Driving Enterprise Innovation & Achievement: User-Focused Tools & Practices

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

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

September 23–25, 2008
San Jose McEnery Convention Center
San Jose, CA

Organized and Produced by Information Today, Inc.

WWW.KMWORLD-INTRANETS.COM
Driving Enterprise Innovation & Achievement: User-Focused Tools & Practices

This year’s theme emphasizes the new ways to communicate, collaborate and exchange knowledge within the enterprise which are integrated into daily business and work processes and are having a major impact on organizational innovation and success. Social, user-focused tools and practices are enhancing business goals and achievements leading to thriving enterprises in every field and industry. Hear experts and practitioner strategies and stories at this year’s 12th annual KMWorld & Intranets Conference and Exhibition as they look at improving business processes, solving urgent business problems, and expanding communication, creativity and innovation. Learn practical, hands-on techniques from real-world experiences and enjoy our many interactive forums, group conversations, wiki, receptions and networking activities.

EXHIBIT HALL GRAND OPENING RECEPTION

Celebrate the opening of the KMWorld & Intranets 2008 exposition 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 visiting with exhibitors, sponsors, speakers, and other conference attendees.

CONTINENTAL BREAKFAST & 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. Check your program for additional morning and afternoon break locations and times.

TUESDAY LUNCHEON KEYNOTE

Join Google for this special keynote luncheon on Tuesday at 12:15 p.m. in Exhibit Hall 2.

WEDNESDAY & THURSDAY ATTENDEE LUNCHEONS

Boxed lunches will be provided for attendees in the Exhibit Hall during the Wednesday and Thursday lunch breaks. Wednesday’s luncheon sponsored by www.onestagroup.com

COMMUNITIES OF INTEREST

Join your colleagues on Wednesday in the Foyer Area 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. A cash bar will be available. Open to all conference attendees.

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/kmw08 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.

LIVE WEB EVENT

Join Attivio for this special event and learn how your company can implement the next generation of information access. Wednesday afternoon at 12:30 p.m. in Meeting Room D.

THE EXPOSITION

The KMWorld & Intranets 2008 combined exposition features the top companies in the KM, CM, Search, Taxonomy, 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. Check out the Enterprise Search Showcase, a special section of the exhibition dedicated to search technologies and solutions.

EMAIL STATIONS

Check your email during regular exhibit hours. Located in the Exhibit Hall.

EXHIBIT HOURS

Tuesday, September 23 ...........................................5:00 p.m. – 7:00 p.m.
Exhibit Hall Grand Opening Reception sponsored by Autonomy

Wednesday, September 24 ..................................10:00 a.m. – 4:30 p.m.

Thursday, September 25 ......................................10:00 a.m. – 2:00 p.m.
Join us for an exciting event filled with relevant topics, key experts, practical speakers, and many learning and networking opportunities.

**KMWorld Awards**

KMWorld magazine is proud to sponsor the KMWorld 2008 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.

**Monday Evening Session**

**Welcome & Evening Event**

Learning from Mistakes!

7:30 p.m. – 9:00 p.m.

*Hosted by Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pty Ltd*

Join us for an evening event and learn from each other about KM initiatives that have failed and what we can learn from those failures. KM guru and popular KMWorld speaker, Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pty Ltd, leads this ‘worst practice session’ and helps us learn how to achieve positive results in organizational knowledge sharing.

**Tuesday Keynotes**

**Innovation & Knowledge Management**

9:00 a.m. – 10:00 a.m.

*John Kao, Kao & Co., & Author, Innovation Nation*

Serial innovator John Kao is widely acknowledged as the world’s leading authority on the future of business. He explores the intersection of innovation and transformation to help define the landscape for enterprise — and knowledge workers — in the years ahead. Through his proven record of identifying circumstances long before they coalesce into trends, John Kao is the single most qualified voice to help us all set our course for the next decade. Join us and hear his predictions!

**Luncheon Keynote**

12:15 p.m.

*Vijay Koduri, Product Marketing Manager, Google Enterprise*

Join Google at lunch to learn about the exciting new features of the Google Search Appliance and hear how customers are using Google technology to organize and access their information. You’ll also have the chance to test your knowledge in our Enterprise Search Challenge — prizes will be awarded to the top participants!

**Wednesday Keynote**

Creating a Capability & Culture of Innovation: Infusing Entrepreneurial Spirit

9:00 a.m. – 10:00 a.m.

*Peter Skarzynski, CEO, Strategos, & Author, Innovation to the Core — A Blueprint for Translating the Way Your Company Innovates*

Leading companies are creating and deploying an innovation capability to outperform industry rivals. Through case examples of leading companies such as Whirlpool, Best Buy, and W.R. Gore, this session illustrates how innovation is the only sustainable source of competitive advantage, focusing on how to build organizational capability in innovation and create an environment of entrepreneurism. You will learn how to identify enablers and obstacles to effective innovation in your organization and how to use a systemic approach to dramatically improve your organization’s innovation capability. Learn how to help your organization embrace open innovation, apply a disciplined approach to in-market experimentation, and manage a continuous pipeline of new growth platforms.

**Conference Highlights**

**Connecting Knowledge Management & Discovery: Search 3.0**

9:00 a.m. – 10:00 a.m.

*Peter Morville, President, Semantic Studios, & Author, Ambient Findability*

Search is among our most important and complex challenges. As the choice of first resort for many users and tasks, search is a defining element of the user experience and a critical window into the taxonomies we build. However, it not only influences who we find and what we learn, but search also shapes how we create value and share knowledge. In this fast-paced session, Peter Morville highlights best practices and emerging technologies that transform enterprise social search into a vital tool for collaboration, knowledge management, and discovery.

**Putting It All Together: Project Management & System Design**

3:30 p.m. – 4:30 p.m.

*Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pty Ltd*

IT projects are still locked into design and governance approaches that developed to handle the state of technology in the 1980s. Using insights from complex adaptive systems theory, our popular speaker Dave Snowden provides a framework for a co-evolutionary approach to the subject and looks at a range of pragmatic methods that have the potential to transform the field. These include the use of self-forming teams as a bridge between formal development and open-source, the use of social computing tools in design, and narrative based approaches to requirements capture. Join us for a stimulating close to KMWorld & Intranets 2008.

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Information Today, Inc.

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THURSDAY, SEPTEMBER 25

9:00 a.m. – 10:00 a.m.
CONTINENTAL BREAKFAST in the Foyer Area sponsored by
10:00 a.m. – 10:30 a.m.
KEYNOTE I Connecting Knowledge Management & Discovery I Peter Morville

10:30 a.m. – 11:15 a.m.
Track A
01 KNOWLEDGE SHARING
COFFEE BREAK in the Exhibit Hall sponsored by
11:30 a.m. – 12:15 p.m.
Track B
02 LEARNING & KM
Transferring Knowledge Isn’t Just for Nice People I Trautman
12:15 p.m. – 1:15 p.m.
Track C
03 ENTERPRISE INFORMATION DISCOVERY
VDOT’s Lessons Learned Process I Clark
12:30 p.m. – 2:00 p.m.
Track D
04 INTRANETS: VALUE & USABILITY
Information Discovery Trends I Regli
12:45 p.m. – 1:45 p.m.
ATTENDEE LUNCHEON in the Exhibit Hall

1:15 p.m. – 2:00 p.m.
Track A
05 KNOWLEDGE SHARING
Lessons Learned About Lessons Learned I Beckman & Murray
2:00 p.m. – 2:30 p.m.
COFFEE BREAK in the Foyer Area sponsored by

2:30 p.m. – 3:15 p.m.
Track C
06 ENTERPRISE INFORMATION DISCOVERY
Enterprise System for Innovation Learning & Knowledge I Neo & Singh
3:00 p.m. – 3:45 p.m.
Track D
07 INTRANETS: VALUE & USABILITY
Improving the Path to Info Discovery I Robertson
3:15 p.m. – 4:00 p.m.
Track B
08 LEARNING & KM
How to Measure Web 2.0 Content I Porco

4:30 p.m. – 5:15 p.m.
Closing Session

FRIDAY, SEPTEMBER 26

9:00 a.m. – 4:30 p.m.
SATELLITE INTENSIVE LEARNING EVENTS
Located in the San Jose Marriott–separate registration required. See page 8 for more details.

SharePoint Symposium: Everything You Wanted to Know
Tony Byrne, Founder, CMS Watch

BPM Boot Camp: Understanding & Implementing Business Process Management
Nathaniel Palmer, Robert Shapiro, & Keith Swenson,
Workflow Management Coalition

The Expert’s Newsletter
Now Available Electronically or in Print

The Information Advisor newsletter specializes in reviews and side-by-side comparisons of key information vendors, databases, and business sites.

Anyone who uses data on industries, markets, companies, and new products will appreciate IA’s succinct and practical style. It’s the single BEST source around for keeping in tune and in step with the most prominent new business sites, business blogs, RSS feeds, news alert services, and more.

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If you like it, pay just $185 for 11 more issues (12 issues total) when your bill arrives. That’s a savings of $10 off the basic U.S. subscription price. If you are not pleased with your FREE copy, return the bill marked “Cancel” and you’ll have no further obligation.

