This year’s theme focuses on resetting the enterprise in a knowledge age to survive the recent global economic battering by capitalizing on our human capital to put our creativity to work, stoke our innovative furnace, and leverage existing and emerging technological changes and investments. Hear experts and practitioners who share strategies and stories at this year’s 13th annual KMWorld 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, take advantage of more experts and practitioner sessions in our co-located programs Enterprise Search Summit West and Taxonomy Boot Camp, and enjoy our many interactive forums, group conversations, wiki, receptions and networking activities.
CONFERENCE HIGHLIGHTS

An exciting event filled with relevant topics, key experts, practical speakers, and many learning and networking opportunities

WELCOME & EVENING NETWORKING EVENT
Sponsored by KMWorld magazine

Resetting the Enterprise: Perspectives & Conversations
7:30 p.m. – 9:30 p.m.

TUESDAY KEYNOTE

The Role of Social Technologies in Search & How It Impacts Your Organization
8:30 a.m. – 9:45 a.m.
Charlene Li, Founder, Altimeter Group, & Co-Author, Groudswell: Winning in a World Transformed by Social Technologies

WEDNESDAY KEYNOTE & AWARDS

Enterprise Social Tools & the Knowledge Organization
9:00 a.m. – 10:00 a.m.
Thomas Vander Wal, Principal, InfoCloud Solutions Inc.

THURSDAY KEYNOTE

Social Discovery of Knowledge Management
2:00 p.m. – 5:00 p.m.
Facilitated by Dave Snowden, Founder & CTO, Cognitive Edge

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!

MONDAY, NOVEMBER 16
W9  •  Increasing Your SharePoint Knowledge Capability
W10  •  Information Architecture: Enhancing Collaboration & Knowledge-Sharing
W16  •  SharePoint Information Architecture: Integrating Taxonomy & Metadata

TUESDAY, NOVEMBER 17
B102  •  Lessons Learned: Capturing Knowledge & Increasing Business Value
C104  •  Remember to Put the Humans in the Human Interface

WEDNESDAY, NOVEMBER 18
C201  •  SharePoint Strategies, Tactics, & Tips

FRIDAY, NOVEMBER 20
SharePoint Symposium

(800) 300-9868  www.kmworld.com/kmw09
**W1 • Gaining Foresight: Strategies for Turbulent Times**
9:00 a.m. – 12:00 p.m.
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge

With the rapid pace of turbulent change, organizations need solid processes to guide them. This workshop goes beyond scenario planning and focuses on strategies and techniques for dealing with today's complex world. Join our knowledgeable and amusing workshop leader as he discusses horizon scanning, action planning, distributed decision making, and collaborative foresight using lots of real world examples. Get new ideas and practices for helping your organization to deal with the future.

**W2 • Strategies for Innovative Intranets**
9:00 a.m. – 12:00 p.m.
James Robertson, Managing Director, Step Two Designs

While the concept of the intranet as an “internal website” has done much to improve the quality and status of these sites, what is the vision for moving them forward in the age of social media? To be effective, intranets need to innovate, to find new ways of meeting organizational needs. They must also become a valuable business tool that delivers tangible and visible benefits for the organization as a whole. This workshop provides practical approaches for managing and growing intranets. Central to this is the “6x2 methodology,” which offers a rigorous framework for intranet planning. This unique approach focuses on carefully scoring the next six months of work, to ensure that what is planned is not only achievable, but is also worth doing. Robertson discusses and illustrates many successful intranet implementations including winning entries of the global Intranet Innovation Awards.

**W3 • Taxonomy Implementation & Integration**
9:00 a.m. – 12:00 p.m.
Seth Earley, President & Stephanie Lemieux, Consultant, Earley & Associates

Organizations are embarking on taxonomy initiatives to serve a wide variety of audiences and purposes. Fundamentally these are metadata management projects, but business sponsors rarely see them in that light. In many cases, taxonomy initiatives are seen as separate from enterprise data initiatives. This workshop focuses on taxonomy project processes for derivation, validation, testing, integration, rollout and governance. It discusses how taxonomy projects should be integrated with overall metadata management, the best ways to communicate their role to business users and sponsors, project definition and building a business case, data gathering techniques, content review and exception processes, creating search and navigation scenarios, governance and integration with enterprise metadata management, search engine and content management system integration, and more.

**W4 • Business Social Media Best Practices: Blogs & Twitter**
9:00 a.m. – 12:00 p.m.
Bill Ives, Consultant & Blogger, Author, Portals and KM
Avi Rappoport, Principal Consultant, Search Tools Consulting

Blogs were one of the initial social media and their influence continues to grow. They were the first social media to make it into Gartner’s “slope of enlightenment.” Gartner recently wrote, “Enterprises must define clear strategic objectives for blogging, and support them with policies to encourage executives and employees to maintain regular entries and to identify and discourage harmful blogging practices…. Increasingly, any public-facing media company or enterprise must have a blogging strategy.” This interactive workshop helps you develop and refine your enterprise blogging strategy. It covers blogging best practices in 2009 and how to complement your blogging efforts with Twitter, the new emerging social media tool. New customer communication options opened up by Twitter are also explored.

**W5 • Fundamentals of Enterprise Search**
9:00 a.m. – 12:00 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 it is to tune them to solve your 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, database connectors and other tools for locating content, indexing issues, query parsing, retrieval, relevance ranking, and designing usable search interfaces. The workshop addresses common search problems and solutions, security issues, languages, new interface elements, important (and unimportant) features as well as providing tools for choosing a search engine or evaluating an existing one.

