.
Inderbir Sidhu, CTO, Fourthcortex
Enabling accurate identification and scoring of financial transactions and news with immediate risks and future implications is an important step in planning and decision-making. By capturing their domain expertise in ontology-based models, this case study illustrates codifying into software the knowledge that will implement their critical, decision-making processes. Semantic models allow components to perform highly-targeted classification and correlation, while eliminating the noise found in structured and unstructured data sources.

**Federated Search: True Enterprise Search**
3:15 p.m. – 3:30 p.m.
Abe Lederman, Deep Web Technologies
Organizational information-content exists in numerous sites accessible through a myriad of individual, incompatible indices-engines. State-of-the-art federated search software provides actual enterprise (-wide) single point of search-access to most, if not all, of the information repositories of value to an enterprise, including those beyond the firewall. Hear more about federated search, the companies using it and the products available.

**Thursday, November 8**

**Search Innovation Stories**
10:15 a.m. – 10:30 a.m.
Hadley Reynolds, VP, Centre for Search Innovation, FAST Search, Inc.
This session highlights how FAST customers have found new sources of business value in innovative applications of search technology.

**Building Enterprise 2.0**
11:15 a.m. – 11:30 a.m.
Christopher Walton, Senior Director, X1 Technologies
This talk showcases customer success stories in the areas of enterprise search integration, email management, and compliance. See how companies are getting better leverage from existing enterprise applications and repositories and providing a consolidate search experience.

**Net Work: Creating & Sustaining Networks**
12:15 p.m. – 12:30 p.m.
Patti Anklam, Hutchinson Associates & Author, Net Work
This session is a practical guide for creating and sustaining networks at work and around the world. It is filled with tips, techniques and tales of successful implementations.

**Web 3.0 (The Semantic Web) Search Technology**
12:45 p.m. – 1:00 p.m.
Scott Jarus, CEO, Cognition Technologies, Inc.
This session discusses semantic Search technology based upon linguistic science and natural language processing (NLP), and how, through the creation of a massive taxonomy and ontology of the common English language, a semantic Search engine can “understand” the meanings of virtually every common English word and phrase. This understanding results in a dramatic increase in recall and precision. Illustrations of how this technology is currently being used to improve and enhance activities in business intelligence, knowledge management, Website Search and deep research will be presented.

**Breaking Through with Sales Enablement 2.0**
1:15 p.m. – 1:30 p.m.
Jeff Summers, Chief Marketing Officer, SAVO Group
Sales Enablement has fast evolved into a collaborative process which allows you to connect your sales teams with marketers, subject matter experts and corporate executives to produce and push the best content to front-line salespeople for any specific situation. Hear about the latest in Sales Enablement trends, technologies and business practices that are driving significant improvements in corporate performance including a framework for defining and prioritizing, tactics and key Web 2.0 technologies.

**What is the Business Value of Your Intranet?**
2:15 p.m. – 2:30 p.m.
Nancy Goebel, Director of Business Development, Intranet Benchmarking Forum
Intranet services and corporate portals are notoriously hard to value at a financial and business level. For too long, intranets and portal managers have relied on rather jaded “money or time saved” calculations, which seldom convince senior leaders – particularly the financial leadership. To address this issue, the Intranet Benchmarking Forum’s latest work is to develop a model to benchmark the financial value of intranet services in major organizations. This talk provides an update on IBF “work in progress” to shape our new Intranet Financial Value Tool, based on recent IBF research and development within Unilever, Shell and BT.