Reserve your FREE copy of IA today
Leader’s Framework for Decision Making
9:00 a.m. – 4:30 p.m.
FULL DAY
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd
Mary Boone, President, Boone Associates

This full-day workshop focuses on a new framework, one that helps sort issues into five contexts where patterns emerge from the “unknown unknowns.” The authors of a recent Harvard Business Review on this topic, our speakers outline the framework and train delegates to deploy it in a range of areas for determining a knowledge strategy to running a conflict resolution workshop. The framework has been acknowledged as one of the first practical ways to apply complexity theory (the science of uncertainty) to strategy and decision making. Gain insights and tips as well as proven techniques from your popular experts.

Enterprise Search Technology Intensive
9:00 a.m. – 12:00 p.m.
AM
Theresa Regli, Principal Analyst, CMS Watch

This intensive half-day workshop focuses on the nuts and bolts of how search technology works. After an overview of enterprise search fundamentals, it looks at the enterprise search marketplace and takes a nonbiased look at the current enterprise search solutions available. Looking at strengths and weaknesses, it explores how to tackle specific scenarios, which tools to use specific tools to use, and provides an overview of who’s offering the most cutting-edge features such as social search and collaboration. Finally, it looks at the new administrative interfaces of several search solutions, exploring search management, analytics, and tuning.

Building an Enterprise of the Future
9:00 a.m. – 12:00 p.m.
AM
Art Murray, CEO, Applied Knowledge Sciences, Inc., Chief Fellow, The George Washington University Institute for Knowledge and Innovation, Co-Director, Enterprise of the Future Program

Markets are changing; old business models no longer work. Organizations that want to succeed in the global knowledge economy must transform into an enterprise of the future. In this workshop, you will develop a plan for transformation that will measurably increase the rate at which your organization learns and innovates. It will be aimed at achieving the following objectives: 1) maintaining strategic alignment up, down, and across the entire enterprise; 2) systematically capturing, sharing, and applying your institutional knowledge; 3) creating value, on a sustained basis, by building a “safe proving ground” environment for fast learning and innovation. You will benefit from the results of more than 20 years of university-level research and field work. Particular emphasis is placed on innovation and execution, which are often the most difficult to implement. Best of all, you will be able to measure your organization’s current “clockspeed,” and watch the acceleration happen, as you become more competitive in a complex, fast-changing world.

Developing a Multichannel Content Management Strategy
9:00 a.m. – 12:00 p.m.
AM
Ann Rockley, President, The Rockley Group, Inc.

Organizations are turning to structured content and content component management to reach out to more customers, faster, and with reduced costs. In this multichannel world, customers want to be able to surf the web, get content on their cell phones and PDAs and, yes, even traditional print. And while email is often suspect, it is effective for distribution of content to well-managed lists. Traditionally, marketing content has been handcrafted for each channel, but today’s campaigns require faster turnaround, lower cost, and guaranteed consistent message, no matter what the channel. Organizations need the ability to craft a core message and rapidly dispense it through multiple channels, testing and measuring responses at every stage. Marketing communicators want clean, simple content interfaces and readily models of interaction, co-creation, tagging, user participation, and social exploration. In this advanced workshop, Morville draws upon stories, examples, patterns, case studies, and discussions to explore the future of information architecture and uses best-in-class examples drawn from corporate, ecommerce, startup, education, and government websites; search interfaces; and interactive applications. He explores the concepts, methods, patterns, and tools needed to practice modern information architecture successfully and helps you to learn how to make your website, intranet, or software application more useful, usable, accessible, desirable, credible, and findable.

Information Architecture 3.0
9:00 a.m. – 12:00 p.m.
AM
Peter Morville, President, Semantic Labs

As we venture beyond Web 2.0 and the undisciplined, unbalanced quest for sexy Ajaxian interaction at the expense of usability, findability, and accessibility, how do we reconcile the timeless principles of design and organization with new transmedia models of interaction, co-creation, tagging, user participation, and social exploration? In this advanced workshop, Morville draws upon stories, examples, patterns, case studies, and discussions to explore the future of information architecture and uses best-in-class examples drawn from corporate, ecommerce, startup, education, and government websites; search interfaces; and interactive applications. He explores the concepts, methods, patterns, and tools needed to practice modern information architecture successfully and helps you to learn how to make your website, intranet, or software application more useful, usable, accessible, desirable, credible, and findable.

Auto-Categorization
9:00 a.m. – 12:00 p.m.
AM
Jim Wessely, President, Advanced Document Sciences, Wendi Polhs, CTO, InfoClear Consulting

The ability to automatically categorize textual content is very powerful and highly scalable. But auto-categorization is not well understood and needs to be done right if it is to work well. This workshop helps you determine if auto-categorization is right for your application needs and how to select the correct type of auto-categorizer. It discusses how to automatically organize content into a taxonomy, and what tools and methods you need to work with for different auto-categorizers and application areas. This interactive workshop features breakout sessions to help you develop an auto-categorization strategy for your specific application needs. Attendees will gain an understanding of how auto-categorization works, application areas in which auto-categorization works (or doesn’t), which auto-categorization technology to use for your application, what can be automated and what must be done by humans, what you can and cannot do with metadata, how to identify the resources that will help you auto-categorization project, how to use lexicons and vocabularies, how to use both top-down and bottom-up approaches for opti-
Building a Taxonomy From the Ground Up
9:00 a.m. – 12:00 p.m.
Alice Redmond-Neal, Chief Taxonomist, Access Innovations

The foundation of successful information architecture is a well-built taxonomy. This half-day workshop addresses the basics: identifying concepts and collecting and organizing terms to describe your domain. It reviews the differences between taxonomies, thesauri, and other knowledge organization systems and proceeds through the steps for constructing a taxonomy or full thesaurus to suit your organizational needs, starting with domain analysis, sources for terminology, and organizational strategies. A major focus looks at the relationships between terms, the logic of inheritance and more, with attention to established taxonomy construction standards. Several practical exercises reinforce the concepts presented and provide a solid introduction or skills refresher for other sessions.

Integrating Taxonomy Development Into an Enterprise Context
9:00 a.m. – 12:00 p.m.
Tom Reamy, Chief Knowledge Architect, KAPS Group

An enterprise taxonomy is part of a platform that supports a wide variety of enterprise semantic projects. To develop a truly useful taxonomy requires that the taxonomy is integrated with other platform components such as enterprise content management and search, and is integrated with other semantic structures such as faceted metadata and ontologies. A taxonomy development project needs to deeply understand how users think, all the different ways they access information, and what kinds of business activities a taxonomy needs to support. This workshop looks at how to develop a taxonomy within that broad enterprise context. 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 process 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, including maintenance and governance. The workshop includes a series of hands-on examples exploring how to use vocabulary sources, simple taxonomy construction questions, and how to uncover basic level categories.

Virtual World Safari Showcasing Practical Solutions
9:00 a.m. – 12:00 p.m.
Cindy Gordon, CEO, Helix Commerce International Inc. & Founder, 2BeVirtual (Syndi Lane in SL)
Kathryn Haynes, Project Manager, 2BeVirtual Project (Torikate Beck in SL)

This workshop discusses how virtual worlds can be practically used to interact with customers, employees, suppliers, and more. It provides a guided tour of Second Life (SL), and other virtual world centers so attendees can become more familiar with how these solutions can enable new collaboration and communication possibilities for their organization. Best practices of leading organizations are shared, and a helpful training guide on tips and techniques for using SL is also included.

Enterprise Search 101
1:30 p.m. – 4:30 p.m.
Avi Rappoport, Principal Consultant, Search Tools Consulting

Search engines, big and small, have certain standard elements and processes: The more you understand them, the easier to tune them to solve real information needs. This practical overview provides a big-picture view of how search fits within enterprise and websites and a focused introduction to search technology and user experience. Elements of search covered include robot spiders and other indexes, index contents, query parsing, retrieval, relevance ranking, and design usable search interfaces. Descriptions of common problems and solutions, security issues, languages, new interface elements, important (and unimportant) features, and processes for choosing a search engine or evaluating an existing one make this a good introductory workshop for anyone responsible for enterprise search.

Open Networks for Co-Generating Knowledge
1:30 p.m. – 4:30 p.m.
Victoria G. Axelrod, Axelrod Becker Consulting
Jenny Ambrozek, SageNet, LLC

The real potential of emerging technologies is to connect intelligences in, across, and beyond the organization to inform the business strategy. Innovative initiatives are realized at the grassroots and edge of networks and succeed when supported by the organization. Co-generated strategy is the most powerful. This workshop explores how organizations must adapt to not just take advantage of Enterprise 2.0 but on an ongoing basis as new technologies emerge. It starts with understanding how value is created in organizations through interactions in open networks of relationships, which produce social capital and “network capital value.” Innovative organizations large and small are manifesting a variety of new organizational designs for co-generating knowledge in open networks. Discussions include seven steps to map a network, nine steps for creating value through open networks, new organizational models supported by tools to promote knowledge-sharing and innovation, and real-world examples of positive value creation (e.g., IBM, Qualcomm and Bordeaux Colloquium). Organizational design (open networks) in concert with collaborative technology has the potential to “mobilize minds.” Attend this workshop for tools and strategies to build an organization based on fluid knowledge-sharing.