**W6 • Developing Enterprise 2.0 for Employee & Customer Engagement**
9:00 a.m. – 12:00 p.m.
Cindy Gordon, CEO, Helix
Jessica Muhlbies, Social Media Strategist

This workshop shares practices and experiences in designing and deploying Web 2.0 programs for employee engagement. It addresses: Web 2.0 governance and success strategies; best practices using blogs, wikis, and collaboration applications; and integrated social media platforms to help evolve organization’s talent competencies to align with the future workforce. Solutions from Facebook, MySpace, Microsoft, and Iglo are discussed. This session is full of diverse industry examples, tips, techniques and insights which are immediately applicable in any organization.

**W7 • Semantic Web & Taxonomies**
9:00 a.m. – 12:00 p.m.
Dean Allemang, Chief Scientist, TopQuadrant Inc. & Co-Author, Semantic Web for the Working Ontologist

The recent increase in attention being given to the Semantic Web and its role in information mediation has brought up a number of questions with respect to the long-standing practice of organizing controlled vocabularies, taxonomies and thesauri. But there is considerable confusion about just what the technological features of the Semantic Web are, and what benefits this can bring to thesaurus management. This half-day workshop covers the basics of Semantic Web technology, including RDF, RDFS, SPARQL and a brief introduction to OWL and SKOS. It provides basic familiarity with the Semantic Web standards, de-mystifies the jargon, and covers the fundamental assumptions that drive the design of the semantic web. It demonstrates these standards, explores the ramifications of these assumptions in distributed information modeling, and provides lots of tips and insights for taxonomists and vocabulary managers.
W8 • Personal Knowledge Management (PKM), Social Networking & Productivity  
9:00 a.m. – 12:00 p.m.  
Eric Mack, President & Founder, ICA.COM, Inc.  
Allan Crawford, Cal State University Northridge & AC Consulting  
Organizations and individuals are increasingly pressured to do more with less, do things faster, and cheaper while at the same time be more creative. Few enterprises, however, are supplying their workers with the tools, much less the training and processes to accomplish this. PKM focuses on the capabilities and contributions of each and every knowledge worker and coupled with the emerging use of social networking tools, represents a significant opportunity to bring about transformative change in individual and enterprise productivity. This workshop looks at the successful habits, tools, methodologies, strategies, and techniques of knowledge work in a web and enterprise 2.0 world. It gives you tangible methods, tools and tips to increase your organization’s productivity.

W9 • Increasing Your SharePoint Knowledge Capability  
9:00 a.m. – 12:00 p.m.  
Stacy Lund, Wellpoint & Author; Managing Knowledge-Based Initiatives  
You don’t need to be a SharePoint designer to do cool things. This workshop focuses on how to do smart things with no added software and no additional expense. It stresses the knowledge architect role, working in partnership with business people who in the end, own the solution. It shares workable methodologies, tips, SharePoint work-arounds (using WSS 3.0 out of the box functionality & Office, not SharePoint Portal), executive dashboard strategies, team sites, and more. It illustrates with some huge successes as well as crashing failures, pointing to lessons learned in each case.

W10 • Information Architecture: Enhancing Collaboration & Knowledge Sharing  
9:00 a.m. – 12:00 p.m.  
Susan Hanley, President, Susan Hanley LLC  
The objective of information architecture (IA) is to design how information is created, structured and labeled to ensure a user experience that facilitates users in achieving their goals by finding information or completing a task in the most efficient manner. It describes how users navigate through the portal and how information managed by the solution is organized, ensuring that users are able to find the content they are looking for. Driven by purpose, IA for your portal is a tool that assists users in understanding and interacting with the solution. A well-designed IA does not guarantee the success of your KM or collaboration solution but a poorly designed one surely promises failure. This workshop focuses on approaches with three key elements of information architecture: site, page, and metadata architecture. These three elements ensure that the entire site is organized for “findability,” each page provides the optimal information for users, and all content is “tagged” with optional attributes to support both browsing and searching for content. Use these strategies, tips and techniques to ensure your portal and collaboration solutions, particularly those based on SharePoint 2007, provide measurable business results and successful user experiences.

W11 • Leveraging & Valuing Expertise in Your Organization  
1:30 p.m. – 4:30 p.m.  
Patrick Lambe, Straits Knowledge & Author; Organising Knowledge: Taxonomies, Knowledge and Organisational Effectiveness  
Nancy Dixon, Founder, Common Knowledge Associates & Author; Conversations Matter Blog  
This interactive workshop examines the nature of expertise and experience, and explores the different ways in which they contribute to the success of an organization. Lambe & Dixon help participants to identify the value, risks and opportunities in the expertise and experience latent in their own organizations, and identify knowledge management techniques to leverage, grow or protect that expertise. They share a framework for planning a response to expertise needs, and identify some practical techniques that can be deployed to accelerate expertise transfer. Using anecdote circles, sensemaking filters, and other methodologies, the group discusses organizational needs and behaviors, identifies common issues in the way that expertise is valued and leveraged (or not), looks at patterns emerging from the session and shares relevant case examples.

W12 • 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 on 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.

W13 • Creating a Successful Taxonomy  
1:30 p.m. – 4:30 p.m.  
Gary Carlson, Principal, Gary Carlson Consulting  
Mike Grandle, Senior Lecturer, iSchool, University of Washington  
This workshop provides an overview of the different components of taxonomy and information management projects. The session is geared toward managers and practitioners who have recently started working with taxonomies or who desire a broader perspective on the field. It covers the different aspects of a well built and well used taxonomy. Taxonomies are discussed in the context of their common usage in areas such as search, tagging, navigation, CMS, auto-categorization and business intelligence. Participants come away with an understanding of the nomenclature used by taxonomists and the basic ways taxonomies add value in enterprise settings.