Increased Innovation Flows Through Collaborative Innovation Architecture
1:30 p.m. – 4:30 p.m.
Richard Marrs, The Warren Company

Facilitating the creation and flow of present and future knowledge in support of innovation is key for most organizations. KM managers and practitioners are in unique positions to facilitate this knowledge creation and flow—when they have the right perspective, tools and techniques. Using collaborative innovation architecture, this workshop explores the innovation process; maps tools and techniques between innovation and KM; and creates templates, checklists, and models. Using real-world examples and those from the participants, the workshop group works through selected critical components of the architecture, providing real and immediate applications for their organizations.

Improving the Design of Search
1:30 p.m. – 4:30 p.m.
James Robertson, Managing Director, Step Two Designs

Poor search is one of the greatest sources of user frustration with websites and intranets. Worse yet, the inadequacies of search may be consigning these sites as a whole to failure. If users can’t find information when they need it, will they even come to the site? Organizations are now recognizing that search is a critical business tool on their intranet as well as their websites. More than just a way to find documents or pages, search can directly support users completing their common tasks. Fundamentally, however, this is not a technology problem. Modern search engines have more than enough functionality to deliver a workable search solution. The current issues with search, however, stem from simply using the out-of-the-box installation. In practice, there is a key piece of design that must be done to create effective user interfaces, as well as to tune the search engine behind the scenes. At the most basic level, this may only involve 2–3 days of work, although beyond that there are many more advanced approaches that can be considered. This workshop explores in-depth how to improve the design and effectiveness of search, providing best (and worst) practice examples throughout. Key information architecture principles are explored, including how “information scent” can be used to guide the design of search results pages.

Enterprise Social Software Tools
1:30 p.m. – 4:30 p.m.
Christian Gray, Senior Account Executive, Safari Books Online, LLC
Mike Reid, VP, Sales & Business Development, Cognition Technologies, Inc.
William S. Hayes, Director of Library & Literature Informatics, Biogen Idec
Craig A. Honick, President & Managing Associate, Step Two Designs

This workshop focuses on three areas supporting the business-based approach to developing enterprise social softwares. The workshop is designed for folks who are familiar with ESS (wikis, blogs, RSS, social networks, etc) and are looking to start their first trial or pilot program. It reviews the software vendors, licensing models, business applications, and making the business case and then discusses deployment and marketing of your ESS project. Using concrete examples and case studies, it illustrates the use and adoption of ESS tools.
Measuring Taxonomy Success
1:30 p.m. – 4:30 p.m.
Carol Hert, Professional Services, Schemalogic
Wendi Pohs, CTO, InfoClear Consulting
Now you’ve got your taxonomies up and running, how can their success be measured? Given the cost of developing and implementing taxonomies, it is critical that a taxonomy manager be prepared to demonstrate goals are being met and value is being added to processes. If not, managers need to have a starting point for understanding modifications that might be made to improve performance. Assessment metrics are key to this process. This workshop provides a general framework for the development of metrics and discusses several case studies and useful metrics. Discussion includes: the business case for taxonomy success metrics, ROI perspectives on taxonomic success, impacts of poor taxonomy such as poor customer experience, resources spent tagging items when tags aren’t useful, evaluation processes, taxonomies in the context of the systems and tools they support, e.g., auto-categorization, content management, search and evaluation. The workshop focuses on building metrics to address evaluative strategies and generating metrics using case studies to illustrate how to do this.

Personal Knowledge Management & Productivity
1:30 p.m. – 4:30 p.m.
Paul Heisig, The Walt Disney Company
Eric Mack, eProductivity Specialist, ICA.COM
This workshop illustrates how personal knowledge management (PKM) can make a lasting impact on the enterprise. Workshop leaders take a look at how productive knowledge work evolves from individuals, teams, and organic communities to ultimately impact the entire organization. It offers an overview of potential entry points for the individual knowledge worker and explores the top challenges that companies and those individual employees face, including the variety of collaboration vehicles offered in the marketplace. Discussion and categorization of the emerging collaboration technologies includes how to apply them to the individual user to fit into the larger enterprise road map. The workshop discusses key success factors and lessons learned; insights from past industry project implementations; and takes a fresh look at the successful habits, tools, methodologies, strategies, and techniques of knowledge work in a Web and Enterprise 2.0 world.

Taxonomy and Metadata Standards Governance
1:30 p.m. – 4:30 p.m.
Seth Earley, President, Earley & Associates
How do you manage taxonomy and metadata implementation across 20-plus business units, five geographies, and 20 projects? What are the factors that need to be considered when deploying standards that affect taxonomy application and operationalization? Learn how these and other challenges were addressed in a global governance deployment for a large, diverse publishing organization. Topics include developing a governance framework, governance dimensions and factors, roles and responsibilities, specific charters and templates, and developing an action plan with accountabilities. This is a detailed session covering both strategic and tactical deployment issues.

Best Practices in Intranet Management
1:30 p.m. – 4:30 p.m.
Martin White, Managing Director, Intranet Focus Ltd
Howard McQueen, Principal, McQueen Consulting, Inc.
This highly interactive facilitated workshop brings together the experience of both the presenter and attendees in the development of best practice in intranet management, including business case development, supporting content contributors, managing the evolution of intranet features, conducting user surveys, and implementing Enterprise 2.0 applications.

SharePoint & KM
1:30 p.m. – 4:30 p.m.
Jose Claudio Terra, CEO, Carlos Franco, & Cindy Gordon, CEO North American, TerraForum Consulting
SharePoint is being adopted everywhere as a key enabler of KM and collaboration solutions. This workshop shares tested lessons on how to introduce SharePoint as a tool for extended project teams, communities of practice, content management, ecommerce, external sites, intranets, and Web 2.0 applications (blogs, wikis, etc.). A number of global cases are presented with emphasis on governance, policies and rules, taxonomy, information architecture, and change management issues. Interactive discussions and knowledge-sharing among the participants make up a core part of the workshop.

SharePoint Symposium: Everything You Wanted to Know
9:00 a.m. – 4:30 p.m.
Tony Byrne, Founder, CMS Watch
This full-day intensive and interactive workshop by an experienced industry analyst does not assume that you should, or should not, use SharePoint. It begins with a critical evaluation detailing SharePoint’s strengths and weaknesses culled from customer experiences and hands-on testing. Through presentations and discussion, the workshop helps you figure out how, where, when, and why to use SharePoint and reviews how well SharePoint “fits” into different types and sizes of enterprises with different business objectives. In addition to tips, techniques, strategies, and multiple case studies and real-world examples, the workshop offers candid, independent advice for both business and technology leaders.

BPM Boot Camp: Understanding & Implementing Business Process Management
9:00 a.m. – 4:30 p.m.
Nathaniel Palmer, Executive Director, Workflow Management Coalition
Robert Shapiro, Vice President, Global 380, and XPDL Working Group Chair, Workflow Management Coalition
Keith Swenson, Vice President R&D and Technical Committee Chair, Workflow Management Coalition
Presented by the key architects and technical leadership team of the Workflow Management Coalition (WMC), this intensive and interactive full-day workshop addresses Business Process Management (BPM) from modeling to implementation. Participants will gain an understanding of BPM, as well as the relevant industry standards including WI-XML, XPDL, BPMN, and BPEL. The course is designed both for those new to BPM as well as experienced practitioners looking to know more about the leading BPM standards and their effect on software design and implementation. Key areas of focus include the role of BPM in enterprise architecture, how to successfully leverage analytics and data mining within BPM implementations, how to enable round-trip modeling in process management and automation, and key strategies for risk management in BPM projects.

Who Should Attend:
• Process architects evaluating or already engaged in BPM
• Application architects looking to leverage the work of the collective business process standards community
• Consultants and integrators seeking strategies for risk management and competitive advantage
• Any professional looking to explore or begin a business process management initiative

Check on program updates at www.kmworld-intranets.com and participate in the KMWorld & Intranets conference wiki at www.kmi08.pbwiki.com

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Enlisting Executive Support — particularly if you’re starting from nothing — deserves attention, analysis, and a plan of attack. That means legwork, understanding your value proposition, and mastering the basics of selling and publicity inside a corporate environment. In this session, Land reviews six principles dealing with enlisting executive support that will take you from start to finish. She shares real-life advice from multiple Fortune 500 executives about what works for them when they are approached for support including how to approach executives, how enlisting support is influenced by your relationship with an executive sponsor, why alignment matters, how to expand communication and generate publicity to support the enlistment process, and the importance of the story you tell.

Luncheon Keynote In Exhibit Hall 2 sponsored by Google
12:15 p.m. – 1:15 p.m.

KM 2.0: From Content & Collection to Context & Connection

1:15 p.m. – 2:00 p.m.
Dave Pollard, VP Knowledge Dev., Canadian Institute of Chartered Accountants
Through a series of stories, Pollard describes five emerging trends in the evolution of KM and paints a picture of what KM is morphing into: Content sharing is moving from just-in-case central repositories to just-in-time canvassing of networks and experts; so-called “best practices” are yielding to context-rich stories and visualizations; generation Millennium is abandoning email and groupware in favor of simple, real-time messaging and collaboration tools; and websites and other “top-down” information publications are losing ground to interactive, multimedia, peer-to-peer social networking.