W14 • A Practical Guide to Implementing Web 2.0  
1:30 p.m. – 4:30 p.m.  
Dave Pollard, VP Chartered Accountants of Canada and Author, How to Save the World blog  
Enjoy an interactive afternoon discussing social tools and knowledge sharing with a KM thought leader and practitioner who shares success stories of how organizations have introduced social media and other tools to their budget-conscious organizations; the practical approaches used; and the secrets of their success. Pollard looks at eight tools that improve work productivity, decision-making and innovation, connectivity, collaboration and knowledge transfer. He focuses on web 2.0 (aka social networking tools): people connectors that find and strengthen relationships, collaboration and communication.

W15 • Innovation Passport  
1:30 p.m. – 4:30 p.m.  
Peter Andrews, Consultant & Author, Innovation Passport  
Going from invention to product or service has never been easy. With the increasing complexity of challenges and opportunities, many vital innovations can only be developed with partners. Such collaborations face challenges of culture, trust and geography. This workshop focuses on IBM’s First-of-a-Kind (FOAK) program, which has taken hundreds of research assets and road tested them with its most valued clients. The program has stepped up to the demands of combining teams, often from different countries, to refine and tune inventions. At every step, commercialization remains a focus so that successful proj-
Intensive Workshops 2009

Event (800) 300-9868

Assistant Director Marketing, Ernst & Young

tions that matter and has launched an Americas-wide initiative that focuses on four key areas: Ernst & Young is currently in the process of energizing its knowledge culture and creating executive dashboards for measurement of success. Filled with insights and tips to take back and apply in your organization.

W16 • Sharepoint Information Architecture: Integrating Taxonomy & Metadata
1:30 p.m. – 4:30 p.m.

Stephanie Lemieux, Taxonomy Practice Lead, Earley & Associates
Shawn Shell, Principal, Consejo, Inc.

Can’t find content inside of SharePoint? Many organizations struggle to organize their content and don’t understand the options for creating good information architecture. Find out how you can leverage taxonomy and metadata to improve navigation and search in your SharePoint portal. You’ll hear about techniques for implementing taxonomy and metadata using native SharePoint functionality. The workshop covers the tool’s limitations and potential solutions for complex taxonomic structures and faceted search, including custom development and third party add-ons. It discusses core SharePoint information architecture components, taxonomies out-of-the-box style, limitations & solutions for complex taxonomy, customization options and more.

W17 • Creating a Knowledge-Sharing Culture
1:30 p.m. – 4:30 p.m.

David Cable, Learning Manager, Center for Business Knowledge
Vidya Singh, Assistant Director Marketing, Ernst & Young

Ernst & Young is currently in the process of energizing its knowledge culture and has launched an Americas-wide initiative that focuses on four key areas: incenting knowledge sharing behaviors, enabling collaboration among professionals, resetting the knowledge image, and identifying and monitoring knowledge measures that matter. This workshop shares practical steps to implementing a knowledge culture based on our experience. Specifically, the workshop takes participants through the EY experiences embedding knowledge behaviors into firm wide competencies and performance management/learning systems, revising a knowledge sharing policy, creating change management plans (including marketing messages and collateral, internal team training and enablers), developing a culture toolkit (including trust builders, incentives, behaviors and messages), establishing pilots of excellence with account teams, and creating executive dashboards for measurement of success. Filled with insights and tips to take back and apply in your organization.

W18 • Building a Learning Organization: Models for Personal KM (PKM)
1:30 p.m. – 4:30 p.m.

Steve Barth, Reflected Knowledge Consulting

Based on 10 years of research into the role of individuals in knowledge enabled organizations, this PKM workshop is a civics lesson for the learning organization. Getting every knowledge worker to bring their best to teams, organizations, communities, jobs and tasks depends on personal mastery of the values, practices, skills and tools required to contribute their professional expertise to organizational learning and collective outcomes. In practice, expertise is expressed through articulation and awareness, as well as interpersonal communication, and information literacy. Over the long term, a knowledge worker takes responsibility for the knowledge accumulated across his/her career and network. PKM has taken hold in organizations ranging from the military forces to law firms and technology manufacturers. This workshop demonstrates the value of personal KM—as a component of organizational KM and learning—with actionable models and frameworks. It provides many working examples in different types of organizations, lots of tips, and is immediately implementable in any organization.

W19 • Enterprise Search Technologies
1:30 p.m. – 4:30 p.m.

Miles Kehoe, President, New Ideas Engineering, Inc.

This workshop, by a vendor neutral consultant who has hands-on experience with a broad range of “out of the box,” open source, commercial, and home grown solutions, provides an overview of the enterprise search technology landscape. It reviews technologies currently on the market; discusses pros and cons, strengths and weaknesses, and specific suitabilities. Kehoe shares case studies that illuminate how search technologies are leveraged in different types of organizations; and provides a good introduction to and understanding of the enterprise search world.

W20 • Linking KM & Talent Management: Employee Knowledge Strategies
1:30 p.m. – 4:30 p.m.

Kiho Sohn, Chief Knowledge Officer, Pratt & Whitney Rocketdyne

This workshop focuses on how knowledge management (KM) can be incorporated into your human resources (HR) strategy to create new ways for HR to add value. A knowledge advantage is a sustainable advantage. In today’s knowledge driven economy, organizations must know how to develop and implement knowledge based strategies. This hands-on workshop develops your understanding of KM concepts and how they apply to talent management to drive measurable business results. It presents a management tool to identify a set of critical skills to be maintained, to identify potential risks of losing critical skills, and to help develop plans to mitigate those risks. Join the discussion of using KM to increase employee engagement and lower organizational knowledge loss, designing and apply a knowledge based talent management strategy in your organization, developing a KM toolkit, and measuring the return on your knowledge management initiatives.