People Drive Web 2.0: Participation Reconsidered

2:15 p.m. – 3:00 p.m.
Peter Andrews, Innovation Strategist & Senior Consulting Faculty Member, IBM Executive Business Institute
The web and the worker have coevolved to respond to a new environment where individuals need to take their careers into their own hands. The need for visibility, opportunity, reputation, and current information has created functionality that serves a more intense level of participation. Catch a glimpse of the future with our entertaining and knowledgeable speaker.

Where in the World Is KM Going?

3:15 p.m. – 4:00 p.m.
Terrie Rollins, CKO, Federal Systems, Unisys
Dave Pollard, VP Knowledge Dev., Canadian Institute of Chartered Accountants
Tom Reamy, Chief Knowledge Architect, KAPS Group
Our panel of experts and practitioners uses their experience and knowledge to debate and predict where KM fits with organizational business strategy, marketplace economics, and as an enterprise discipline. Lots of opinions, insights, and projections are shared. Join us for an interesting conversation.

Virtual Worlds & Next-Generation Social Net Experiences

4:15 p.m. – 5:00 p.m.
Cindy Gordon, CEO, 2BeVirtual
This session shares over two years of global research on virtual worlds and leading brand experiences to be released shortly in Gordon’s latest book, 2BeVirtual or NOT!. She provides case study examples of how virtual worlds (VWs) can be used both internally and externally to create unique customer or employee engagement experiences. She also highlights the importance of virtual worlds and social net models to KM practitioners for integrating these rich media and community approaches into the workplace. Gain insights and the confidence that the time is right to enter virtual worlds as the web is rapidly going 3D & virtual. Check out the private tour of 2BeVirtual Island where you will be teleported to further learn about how VW’s will change real lives.
This stream of sessions looks at KM in the business context and includes discussions of delivering an organization-wide KM strategy, measurement strategies and processes, project management, and using Enterprise 2.0 technologies. Moderated by Tim DeWolf, Federal Reserve Bank of San Francisco.

Delivering an Organization-Wide KM Strategy
11:15 a.m. – 12:00 p.m.
Moira Fraser, New Zealand Parliamentary Services, & Grant Margison, Information Leadership Consulting

A major challenge in delivering an organization-wide knowledge strategy is providing a seamless client experience across the major knowledge applications (internet, intranet, document management system, email, etc.). This is compounded by people’s different ways of working, searching and learning, which excludes a ‘one size fits all’ approach. This session provides the views of a practitioner and a consultant on the challenges faced by organizations in areas such as governance, navigation, taxonomy, findability and information flows when working with a variety of different applications that collectively are an organization’s knowledge repositories. It illustrates with examples from the Parliament of New Zealand and other organizations.

Impact & ROI of Knowledge Sharing: Measurement Strategies & Processes
1:15 p.m. – 2:00 p.m.
Steve Kaukonen, Senior Manager, Accenture

Measuring and understanding the impact that knowledge sharing is having on an organization can be complex and time consuming. Using a case study from Accenture, this session will take a look at KM measurement model approach and the impact that knowledge sharing has on its organization. It illustrates how to build and implement a framework for measuring the impact of KM initiatives, including calculation of ROI (return on investment). The Accenture study was recognized as the “2007 Best Impact Study” by the ROI Institute.

Luncheon Keynote
12:15 p.m. – 1:15 p.m.
In Exhibit Hall 2

Real-World KM: Project Management & Driving Adoption
2:15 p.m. – 3:00 p.m.
Christina Goodness, Department of Peacekeeping, United Nations

The first case study follows the Department of Peacekeeping Operations at the United Nations, which implemented sharing tools and an intranet within the context of a larger reform effort. Linking the larger business regeneration directly with the Enterprise 2.0 tools offered several lessons learned for other large complex, geographically dispersed organizations. The second case study illustrates how user feedback was solicited at Adobe to provide input on a company-wide research portal. Through online surveys and user testing studies, surprising behaviors were discovered and the site adjusted to better meet user needs and to encourage information sharing.

Business Processes: Techniques & Practices
3:15 p.m. – 4:00 p.m.
Yair Dembinsky, Partner, BYON IT Solutions
Prasanna Lal Das, Senior Program Officer, Finance Complex, The World Bank

Understanding the existing culture, processes, technology and content allows us to build the solutions that embed KM solutions into the daily workflow, and make it part of an individual’s toolkit. To do so means finding ways to introduce the solutions into the existing processes, changing the processes only when existing processes are counter-productive for the organization. Examples include: a best practice system supporting HR personnel in the Israeli Electrical company, a workflow system supporting a department of the Israeli police, a knowledge service supporting project management for the Israeli Roads Authority, and more. Lal Das discusses how authors at the World Bank publish straight from Word documents to the intranet and rely on a document management environment that allows business units to control access to documents, use workflow rules to manage quality, and standardize file storage. Hear how the World Bank content management tool streamlines and standardizes the authoring process, allows for instantaneous publishing directly from source documents, and provides a dynamic dissemination environment for staff to use for multiple purposes.

KM 2.0 in Action
4:15 p.m. – 5:00 p.m.
Oz Benamram & Ayelette Robinson, Morrison & Foerster LLP

Collaboration and search and portals, oh my! The KM landscape is changing at an ever-increasing pace as new knowledge management tools flood the market. Separating the wheat from the chaff can be daunting at best, but there are some principles to help guide the selection and implementation process for bringing the right tools to your organization. See how the global law firm of Morrison & Foerster LLP implemented a number of KM 2.0 resources to support the firm’s business objectives and improve its business processes, and learn how to assess what tools are right for your enterprise, win the hearts of key stakeholders, and integrate systems into existing cultures and behaviors for maximum adoption.

Content Technologies
10:15 a.m. – 11:00 a.m.
Tony Byrne, Founder, CMS Watch

This overview of the content technology market by an experienced industry watcher emphasizes what the “big boys” (Oracle, Open Text, IBM, etc.) are offering in terms of KM and ECM. How have these huge vendors evolved to plan a holistic approach to ECM, who are the challengers in the market, and how is the current environment effecting buyers?

ECM From the Trenches
11:15 a.m. – 12:00 p.m.
Gale Langseth, Intranet Manager, Corporate Marketing, SimCorpor
Louis Tong, Web Marketing, Halliburton Company

This session looks at case studies from the ECM trenches. Practitioners discuss one intranet, one ECM and one WCM implementation and describe their approaches, what has been successful and what hasn’t, and lessons learned. They compare and contrast the approaches and discuss how different aspects of ECM require different tools and strategies.

Luncheon Keynote
12:15 p.m. – 1:15 p.m.
In Exhibit Hall 2
Usability of ECM Tools: The First Step to Adoption
1:15 p.m. – 2:00 p.m.
Evon Gerber, Experience Design, Molecular

This session looks at the usability of ECM tools, how to do usability testing, and ensuring rapid adoption of the tools. Using real-world examples and case studies, our speaker illustrates best practices in ECM tool usability and provides tips to take back to your organization.

When ECM & Search Collide
2:15 p.m. – 3:00 p.m.
Theresa Regli, Principal, CMS Watch

Our experienced industry watcher focuses on the answers to the following questions: How do the major ECM tools do with findability? Will the old folder/hunt-and-peck paradigm ever die? How are ECM vendors using the best search technologies, and where are they falling short? How and where do ECM and search technologies integrate? Theresa will show which tools fit different scenarios, with real-world examples.

Managing the Message Mountain
3:15 p.m. – 4:00 p.m.
Tony Byrne, Founder, CMS Watch

Email management, a big ECM topic these days, is a growing challenge for everyone, is spoken of frequently but little understood. This session provides an overview of the nuts and bolts of email management and e-discovery, the best practice approaches for managing email, and a look at the current vendor offerings for managing email.

The Future of ECM: Where Are We Headed?
4:15 p.m. – 5:00 p.m.
Jim Murphy, AMR Research
Craig St. Clair, TKG Consulting
Janus Boye, Boye IT

This session features experienced analyst and consultant perspectives on content management and where it’s headed. It explores the specific ECM needs that are growing within enterprises and where is well (if at all) the technology currently fits those needs. What will the industry look like, 3, 5, even 10 years from now? Our expert panel seeks to answer those questions.

INTRANET & PORTAL STRATEGIES
Track D

There are many strategies and technical options for designing, implementing, enhancing, and growing an intranet. Our speakers share their secrets, practical strategies, successes, and learnings for building a winning intranet or portal.

Moderated by Howard McQueen, McQueen Consulting

Innovative Intranets for 2008
10:15 a.m. – 11:00 a.m.
James Robertson, Stop Two Designs

The winners of the 2008 Intranet Innovation Awards will be announced shortly before the conference, and this talk shares highlights from the winning sites. Last year’s winners included Fiat (Italy), Environment Agency (UK), Perkins Eastman (USA), Nyncom (Switzerland/Denmark), SunGard AvantGard (USA/New Zealand), QBE (Australia), and City of Casey (Australia). Winning entries helped turn around the fortunes of a whole company, improved the corporate staff directory, supported knowledge sharing, and helped reduce insurance fraud. This year’s winners will demonstrate more ways of innovating the design and delivery of intranets and will be of interest to all intranet teams.