“Web 2.0 technologies, due to the participatory nature both on the contribution and the consumption sides, can dramatically improve the effectiveness of knowledge management.”

Sukumar Rajagopal, CKO, Cognizant

SharePoint Symposium: Everything You Wanted to Know
9:00 a.m. – 4:30 p.m.

Alan Peitz-Sharpe, Principal, 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.

Who Should Attend:
• Project managers and leaders starting a SharePoint project who want an honest assessment of the platform’s potential value, as well as “gotchas” and costs
• Strategic decision makers who want to understand what boundaries to place around SharePoint and where key gaps remain in the platform
• Technology selection teams who want to compare SharePoint to other technology alternatives
• Systems integrators and consultants who want to know where SharePoint excels and where it doesn’t
### OPENING KEYNOTE – Resetting the Enterprise With 2.0 Collaborative Tools

**8:45 a.m. – 9:45 a.m.**

**Andrew McAfee**

**Principal Research Scientist, Center for Digital Business, MIT Sloan School of Management; Author, Enterprise 2.0**

Today, Enterprise 2.0 is more than a buzzword. Learn how it is transforming collaboration from the man who coined the term. A social media consumer, HBS professor, MIT research scientist, and author, McAfee focuses on how emergent social software platforms are benefiting enterprises and how smart organizations and their leaders are making effective use of them to share knowledge, inspire innovation, and enable decision making. He shares strategies, stories, and real-world examples of successful enterprise collaboration using 2.0 tools. His insights will help you reset your enterprise to deal with turbulent times.

**From Birth to Billions: The Life Story of Google Enterprise Search**

**9:45 a.m. – 10:00 a.m.**

**Cyrus Mistry**

**Product Manager, Google Enterprise Search**

This talk examines the state of Google’s Enterprise Search business, highlighting the origins of the iconic yellow box and the way the product and business search market has evolved over the past decade. Mistry highlights the challenges facing enterprises and providers of business search technology as well as possible solutions and case studies of companies and organizations leading the way in search innovation.

**Coffee Break**

**10:00 a.m. – 10:30 a.m.**

### ACTIONABLE STRATEGIES FOR KNOWLEDGE-SHARING

**Track A**

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This track is filled with practical and implementable strategies for knowledge-sharing in any organization. It features KM thought leaders and practitioners who share their insights and spark ideas for application in your environment.

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This session focuses on different ways for enterprises to address knowledge sharing. Dixon discusses building relationships, designing spaces (physical and virtual) that encourage conversation, developing and practicing conversation skills, building knowledge sharing into the workflow, and leadership support of the knowledge-sharing message. She shares examples of successful practices in different types of organizations, highlights tips for increasing knowledge sharing in your organization, and provides insights for improving organizational life and productivity.

**Attendee Lunch**

**12:15 p.m. – 1:15 p.m.**

### ACTIONABLE STRATEGIES FOR KNOWLEDGE-SHARING

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**Attendee Lunch**

**12:15 p.m. – 1:15 p.m.**

### ACTIONABLE STRATEGIES FOR KNOWLEDGE-SHARING

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**Attendee Lunch**

**12:15 p.m. – 1:15 p.m.**
A104 • KM: Leading People & Meeting Enterprise Business Objectives
2:15 p.m. – 3:00 p.m.
Terrie Rollins, Defense IT, Collaboration Solutions, Booz Allen Hamilton (BAH)
Michael Novak, Senior Business Operations Specialist, IRS
KM has traditionally been associated with content, records, or document management. However, given our current economic climate and projected retirement of key workers, the ability to capture and transfer the knowledge and expertise amassed is critical. This session focuses on winning enterprise strategies used at BAH and client organizations and illustrates with case studies of specific applications and experiences. Speakers review best practices in which organizations have successfully employed knowledge and KM to achieve world-class status, as well as those not-so-best practices in which organizations have failed to capitalize on knowledge and KM and achieved less-than optimal outcomes. They present an executive’s toolkit for using knowledge and knowledge-based solutions to strategically manage human capital, organizational change, and enterprise transformation. They also share insights for deploying the retirement tsunami using a manager's toolkit for systematically and proactively retaining the knowledge and other competencies of the departing Baby Boomers.

A105 • The Future Knowledge Workforce
3:15 p.m. – 4:00 p.m.
Dan Rasmus, Director, Future Institute, Microsoft Canada
Cindy Gordon, CEO, Helix Commerce International Inc.
Speakers paint a compelling vision of the future knowledge innovation highway. They go beyond the Gen X, and Y (Millennial) vision to look into the “virtuals”—the first generation that has been socialized in virtual worlds from WebKinz, Club Penguin, Habbo Hotel, etc.—and the impacts this will have on the generational divides. Practical ways of influencing educational needs, as well as enterprise strategies, are highlighted as the solutions for knowledge worker evolution are needed.

A106 • Making KM Stick & the Tools to Do So
4:15 p.m. – 5:00 p.m.
Phil Harms, Senior KM Consultant, &
Robert Burns, Director, KM, MetLife
John Husband, Founder, Wirearchy Network
The need for KM in today’s environment is undeniable. And yet due to budget, staffing, or a host of other issues, some companies have a hard time making it “stick.” KM proponents deliver great tools that test well but don’t get used. Speakers share MetLife’s successful approach to infusing the business with KM elements by learning the strategic initiatives/projects of the business and integrating KM elements into those initiatives/projects. This approach has pressed KM to the forefront and taken the MetLife KM team from consulting for the Benefit Services Organization’s 650 employees, to managing KM operations for MetLife’s Institutional Business unit of 6,300 employees. After discussing how to make this strategy work, they review the tools used, challenges and successes, and some high-impact/low-cost elements developed. Continually expanding the KM platform to keep up with the changing initiatives of the business is the best way to guarantee success in using this strategy.

B101 • Cutting the Cost of Not Knowing: Lessons Learned Systems That Work
10:30 a.m. – 11:15 a.m.
Darcy Lemons, Senior Project Manager, American Productivity & Quality Center (APQC)
Lessons captured or lessons learned? What is it worth to avoid a mistake? How many times does an organization have to learn the same lesson? Even a rough estimate of the costs in lives and dollars in an organization shows how valuable an effective lessons-learned process can be. What prevents organizations from optimizing and reusing these valuable lessons to reduce risks, lessen costs, minimize reinvention, and improve key business processes? The very name of this knowledge-sharing approach implies that knowledge is being reused—that each lesson drives an action designed to improve a policy, procedure, process, or practice for future users. Unfortunately, this is often not the case. Many organizations have lessons learned processes in place, but they actually have are lessons that have been captured but not yet applied. Hear the results of a recent APQC benchmarking study on lessons learned strategies and processes including examples from three best-practice organizations—Credit Suisse, U.S. Army ARDEC, and U.S. Army Center for Lessons Learned (CALL).

B102 • Lessons Learned: Capturing Knowledge & Increasing Business Value
11:30 a.m. – 12:15 p.m.
Tracy Conn, AVP, &
Kathy Valderrama, Project Manager, KM, Federal Reserve Bank of Cleveland
Looking to increase the business value of KM activities, more effectively capture the tacit knowledge of your organization, or better understand the relationship between knowledge sharing and organizational learning? This session focuses on how lessons learned by organizations can be captured, shared as nuggets of knowledge, and their value measured. Conn and Valderrama discuss a process used to train new hires using lessons learned that seasoned employees have assisted in capturing by incorporating these lessons into the overall training curriculum through a knowledge assessment. By recognizing the synergies between knowledge sharing and learning, the bank has created an innovative and successful process that helps new hires develop the knowledge they need in a shorter amount of time.

B103 • Measuring, Monitoring, & Managing Risk: A KM-Based Approach
1:15 p.m. – 2:00 p.m.
Dave Pollard, Chartered Accountants of Canada, & Author, How to Save the World Blog
Business executives, in two recent surveys, listed risk management as their top strategic priority. Knowledge leaders can play a critical role in helping their organizations identify, monitor, mitigate, adapt to, and track the key strategic risks facing their organizations. Pollard outlines the widely used COSO risk model and explains how KM can powerfully support enterprise risk management.

B104 • Knowledge Sharing Using Social Media Tools in the Enterprise
2:15 p.m. – 3:00 p.m.
Gordon Valet-Webb, National Director, Knowledge Management, PricewaterhouseCoopers LLP (Canada)
People already share knowledge within the enterprise. If you want people to share more, or with different people (or both) you’re going to have to make it either really easy for them, or really important to them (or preferably both). Hear how microblogging is being used in the enterprise and about other social media tools to connect people, enhance knowledge sharing, and enable collaboration.

K M P R O C E S S E S & P R A C T I C E S

Learning, changing, innovating, monitoring, and measuring—all challenging practices in any organization. Hear about processes and experiences from our knowledgeable practitioners and learn how to add value in your organization through lessons learned, change management, risk management, and innovation.

Moderated by Rebecca Jones, Dysart & Jones Associates

B105 • The Future Knowledge Workforce
3:15 p.m. – 4:00 p.m.
Dan Rasmus, Director, Future Institute, Microsoft Canada
Cindy Gordon, CEO, Helix Commerce International Inc.
Speakers paint a compelling vision of the future knowledge innovation highway. They go beyond the Gen X, and Y (Millennial) vision to look into the “virtuals”—the first generation that has been socialized in virtual worlds from WebKinz, Club Penguin, Habbo Hotel, etc.—and the impacts this will have on the generational divides. Practical ways of influencing educational needs, as well as enterprise strategies, are highlighted as the solutions for knowledge worker evolution are needed.

B106 • Making KM Stick & the Tools to Do So
4:15 p.m. – 5:00 p.m.
Phil Harms, Senior KM Consultant, &
Robert Burns, Director, KM, MetLife
John Husband, Founder, Wirearchy Network
The need for KM in today’s environment is undeniable. And yet due to budget, staffing, or a host of other issues, some companies have a hard time making it “stick.” KM proponents deliver great tools that test well but don’t get used. Speakers share MetLife’s successful approach to infusing the business with KM elements by learning the strategic initiatives/projects of the business and integrating KM elements into those initiatives/projects. This approach has pressed KM to the forefront and taken the MetLife KM team from consulting for the Benefit Services Organization’s 650 employees, to managing KM operations for MetLife’s Institutional Business unit of 6,300 employees. After discussing how to make this strategy work, they review the tools used, challenges and successes, and some high-impact/low-cost elements developed. Continually expanding the KM platform to keep up with the changing initiatives of the business is the best way to guarantee success in using this strategy.

B107 • Lessons Learned: Capturing Knowledge & Increasing Business Value
11:30 a.m. – 12:15 p.m.
Tracy Conn, AVP, &
Kathy Valderrama, Project Manager, KM, Federal Reserve Bank of Cleveland
Looking to increase the business value of KM activities, more effectively capture the tacit knowledge of your organization, or better understand the relationship between knowledge sharing and organizational learning? This session focuses on how lessons learned by organizations can be captured, shared as nuggets of knowledge, and their value measured. Conn and Valderrama discuss a process used to train new hires using lessons learned that seasoned employees have assisted in capturing by incorporating these lessons into the overall training curriculum through a knowledge assessment. By recognizing the synergies between knowledge sharing and learning, the bank has created an innovative and successful process that helps new hires develop the knowledge they need in a shorter amount of time.