Portals for Knowledge Sharing
11:15 a.m. – 12:00 p.m.
Janus Boye, Boye IT

This session looks at the current state of portals and the latest trends. Using real-world examples it illustrates successful (and not so successful) portals. It discusses how portal technologies are standing up to SharePoint, and looks at the future of portal technology.

Luncheon Keynote I In Exhibit Hall 2 sponsored by Google
12:15 p.m. – 1:15 p.m.

HSBC Intranet & Portal Success
1:15 p.m. – 2:00 p.m.
Juliana Marques, Senior Manager, HSBC Brazil
Jose Claudio Terra & Paolo R. Florianio, TerraFornum

Hear about this successful implementation of a prize-winning intranet and portal for 30,000 people. The project leader and her consultants discuss governance and C-level involvement in the large-scale project, driving business through better intranet management, setting the vision and dealing with major change management, taxonomy and content management, the use of wikis for the production of content within a bank, and the roll-out of collaboration tools in a financial institution. Gain insights, tips, and techniques to use in your organization.

A Framework for an Intranet Strategy
2:15 p.m. – 3:00 p.m.
Martin White, Managing Director, Intranet Focus Ltd

This session sets out a framework for an intranet strategy that organizations can adapt to their own requirements. The frame is based on a wide range of strategy documents that the speaker has developed for clients around the world. Among the issues addressed are information quality, governance structures, staff resources, and risk management.

Leveraging Enterprise 2.0 Technologies
3:15 p.m. – 4:00 p.m.
Kevin McLoughlin, Senior Manager, Knowledge Office, Alliance Data LoyaltyOne
Martin Amm, CEO, admin TECHNOLOGIES

With more than 9,000 associates at 60 locations worldwide, Alliance Data manages more than 120 million consumer relationships. The LoyaltyOne division realized that its most competitive asset was the knowledge it had gained in managing loyalty programs and applying advanced analytics to the business of hundreds of top-tier brands in coalition and proprietary loyalty programs in North America. As the expectations for innovation, knowledge sharing, and training were accelerated, they created The Knowledge Office to set the pace and the agenda by finding information to speed the pace of innovation, simplifying how they found each other and work together, retaining and sharing knowledge, and building communities across organizational silos. It introduced a change management effort, Enterprise 2.0 technologies, and a state-of-the-art knowledge solution that gave every associate the ability to publish content to a “folderless” environment. This case study shares the case made to senior management and lessons learned in building the knowledge asset at LoyaltyOne.

Secrets of Successful Portal Implementations
4:15 p.m. – 5:00 p.m.
Susan Hanley, Susan Hanley LLC, & co-author, Essential SharePoint 2007: Delivering High-Impact Collaboration

Portals provide a convenient and often personalized way for your entire organization to find the information and tools each individual needs to be more productive. Practical experience indicates that technology has only a small impact on the success of portal solutions; organizational and political (process and people) strategies have a much greater impact and as a result, a comprehensive portal strategy is vital for success. Join our portal expert for an entertaining and informative discussion about how to define optimal, workable collaboration strategies, build portal and collaboration solutions people want to use, create a framework for measuring the value of your portal investment, and achieve a balance between culture, process, and technology to successfully implement your portal or collaboration solution.

Exhibit Hall Grand Opening Reception sponsored by Autonomy
5:00 p.m. – 7:00 p.m.

Join your friends and colleagues on Tuesday, September 23 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.

(800) 300-9868 • www.kmworld-intranets.com
Driving Enterprise Innovation & Achievement: User-Focused Tools & Practices

WEDNESDAY, SEPTEMBER 24

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

INNOVATION Track A

This stream of sessions looks at tools and techniques for accelerating decisions, innovations, and knowledge discovery in a number of organizations. 

Moderated by Richard Hulser, Hulser Consulting

Connecting Knowledge, Learning, & Innovation to Improve Business Performance

10:30 a.m. – 11:15 a.m.

Janine M. Valvoda, Chief Culture Officer, & Tracy Conn, Supervision Support Services Officer, Federal Reserve Bank of Cleveland

Implementing KM into organizations has been going on for years. But, once your KM program is established, how do you take it to the next level? This session explores the synergies between knowledge sharing, learning and innovation and the benefits of incorporating them into everyday work processes. A closer look reveals that many KM projects are closely related to the learning functions, and vice versa. The benefits are numerous once the relationship is identified and efforts are initiated to integrate these functions as much as possible. Learn how the Federal Reserve Bank is using this new integrated approach to increase knowledge sharing, accelerate the learning curve, and spark innovation through new ideas and projects. Listen to the stories on experiences, lessons learned and challenges of this unique approach.

Exploiting Problems for Innovation & Renewal

11:30 a.m. – 12:15 p.m.

Alex Lowy, Author, No Problem

The best organizations, leaders, and technical experts are capable of tapping “negative” challenges for hidden benefits. This is nontrivial when trying to understand why some consistently outperform others, and how laggards need to change to compete more effectively. Drawing on ideas from his book, our organizational performance expert shares a novel and powerful set of methods for diagnosing and reacting to challenging situations. Take an ounce of clarity, two pinches of integrity and a fist-full of courage. Add these to the “no problem” way of thinking, and you’re there!

Attendee Luncheon in the Exhibit Hall sponsored by
12:15 p.m. – 1:30 p.m.

Using Social Media to Influence Innovation

1:30 p.m. – 2:30 p.m.

Martha H. Brown, Portal Program Manager, & Reynolds Van Parker, Web Specialist, Duke Energy Corporation

Les Nelson & Peter Pirolli, Researchers, Palo Alto Research Center, Inc.

Ideas that lead to a greener world are lurking in the minds of employees everywhere, but nowhere are these ideas more vital than within the energy industry. Brown shares the lessons Duke Energy is learning about using social media to lead to a cultural change that supports innovation and opens communication. The second presentation shares the results of a study on how people use Web 2.0 collaboration tools in reading, sharing, and finding relevant information. Highlights include new insights in how to increase participation and reduce noise in Enterprise Web 2.0 systems used in knowledge work, including a social reading and bookmarking system, a selective content sharing system, and an enterprise social search engine that analyzes user-generated document tags.

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

Innovative Solutions & KM Practices

3:00 p.m. – 3:45 p.m.

Timothy Young, CEO, Socialcast

Celeste Merryman, Knowledge Management Leader, Computer Sciences Corp., NASA Jet Propulsion Laboratory

As Gen Y employees begin integrating with Baby Boomers in the workplace, innovation in knowledge management and knowledge transfer is critical. New Web 2.0 tools exist to bridge both generational and geographical divides. But do they work? This session will study the NASA’sphere enterprise social networking pilot conducted jointly by NASA’s Jet Propulsion Laboratory and Socialcast. Learn how NASA leveraged an internal social network to promote innovation, collaboration, and knowledge transfer amongst their knowledge workers.

Live Web Event

Join Attivio for this special event and learn how your company can implement the next generation of information access. Wednesday afternoon at 12:30 p.m. in Meeting Room D.

Building an Innovation Capability & Culture: A Blueprint

Peter Skarzynski, CEO, Strategos, & Author, Innovation to the Core — A Blueprint for Transforming the Way Your Company Innovates

Leading companies are creating and deploying an innovation capability to outperform industry rivals. Through case examples of leading companies such as Whirlpool, Best Buy, and W.R. Gore, this session illustrates how innovation is the only sustainable source of competitive advantage, focusing on how to build organizational capability in innovation and create an environment of entrepreneurship. You will learn how to identify enablers and obstacles to effective innovation in your organization and how to use a systemic approach to dramatically improve your organization’s innovation capability. Learn how to help your organization embrace open innovation, apply a disciplined approach to in-market experimentation, and manage a continuous pipeline of new growth platforms. Take away an action checklist that identifies and addresses the most critical steps for executing successful strategies involving anytime, anywhere collaboration among multiple parties throughout the world. Innovate at scale.

Exploiting Problems for Innovation & Renewal

Alex Lowy, Author, No Problem

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Live Web Event

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Integration Strategies
4:00 p.m. – 5:00 p.m.

Hubert Saint-Onge, SaintOnge Alliance, & Co-Author of the forthcoming book, Beyond the Deal: A Revolutionary Framework for Successful Mergers & Acquisitions that Achieve Breakthrough Performance Gains

Integration capabilities are critical with new acquisitions but are just as important when any organizational change is undertaken. These capabilities required for successful integration are also required to grow the organization organically. Our popular and experienced speaker shares a framework for your integration playbook, case studies, insights, and tips for ensuring your organization is equipped as well as it should with knowledge sharing, strategy making and communication.

Google Gadgets, Gears, and Glue
10:30 a.m. – 11:15 a.m.

Stephen Arnold, Arnold IT & Author, Google Version 2.0

KMWorld columnist and independent consultant, Stephen Arnold, discusses Google’s tools for extending and building on the Google infrastructure. Google’s approach offers developers considerable freedom; however, Google’s technical approach imposes some constraints. Come hear from an expert about Google Gadgets, Gears, and Glue, as well as some upsides and downsides in an expanding market.

Simplifying the Workplace
11:30 a.m. – 12:15 p.m.

Steve Allen, CEO, iDatix
John Gonska, LinCare

By empowering end users to easily find and manage mission-critical information, organizational productivity and responsiveness can increase without additional staffing costs. Hear how one organization successfully improved information flows.