B108 • Measuring, Monitoring, & Managing Risk: A KM-Based Approach
1:15 p.m. – 2:00 p.m.
Dave Pollard, Chartered Accountants of Canada, & Author, How to Save the World Blog
Business executives, in two recent surveys, listed risk management as their top strategic priority. Knowledge leaders can play a critical role in helping their organizations identify, monitor, mitigate, adapt to, and track the key strategic risks facing their organizations. Pollard outlines the widely used COSO risk model and explains how KM can powerfully support enterprise risk management.

B109 • Knowledge Sharing Using Social Media Tools in the Enterprise
2:15 p.m. – 3:00 p.m.
Gordon Valet-Webb, National Director, Knowledge Management, PricewaterhouseCoopers LLP (Canada)
People already share knowledge within the enterprise. If you want people to share more, or with different people (or both) you’re going to have to make it either really easy for them, or really important to them (or preferably both). Hear how microblogging is being used in the enterprise and about other social media tools to connect people, enhance knowledge sharing, and enable collaboration.

5:00 p.m. – 7:00 p.m.
Join your friends and colleagues on Tuesday, November 17 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.
Implementing a Successful KM Programme
3:15 p.m. – 4:00 p.m.
MODERATORS: Eric Mack, President, ICA.COM & Allan Crawford, President, AC Consulting
PANELISTS:
Steve Barth, Reflected Knowledge Consulting
Stan Garfield, Community Evangelist, Deloitte Touche Tohmatsu, & Author, Implementing a Successful KM Programme
Jim McGee, New Shoreham Consulting
Dave Pollard, Chartered Accountants of Canada, & Author, How to Save the World Blog
Jon Husband, Founder, Wirearchy Network
How do you implement personal knowledge management (PKM) for yourself and your organization? What might a PKM program in your organization look like, and how can it leverage social networking tools? What are the keys to promoting PKM to leadership and to getting people to actually practice it? This panel shows how individuals and organizations are successfully implementing and gaining value from a PKM strategy that includes social networking tools. They discuss the technologies and the processes as well as change management strategies being employed to make these programs successful.

B105 • Changing/Resetting the Enterprise With PKM & Social Software Tools
3:15 p.m. – 4:00 p.m.

B106 • Innovation in a Knowledge Economy: Case Studies
4:15 p.m. – 5:00 p.m.
Kiho Sohn, Chief Knowledge Officer, Pratt & Whitney Rocketdyne
Peter Andrews, Consultant & Author, Innovation Passport
Products and services in the knowledge economy are driven by speed, cost-savings and new revenue-generation opportunities. This talk presents successful case studies in innovation, and knowledge management for new innovations. Sohn discusses Pratt & Whitney Rocketdyne’s practices and experiences with innovation. Andrews provides examples of innovation at IBM and case studies from other organizations.

C101 • Enterprise 2.0: Collaboration, Productivity, & Value
10:30 a.m. – 11:15 a.m.
Jerome Nadel, SVP, User Experience, Sagem Wireless
Want to see the best in Enterprise 2.0 and how it organically facilitates collaboration and productivity? Nadel uses leading industry case studies to describe the evolution of intranets, best practices today, and what to expect tomorrow. He provides guidelines, both in design and process that enhance intranet and application usage, collaboration, and measurable effectiveness.

C102 • Usability Methods for Intranets
11:30 a.m. – 12:15 p.m.
Jason Richardson, User Experience Analyst, Center for Business Knowledge, Ernst & Young (EY)
This session focuses on how a global organization applied a series of usability studies to modify the corporate intranet to integrate Web 2.0 applications without losing the proven value of the current design. It discusses how the user experience team developed and tested prototype designs and found value in iterative prototype remote lab testing. It shares the look and feel as well as the functionality of the EY intranet, three prototypes, overview of the EY usability methodology, lessons learned, and the results of a focus group study conducted on the final product.

C103 • Tools for Enterprise Success
1:15 p.m. – 2:00 p.m.
Len Devanna, Web Strategist, EMC
People are the core of any organization and are successful when they have the tools that enable collaboration, sharing, and streamlined operations. This session describes intranet and social media strategies, tools and practices that have transformed the culture of one enterprise. Included are lots of tips and ideas for how you can apply these strategies, tools and practices within your own organization.

C104 • Intranets 2.0: Facts & Apps
2:15 p.m. – 3:00 p.m.
Toby Ward, CEO, Prescient Digital Media
This session shares key findings, trends, leading case studies and insights on intranet best practices by an experienced intranet consultant and author of Finding ROI, a study conducted on intranet return on investment. See lots of examples of intranet sites from different organizations.

C105 • Unleashing the Power of Human Capital With E2.0
3:15 p.m. – 4:00 p.m.
Susan Camarena, Chief Knowledge Officer, Federal Transit Administration
Leslie Schultz, Director, Knowledge Transfer, Premier Inc.
Lisa Leonard, SVP & Co-Founder, StreetSmarts, Inc.
When done right, a company’s intranet or portal can unify employees, enhance a brand, cultivate a culture, boost internal communications reach, share knowledge, and increase staff productivity. Camarena addresses the creative use and leveraging of Enterprise 2.0 (E2.0) technologies to cut costs and overhead, capture intellectual property (before it walks out the door), gain competitive advantage, and improve customer service to internal and external audiences. Schultz and Leonard discuss how Premier achieves its mission, “to analyze and share knowledge nationwide to improve the health of communities,” by sharing clinical knowledge and experience across 1,700 not-for-profit member hospitals and health services experts. Its portal has helped members ensure the reliable delivery of high-quality care while still reducing costs.