Attendee Luncheon in the Exhibit Hall sponsored by onesta
12:15 p.m. – 1:30 p.m.

KM in Action: Transformation & Capacity
1:30 p.m. – 2:30 p.m.

Rishma Nathoo, Manager, KM Services, Canada Health Infoway
Priyadarshini Banati, Accenture

Speakers emphasize the lessons learned by different organizations and share strategies transferable to your organization. Nathoo talks about the federally funded ($1.6 billion) initiative with a mandate to accelerate the adoption of electronic health records across Canada that is being accomplished by investing in provincial and territorial health information systems. She discusses the focus on stakeholder-driven knowledge priorities, how Infoway’s knowledge approach is having an impact, and real-life examples of how better use of knowledge is transforming the implementation of electronic health systems. [took out a sentence here] Banati discusses Accenture’s network-based approach to collaboration using Enterprise 2.0 technologies to facilitate virtual relationship building to continuously engage a large network on one hand and reduce “noise” for focused activities on the other.

Coffee Break in the Exhibit Hall sponsored by Autonomy
2:30 p.m. – 3:00 p.m.

Whither Documents: Putting Hypertext to Work on the KM 2.0 Path
3:00 p.m. – 3:45 p.m.

Jordan Frank, Traction Software

With the movement of communication and content generation from documents and email to hypertext, Enterprise 2.0 has the promise to deliver on the benefits that CMS systems have touted, but failed to produce: effective search and content reuse. The integration of blogs, wikis, social tagging, search, and the permission filtering necessary for enterprise collaboration come together to make your business work like the web. Practical examples and Enterprise 2.0 case study vignettes will explain how real companies are experiencing real results today.

New KM Environment: From CoLLection To CoNNection
4:00 p.m. – 5:00 p.m.

Yves Noble, KM Head, Capgemini

This case study illustrates how Cagpemini - global IT service provider with more than 80000 employees in 30 countries - is going from a legacy, document based KM system to a much more interactive and people oriented system. After an in-depth analysis of end-user needs, a full open source solution is being implemented, taking advantage of Web 2.0 concepts. This new KM environment is a radical departure from the legacy KM system, focusing more on connecting people together to share knowledge rather than collecting documents, although the platform offers means of storing and retrieving documents. The new environment relies on a decentralised, adaptive model, which allows for distribution of the management and control activities to individuals, thus avoiding the need for a heavy central KM function. Cagpemini is now confident that barriers to knowledge sharing have been removed and that people can get involved without significant training.

Aligning the Networked Enterprise
10:30 a.m. – 11:15 a.m.

Gordon Vala-Webb, National Director, KM, PricewaterhouseCoopers LLP

Our speaker looks at the networked enterprise to drive and ensure business value by linking to the hearts and minds of knowledge workers. Since KM 2.0 boils down to networking, he discusses finding people across the hierarchy, leveraging relationships and building trust, and social computing (shared searches, RSS, wikis, blogs). He illustrates how to align the tools and practices by using many examples.

The Emerging Enterprise 2.0 Workplace: Cultural Markers, Competencies, & Core Change Challenges
11:30 a.m. – 12:15 p.m.

Jon Husband, Wirearchy Work Design Associates & Author, Making Knowledge Work—the Arrival of Web 2.0

This session addresses the oft-noted observation that one of the key obstacles to the effective implementation and use of social computing and Web 2.0 tools and services in the knowledge workplace is the many challenges posed by existing organizational cultures. It draws on management practice, organizational development and learning, competency analysis, and organizational change theory and practice. Examples of both successful and unsuccessful social computing and Enterprise 2.0 initiatives are featured, and a road map to help KM executives, managers, and coaches develop more fruitful implementations is presented.

Attendee Luncheon in the Exhibit Hall sponsored by onesta
12:15 p.m. – 1:30 p.m.

From Networking to Net Work
1:30 p.m. – 2:30 p.m.

Patti Anklam, Author, Net Work: A Practical Guide to Networks at Work and in the World

Anklam translates her insights from working in and with networks and communities into a guide for creating and sustaining networks. She discusses the Net Work framework, which includes a taxonomy for describing networks in terms of pur-
pose, structure, style, and value; a toolkit for designing, examining, and leading networks through change; and the imperatives for leaders to shift to network thinking. Key topics include the network “lens” offering insights into working with communities of all types, building successful networks by paying attention to design facets, showing how simple diagnostic tools can help networks get unstuck, and more.

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

The Mobile Enterprise
3:00 p.m. – 3:45 p.m.
Evan Gerber, Experience Design, Moleular

As the internet makes its way onto mobile devices, businesses encounter many emerging technologies, nascent standards, and usability challenges, compounded by the challenge of higher expectations from a more sophisticated audience. This session provides a mobile cookbook for how to craft an engaging and memorable user experiences on hand-held devices. Based on a recent research project that sought to explore, analyze, and understand how users are interacting with the mobile web, this session discusses how to connect with users through mobile web sites and create exceptional experiences that are both functional and captivating. Gerber shares research findings and talks about user expectations from their applications, identifies common usability mistakes, recognizes emerging design patterns in the mobile internet, and discusses the impact for companies seeking to promote their brand on the mobile web. Our usability expert provides insight on what these learnings mean for the future of the mobile web and how you can apply it to your business. He covers the common weaknesses of the mobile interface and how to avoid them, best practices for creating an engaging and memorable interface on hand-held devices, critical differences between the mobile web and traditional web experiences, common problems inherent in current mobile design, patterns in information design, and more.

The New Workplace or Workspace?
4:00 p.m. – 5:00 p.m.
Ed Boring, Defense Language Institute, Foreign Language Center, U.S. Army
Ng Kok Chuan, Deputy Director, Knowledge Manager, Defence Science & Technology Agency, Singapore Defence

New technologies and traditional organizations are finding many challenges in creating an effective workplace and workspace. Boring shares the experiences and learning of introducing 21st century technology to a solidly conventional campus that has multiple complicating cultural layers in its organizational structure: military (all branches of the service), academic, multinational, generational, political, and more. Chuan discusses the KM initiative at Defence Science & Technology Agency (DSTA), which has evolved and developed an integrated workplace for efficient information management; effective collaboration; and an expanded network for connecting, learning and sharing. Both speakers touch on the impact of their organization’s corporate culture, communication strategies, technology-adoption curves, business processes, and the tech transformation.

SharePoint as a Collaboration Tool: An Independent Evaluation
11:30 a.m. – 12:15 p.m.
Michael Sampson, The Michael Sampson Company Limited

Much of our collaborative activities are carried out within email. Microsoft has introduced SharePoint as a way of moving some of this collaboration activity out of email and into a platform that is designed to support collaboration. But can SharePoint really support collaboration in a way that makes the work practices of individuals and teams easier? Our speaker tests Microsoft’s claims about the use of SharePoint for collaboration, and evaluates where and how SharePoint is best suited, given its strengths and weaknesses.

Attendee Luncheon in the Exhibit Hall sponsored by
12:15 p.m. – 1:30 p.m.

Enterprise Social Software:
Market Research Trends & Tales
1:30 p.m. – 2:30 p.m.
Christian Gray, Senior Account Executive, Safari Books Online LLC
Mike Reid, Vice President, Sales & Business Development, Cognition Technologies, Inc.

The session provides highlights from Web 2.0 and Enterprise Social Software (ESS) market research, discusses trends, and shares stories of how ESS is being successfully used within a number of organizations.

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

Extending SharePoint Search & Collaboration
3:00 p.m. – 3:45 p.m.
Nicole Eagan, Chief Marketing Officer, Autonomy Corporation

While SharePoint’s immense collaboration capabilities deliver significant value to users, it can be extended to increase its search and collaboration capabilities. Find out how connections between users can be made automatically through expertise location and implicit profiling. Extend search to include conceptual search and multimedia types including voice and video.

Social Networks & Intranets
4:00 p.m. – 5:00 p.m.
Samir Raiyani, CEO & Ed Rozenberg, CTO, Dolcera
Josh Yuster, CEO, Branchit Corporation

Intranets are the back end of many successful companies all over the world. As social networks become more and more important, they target almost any user and company using the web. Our panel of vendors shares what they have learned from working in hundreds of different workplaces and provides tips, techniques, and insights for integrating social networks, wikis and blogs with existing company intranets and evolving seamless strategies for communication and marketing relations.

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

Join your colleagues in the Foyer 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.

Topic areas include: Social Media Tools & KM, Taxonomies & Tagging, Intranets & Portals, Enterprise Search, Content Management, and The People Side of KM.