C106 • Enterprise Solutions: CM & Intranet Showcase
4:15 p.m. – 5:00 p.m.
Diane Burley, Online Media Specialist, Nstein
James Robertson, Managing Director, Step Two Designs & Intranet Innovation Award winners
Burley discusses intelligent content management and methods of connecting the right information to the right audience through improved workflow. She presents case studies of how some of the world’s largest information producers have streamlined production, eliminated painful tasks to increase productivity, revenues and job satisfaction. Robertson showcases intranets used to drive business performance, save money, and more. Grab this chance to see how other enterprises design and add functionality to their intranets, while illustrating ROI to their management.

Attendee Lunch • 12:15 p.m. – 1:15 p.m.

Join the conversation on twitter using our tag #KMW09 and on the conference wiki, www.infotodaywiki.com – just click on the conference logo.

(800) 300-9868 • www.kmworld.com/kmw09
# The Role of Social Technologies in Search & How It Impacts Your Organization

8:30 a.m. – 9:45 a.m.

Charlene Li, Founder, Altimeter Group, & Co-Author, Groudswell: Winning in a World Transformed by Social Technologies

Social technologies are transforming the way that people use the web and, with it, the way that companies engage with their customers and employees. Search is certainly being affected by the increasingly social nature of online activities. Impacting the socialization of search are the factoring in of the social graph and social activities into search results. Also, online people increasingly turn to their social networks when seeking information, recognizing that these people are likely to lead them to results. Li, a former Forrester analyst, provides insights into how social technologies are transforming the way people search for and discover information and how you can prepare your organization and create business advantage with this shift.

### The Secret to Great Search Results: Actions Speak Louder than Words

9:45 a.m. – 10:00 a.m.

Jack Jia, CEO, Baynote

Dave Dondero, Director of Online Knowledge Management & Performance Support, Kaiser Permanente

Many have felt the pain associated with embarking on search improvement projects that failed to deliver significantly better results. Users still struggle to find useful information quickly and easily. To make matters worse, most search improvement projects usually require a significant amount of time, specialized resources, and money. There is a better way. The secret to achieving great search results is to understand intent by observing user actions, and delivering targeted results based on what other users with the same intent found most useful. Baynote CEO Jack Jia will discuss this “UseRank”-based approach for improving search relevancy. Dave Dondero, Director of Online Knowledge Management & Performance Support at Kaiser Permanente, will join Jack to share real-world results that illustrate why “actions speak louder than words” when it comes to delivering effective search results.

### Coffee Break

Visit the Exhibit Hall

10:00 a.m. – 10:45 a.m.
how the SAF is moving toward formalizing knowledge creation at the individual,
team, and organizational levels; and with technology as an essential enabler, he
shares how knowledge for operational performance is created in teams and
reposited through content strategy to enable learning at the unit, individual, and
team levels. He provides tips for key knowledge creation skills such as critical
reflection, storytelling, and team learning.

**A204 • Social Learning Strategies: Best Practices from the Government & Military**

3:00 p.m. – 3:45 p.m.

**Eric Sauve**, CEO & Co-Founder, Tomoye & a panel of end-users from government and military

**Patricia L. Eng**, Senior Advisor for KM, U.S. Nuclear Regulatory Commission

**Sarah Schmidt**, Participation & Outreach Manager, USAID/Capitalizing Knowledge, Connecting Communities (CK2C)

Many government organizations are struggling to figure out how they can prac-
tically apply Web 2.0 to their existing knowledge management and collabora-
tion initiatives. Within the government and military, Communities of Practice
have proven to be a highly effective way to drive social learning for organiza-
tions. Using case studies and lessons learned, this session examines the chal-
enges and details practical implementation of Web 2.0 that public and private
sector organizations can apply as part of their organization’s Web 2.0 strategy.

**Coffee Break • Visit the Exhibit Hall**

3:45 p.m. – 4:15 p.m.

**A205 • Knowledge Continuity: Expertise Finding**

4:15 p.m. – 5:00 p.m.

**Trent Parkhill**, VP & Director, IT Services, Haley & Aldrich

**Marc Solomon**, KM Coordinator, PRTM

Corporate assets, like expertise, can reside in many places. Hear how two con-
sulting organizations provide real-time access to the knowledge and experience
of staff. The first example illustrates how project teams are enabled, and the
second demonstrates how time is saved in generating business proposals.

Speakers share insights, lessons learned, and tips.

**B202 • Content Management: Marketplace & Trends Into 2010**

12:00 p.m. – 12:45 p.m.

**Alan Pelz-Sharpe**, Principal, CMS Watch

Gain an understanding of the web content management marketplace from a ven-
dor-neutral source. This session explains the categories of vendors and spec-
ic characteristics of products in each category and gives an honest and inde-
dependent opinion on the vendors in these spaces. It looks at the trends CMS
Watch analysts have observed happening within the web content management
product landscapes and shares tips and insights to help decision making within
any organization.

**Attendee Lunch • 12:45 p.m. – 2:00 p.m.**

**B203 • Tools for Knowledge-Sharing: Wiki Success Case Study**

2:00 p.m. – 2:45 p.m.