A cash bar will be available. Open to all conference attendees.
### THURSDAY, SEPTEMBER 25

<table>
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<th>Time</th>
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<td>10:30 a.m. –</td>
<td>KNOWLEDGE SHARING</td>
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| 11:15 a.m.      | Transferring Knowledge Isn’t Just for Nice People  
                    • Steve Trautman, PeerMentoring.com, & Author, Teach What You Know: 
                      A Practical Leader’s Guide to Knowledge Transfer  
                    • Darcy Lemons, Project Manager, Customer Solutions, & Gerry Swift, 
                      APOC  
                    Organizations that want to keep their Gen Y/Millennial new-hires on 
                    board more than a year and maintain some of the knowledge of 
                    their retiring workers after they are gone had better be able to 
                    rely on more than just their friendliest employees when it comes 
                    to teaching on the job. Find out what it takes to systematically 
                    and measurably move skills from the experienced to the inexperienced. 
                    List out all of the barriers to knowledge transfer and then knock 
                    them off one by one. Build a bridge that encourages mentoring 
                    between peers — even if they’re busy, grumpy, and have the 
                    communication skills of a toad.  
| 11:30 a.m. –    | LEARNING & KM                                                            |
| 12:15 p.m.      | VDOT’s Lessons Learned Process  
                    • Darcy Lemons, APOC  
                    Internal systems.  He uses examples of peer to peer sharing into the 
                    “flow” with touchpoints in mobile devices like the iPhone. He discusses 
                    how knowledge managers need to harness the flow and make knowledge 
                    sharing easier, more open and more productive within organizations.  
                    Henshall also looks at the usefulness of mashups between short 
                    message formats like Twitter, GPS - Location and next generation 
                    mobile devices like the iPhone. He discusses how knowledge 
                    managers need to rethink the mobile devices, where data is connected 
                    and new self organizing systems. He uses examples of peer to peer 
                    sharing into the “flow” with touchpoints that enable new and/or 
                    rapid service provision.  
| 1:15 p.m. – 2:00 | Next-Generation Communities of Practice  
                    • Jill Garcia, Knowledge Project Officer, Defense Acquisition University 
                      (DAU)  
                    • Kathy Valderrama, Project Manager of KM, Federal Reserve Bank of 
                      Cleveland  
                    • Eric Sauve, CEO and Co-Founder, Tomoye  
                    Many government organizations are working to proactively apply Web 2.0 to 
                    their existing KM and collaboration initiatives. Two highly successful 
                    communities of practice, Defense Acquisition University and Federal Reserve 
                    Bank of Cleveland, are adapting a Web 2.0-driven strategy to take these 
                    communities to the next level through tighter integration, more 
                    understanding of real user needs, improved opportunities for user 
                    awareness/networking, and increased collaboration. Hear them discuss 
                    the evolution of Web 2.0 technologies in their organizations, how they 
                    made their business case for using the technologies, how they implemented 
                    Web 2.0 within the government and military, and share actionable 
                    strategies on how to deliver on the promise of Web 2.0 within any 
                    organization.  
| 2:30 p.m. – 3:15 | INTRANETS: VALUE & USABILITY                                             |
| 3:15 p.m. –     | INTRANETS: VALUE & USABILITY                                             |
| 4:30 p.m.       | INTRANETS: VALUE & USABILITY                                             |

### KEYNOTE

**Connecting Knowledge Management and Discovery: Search 3.0**

**Peter Morville**, President, Semantic Studios, & Author, Ambient Findability

Search is among our most important and complex challenges. As the choice of first resort for many users and tasks, search is a defining element of the user experience and a critical window into the taxonomies we build. However, it not only influences who we find and what we learn, but search also shapes how we create value and share knowledge. In this fast-paced session, Peter Morville highlights best practices and emerging technologies that transform enterprise social search into a vital tool for collaboration, knowledge management, and discovery.

**Coffee Break in the Exhibit Hall** sponsored by [Autonomy](http://www.autonomy.com).

**Knowledge Sharing**

**Track A**

**Transferring Knowledge Isn’t Just for Nice People**

**Steve Trautman**, PeerMentoring.com, & Author, Teach What You Know: A Practical Leader’s Guide to Knowledge Transfer

**Darcy Lemons**, Project Manager, Customer Solutions, & **Gerry Swift**, APOC

Information management (IM) and KM are both challenged to use Web 2.0 technologies in support of critical business processes and workflow. However, blogs, wikis, social network sites and even more traditional technologies such as content management systems and search engines can only succeed to the extent that they are embedded in the workflow and help people achieve their work objectives in support of the organization’s strategic goals—all while managing the costs and risks. Learn how five best-practice organizations developed successful strategies and approaches to enable their organizations to use Web 2.0 technologies, as well as powerful search and content management tools, to accelerate collaboration, facilitate knowledge transfer, and prepare for the future.

### Learning & KM

**Track B**

**VDOT’s Lessons Learned Process**

**Katherine Clark**, KM Division, Virginia Dept. of Transportation

VDOT implemented a construction lessons learned process with a primary objective of knowledge sharing and a secondary objective of closing the organizational learning loop between an individual’s lessons learned and organizational change.

### Attendee Luncheon in the Exhibit Hall

**12:15 p.m. – 1:15 p.m.**

**Next-Generation Communities of Practice: Taking KM to the Next Level with Web 2.0**

**Jill Garcia**, Knowledge Project Officer, Defense Acquisition University (DAU)

**Kathy Valderrama**, Project Manager of KM, Federal Reserve Bank of Cleveland

**Eric Sauve**, CEO and Co-Founder, Tomoye

Many government organizations are working to proactively apply Web 2.0 to their existing KM and collaboration initiatives. Two highly successful communities of practice, Defense Acquisition University and Federal Reserve Bank of Cleveland, are adapting a Web 2.0-driven strategy to take these communities to the next level through tighter integration, more understanding of real user needs, improved opportunities for user awareness/networking, and increased collaboration. Hear them discuss the evolution of Web 2.0 technologies in their organizations, how they made their business case for using the technologies, how they implemented Web 2.0 within the government and military, and share actionable strategies on how to deliver on the promise of Web 2.0 within any organization.

**Coffee Break in the Foyer Area** sponsored by [Autonomy](http://www.autonomy.com).

### LEARNING & KM

**Track B**

**Closing Keynote**

**3:30 p.m. – 4:30 p.m.**
As a last objective only, VDOT wanted to create a lessons learned database. The process was explicitly designed as a grassroots, hands-on, people-centered, minimal-cost practice to better exploit what VDOT already knows and was managed by an existing community of practice. Clark emphasizes the strategies and practices for evolving a knowledge-sharing environment in your organization.

Enterprise System for Integrated Learning & Knowledge
11:30 a.m. – 12:15 p.m.
Kim Hai Neo, Head, KM Office, & Kuldip Singh, Ministry of Defence, Singapore

The Ministry of Defence and the Singapore Armed Forces have a active knowledge management practice, an enterprise approach to developing the IT infrastructure fostering the growth and development of knowledge communities. Using an enterprise content management system; learning management system; a suite of Web 2.0 components comprising RSS, wikis and blogs; and an enterprise search engine with information mapping tools, a collaborative portal was developed. Our speakers illustrate how integrating these into the intranet and coupling it with email and the office productivity suites have effectively formed an enterprise e-workplace where KM is part of the day-to-day knowledge worker’s tools.

Attendee Luncheon in the Exhibit Hall
12:15 p.m. – 1:15 p.m.

Lessons Learned About Lessons Learned
1:15 p.m. – 2:00 p.m.
Tom Beckman & Art Murray, Applied Network Sciences

Developing lessons learned systems can often be an important component of a more comprehensive KM program. Using the development of a lessons learned system for the U.S. Air Force, this session discusses the results so far of the approach, progress, and lessons learned. Focusing on the management of knowledge rather than documents, tacit project knowledge, experience, and expertise are captured from domain experts and practitioners and are refined into reusable knowledge “nuggets.”

Coffee Break in the Foyer Area
sponsored by
2:00 p.m. – 2:30 p.m.

KM, Learning & Training
2:30 p.m. – 3:15 p.m.
Gordon Vala-Webb, National Director, KM, PricewaterhouseCoopers LLP

In most organizations the KM team and the learning/training team operate more or less independently of each other. When KM was just about content management and portals, and the learning all about classroom training, that made some sense. But as more and more training moves into just-in-time e-delivery; and both KM and learning move toward adding collaborative/networking approaches, the two start looking like the sides of the same coin. Our speakers discuss connection points and why they matter, how you can start the necessary conversation with your learning/training team, and provides examples of organizations which are moving KM and learning closer together.

Closing Keynote
3:30 p.m. – 4:30 p.m.

ENTERPRISE INFORMATION DISCOVERY
Track C

One of the most challenging activities in an organization is information discovery. This track focuses on the latest trends in information discovery, looks at improving search design and provides case studies of information discovery and search initiatives within a number of enterprises.

Moderated by Kimberly Silk, Rotman School of Management, Univ. of Toronto

Information Discovery Trends
10:30 a.m. – 11:15 a.m.
Theresa Regli, CMS Watch

The enterprise information and search market is changing more rapidly than ever, with vendors being bought up, sold, or going bankrupt. Still, new technologies and trends continue to emerge. Join Theresa Regli, search analyst with CMS Watch, as she explores the latest trends in enterprise information discovery. She’ll look at social search, semantic extraction, the latest in search UI developments, and why search is less and less about typing a phrase into a box.

Improving the Path to Information Discovery
11:30 a.m. – 12:15 p.m.
James Robertson, Step Two Designs

Enabling employees to effectively find the information they need is often complex and confusing. While much needs to be done behind the scenes to make information findable, it is often the case that too little attention is given to search design. This talk explores the usability of intranet and enterprise search, using real-world examples to challenge assumptions about how interfaces should be designed. Practical tips will be provided on how to improve the effectiveness of search without replacing existing tools.

Attendee Luncheon in the Exhibit Hall
12:15 p.m. – 1:15 p.m.

SharePoint Search in a Legal Environment
1:15 p.m. – 2:00 p.m.
Jennifer Meeney, Knowledge Management Coordinator & Matthew Frederick, Analyst/Developer, Osler, Hoskin & Harcourt LLP

What is involved in customizing SharePoint Search 2007 for a law firm especially when most of the content is still outside of the MOSS 2007 portal structure? This session looks at the work involved in planning a metadata standard that complements the firm’s future plans and incorporates a variety of content sources in an innovative way to produce a search engine that provides one stop shopping for research, firm, client and people information. It highlights existing features and future enhancements and will discuss how new information is discovered and added to search via a metadata tool and how search analytics help to continuously improve the experience.

Coffee Break in the Foyer Area
sponsored by
2:00 p.m. – 2:30 p.m.

Creative Use of Enterprise Search for Enhancing Portals
2:30 p.m. – 3:15 p.m.
Joe Hilger, Avalon Consulting, LLC, & Co-Author, Portal Development Methodology for a Global Services Leader

Peter Brooks-Johnson, Rightmove

More than simple content search on your portal can be achieved according to our first speaker, who discusses a number of creative ways to use enterprise search tools to enhance the features and capabilities of portals. Through a series of implementation examples, he illustrates how to quickly and easily integrate disparate applications using their enterprise search tool: replacing the look-up and query functions from multiple applications with an indexed search, exposing links within search results so that users can access multiple systems from the same location within the portal, enhancing the collaborative capabilities of portals using search solutions, finding experts based on the content and information they authored, and more. Gain tips for enhancing your organization’s search solutions. Our second presentation focuses on the experience of Rightmove, the U.K.’s number-one property portal, and its use of Exalead’s unified enterprise information access solution for its customers. Brooks-Johnson shares his evaluation criteria and firsthand experience in testing various enterprise search solutions.

Closing Keynote
3:30 p.m. – 4:30 p.m.

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, September 23 from 5:00 p.m – 7:00 p.m. Stop by the booth to get your copy!
Increasing the value and usability of intranets is the aim of most organizations. This series of talks provides tools and techniques for doing just this as well as case studies illustrating how it can be done. Moderated by Richard Hulser, Hulser Consulting

How to Measure Web 2.0 Content
10:30 a.m. – 11:15 a.m.
Carmine Porco, Prescient Digital Media
It's not as hard as you think to track the business value of blogs, podcasts and other social media tools that populate the uncharted territory of Web 2.0-land. In this fast-paced session, learn a strategy that will help you evaluate this new form of communication, determine the true impact of the message in the social media landscape, and find out why the rules for measuring Web 1.0 content don't apply. Using real-world examples, it discusses what to measure in blogs, podcasts, and other content-sharing sites; why "the conversation" is one of the most critical metrics to gauge; how to track the effectiveness of your messages in the blogosphere; how word of mouth on the web can be a valuable benchmark; how to measure the business outcome of social media tools; and where to go online for low-cost tools and trusted advice.

Increasing Usability by Creating an Actionable Website
11:30 a.m. – 12:15 p.m
Josephine Underwood, Government of Bermuda & Sara James, Project Performance Corp.
When the government of Bermuda initially launched its portal site, individual ministries were given pages to populate with content for internal (employee) and external (public) use. Initially, user buy-in and overall adoption were limited, and the government of Bermuda engaged Project Performance Corp. (PPC) who worked with the e-government staff to host Writing for the Web workshops, to work on the site taxonomy (navigation) and to survey both the internal and external user bases. With site redesigns, the Judiciary site went from being text-heavy and lacking in actionable content to embodying best practices in navigation, use of space, text, and graphics and in ensuring that the content was relevant and current. This first reworked community was an excellent showcase for the rest of the government, showing how the marriage of best practices and ministry initiatives could work to create a user-centric site. This framework is a model for additional ministries; end-user satisfaction and buy-in have increased, providing the government of Bermuda with a key tool to serve its constituents.

Attendee Luncheon in the Exhibit Hall
12:15 p.m. – 1:15 p.m.

Build, Buy, Consolidate — Then Repeat
1:15 p.m. – 2:00 p.m.
Abby Shaw, Director, External Websites, Fireman’s Fund Insurance Company
This talk presents a case example of the evolution of content management within a large organization. Utilizing a range of vendor products and in-house development efforts over a number of years, it shares lessons learned from these experiences along with the situations that taught the most important lessons. Internal change management, evangelism, and the components of a persuasive business case are key elements for success described and illustrated.

Coffee Break in the Foyer Area
2:00 p.m. – 2:30 p.m.
Intranet 2.0 in 10 Not-So-Easy Steps
2:30 p.m. – 3:15 p.m
Darren Gibbons, President, OpenRoad Communications
In this fast-paced, entertaining presentation, our intranet expert shares the 10 not-so-easy steps to convert an impossibly complex, seldom used corporate intranet into Intranet 2.0 -- a simple, social intranet that helps employees collaborate, share ideas and find information.

Putting It All Together: Project Management & System Design
3:30 p.m. – 4:30 p.m.
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd
IT projects are still locked into design and governance approaches that developed to handle the state of technology in the 1980s. Using insights from complex adaptive systems theory, our popular speaker Dave Snowden provides a framework for a co-evolutionary approach to the subject and looks at a range of pragmatic methods that have the potential to transform the field. These include the use of self-forming teams as a bridge between formal development and open-source, the use of social computing tools in design, and narrative based approaches to requirements capture. Join us for a stimulating close to KMWorld & Intranets 2008.
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, SEPTEMBER 24**

**Portal Practices**
10:15 a.m. – 10:30 a.m.
Brent Poochay, Chief Information Officer, Enbridge Inc.
Dan Bannicle, Director & Enterprise Portal Practice Lead, Sapient
Join Sapient and Enbridge, a leading energy distributor, as they share details of a newly implemented enterprise portal that drives over 80% of Enbridge’s global workforce to the site every day. Built on the Microsoft SharePoint platform, Enbridge’s portal utilizes user-centric design, enhanced website navigation and assigned leadership roles to help promote a sense of community within Enbridge’s global workforce and provide employees with the ability to quickly find the information they need to complete their jobs. This talk focuses on the best practices used during the successful portal implementation.

**Net Work: Creating & Sustaining Networks**
11:15 a.m. – 11:30 a.m.
Patti Strayer, 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.

**User-Generated Web Video Inside the Firewall**
2:15 p.m. – 2:30 p.m.
Pam Strayer, Author, Create Your Own Digital Movies & forthcoming book, YouTube101: Using Web Video to TurboCharge Your Business
Our speaker, a digital video pioneer who started an internal user-generated web video channel at Wells Fargo’s Wholesale Bank, presents 10 inexpensive ways to use web video in your organization. Find out how you can use low-cost, original, employee-created video inside the firewall to enliven internal communications. Use videos for executive messaging, company news, competitive intelligence, product road maps, new product intros, new hire orientation, finance reports, corporate responsibility, and more. You can start a video publishers network inside your company using a $100 point-and-shoot camcorder. Find out how.

**Taxonomy Management Tools**
3:15 p.m. – 3:30 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.

**Focus on SharePoint**
Take advantage of the stream of focused programs relating to SharePoint—as a collaboration and/or search tool, as a KM platform, or all the nuts and bolts!

**Thursday, September 25**

**Personas for Intranet Development**
10:15 a.m. – 10:30 a.m.
Howard McQueen, McQueen Consulting, Inc.
This session uses case studies to illustrate techniques for improving intranet usage and performance as well as the role of “business persona advocates.”

**Search Integration: Strategies & Tips**
11:15 a.m. – 11:30 a.m.
Often enterprises find their expensive and complex tools lead to less than satisfactory results. Poor enterprise search capabilities leave users struggling to find the information they need to solve problems and perform their jobs. This session guides audience members to improved search strategy and integration through the speaker’s expertise in search analysis and technology spanning a variety of industries.

**How 2.0 Is Your Intranet?**
12:15 p.m. – 12:30 p.m.
Darren Gibbons, President, OpenRoad Communications
Based on a recent survey at the Enterprise 2.0 conference (filled with early adopters and social software keeners), this session illustrates the huge opportunity to make the average intranet more democratic and collaborative. Hear survey results and get lots of ideas for your intranet.

**Communities of Interest**
5:00 p.m. – 6:00 p.m.
Join your colleagues in the Foyer Area on Wednesday 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.

**Topic areas include:** Social Media Tools & KM, Taxonomies & Tagging, Intranets & Portals, Enterprise Search, Content Management, and The People Side of KM.

**A cash bar will be available. Open to all conference attendees.**
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**Exhibit Hours**

**Tuesday, September 23** ...........................................5:00 p.m. – 7:00 p.m.  
*Exhibit Hall Grand Opening Reception sponsored by Autonomy*

**Wednesday, September 24** ........................................10:00 a.m. – 4:30 p.m.

**Thursday, September 25** ........................................10:00 a.m. – 2:00 p.m.

*Check your email during regular exhibit hours.  
Located in the Exhibit Hall.  
Sponsored by Coveo.*