**Susan Reisinger**, Operations Manager, &

**Gregor McLeod**, Program Manager, Navy Global Distance Support Center

The Navy’s Global Distance Support Center (GDSC) is a single point of entry for
any question from active duty, retired, or reserve Navy personnel, as well as
civilian government, contractor, family, congressional personnel—even the gen-
eral public. The range of information customer service agents need to access
is not only daunting, it is also constantly growing and changing. Using a private
wiki (Anchorpedia), the GDSC has taken an innovative approach that can be
used by any call center that not only organizes data and facilitates data retrieval,
but allows for continuous updating by both management and call center profes-
sionals. An unexpected surprise has been the enthusiastic adoption of the wiki
by even the least Web 2.0 savvy personnel (most are retired chiefs with more
than 20 years’ Navy service). This presentation is both a case study and “how to”
session including a look at tools and procedures necessary to develop an
internal wiki.

**B204 • Enterprise Collaboration: Juggling Act: Users & IT**

3:00 p.m. – 3:45 p.m.

**David Gilmour**, Senior Vice President, Collaboration Technologies, Oracle

Large organizations face specific problems when it comes to cultivating collab-
oration within the enterprise. Requirements around security, compliance, and
manageability dominate when it comes to evaluating collaboration platforms.
At the same time, social software, knowledge management, and expertise capa-
bilities that can facilitate information sharing are more important for end users.
Is this a trade-off, or is there a different way to think about the problem? Gilmour
provides an insider’s view of the collaboration space and the specific challenges
large organizations face when it comes to developing a clear strategy around
improving enterprise collaboration.

**Coffee Break • Visit the Exhibit Hall**

3:45 p.m. – 4:15 p.m.

**B205 • What’s Social About Software?**

4:15 p.m. – 5:00 p.m.

**PANEL: Jordan Frank**, Traction Software

**Carol Stickley**, Manager, IT Knowledge Management, Avery Dennison

**Joe Crumpler**, Alcoa Fastening Systems

As “social software” is finding its way into the enterprise, people are wondering
what’s social about software and why it matters. These practitioners from lead-
ing organizations share their views on the realities of how interactions in social
software platforms lead to productive work in the enterprise.

**KM PROCESSES, TOOLS, & PRACTICES**

**Track B**

There are many interesting processes, tools, and practices for enabling knowl-
edge sharing in organizations. This stream of sessions looks at building and
maintaining successful communities, using wikis and social software, content
management trends, and more.

Moderated by **Richard Geiger**, News Consultant & Researcher

**B201 • Enabling Successful Communities**

10:45 a.m. – 11:45 a.m.

**Randy Adkins**, Senior Partner, FACTeam

**Mark Weinstein**, KM Officer, U.S. Department of Homeland Security

**Tom Barfield**, Global KM Lead &

**Priya Banati**, Collaboration Strategy Lead, KM, Accenture

This session provides a look at the key principles for success for communities in
different organizations. Adkins discusses strategy development and implementa-
tion of learning and knowledge process engineering for driving successful com-
munities. Weinstein discusses deployment of a fully functional, web-based
knowledge management system (KMS) using Microsoft SharePoint. He provides
tips and lessons learned for creating a knowledge exchange designed to build a
learning organization, enhance employee development, minimize organizational
and geographic challenges, and streamline business operations. Barfield and
Banati discuss Accenture’s use of communities to bridge the gap between just-
in-time learning (traditional KM) and classroom or formal/scheduled learning.
They look at how Accenture’s high performance communities raise capabilities
and share performance support materials as well as new collaboration tools.

**COMMUNITIES OF INTEREST**

5:00 p.m. – 6:00 p.m.

Join your colleagues in the Registration Area at the end of the day
for an informal debriefing and meet with other attendees who
have similar interests.

A cash bar will be available. Open to all conference attendees.
Designing effective systems for organizations is challenging, and this series of sessions provides lots of trends, strategies, tactics, case studies, and tips for integrating SharePoint, fine-tuning user interfaces, designing portals and innovative intranets, and more.

Moderated by Jon Husband, Wirearchy Network

**C201 • SharePoint Strategies, Tactics, & Tips**

10:45 a.m. – 11:45 a.m.

**Moderator:** Stacy Land, Process & Performance Director, Clinical Informatics & Analytics, Wellpoint, & Author, Managing Knowledge-Based Initiatives

Sue Hanley, President, Susan Hanley LLC

Mauro Cardarelli, CEO, Caturano & Co., Author, Essential SharePoint 2007: Delivering High Impact Collaboration

James Robertson, Managing Director, Step Two Designs

This experienced panel shares their SharePoint secrets. Hanley, expert information architect, talks about breaking information storage paradigms, understanding the concepts of metadata versus physical folders, as well as best practices, metaphors, examples, and demos. Cardarelli discusses how to best leverage FAST search in a SharePoint-based knowledge system, offers several do’s and don’ts to set business expectations and to enhance knowledge capture and sharing. Robertson provides tips for creating clear governance and management models.

**C202 • What Makes a Design Seem Intuitive?**

12:00 p.m. – 12:45 p.m.

**Jared Spool, CEO, User Interface Engineering**

Everyone wants an “intuitive” interface: the users, the designers, and the content publishers. User Interface Engineering’s recent research has given insight into why it’s hard and how to get past major obstacles. To build an “intuitive” interface, a designer has to do two things: take complete advantage of what the user already knows, so what they see is completely familiar to them, and make the act of learning anything new completely imperceptible to the user. It turns out that if the interface requires the user to realize they are learning something, the “intuitive” label disappears instantly. Spool discusses how users need both tool knowledge and domain knowledge to complete their tasks, how simple problems with designs can cause big problems for users, and what successful teams are doing to create experiences that delight. He shares lots of tips and illustrates with examples from a wide range of organizations.

**C203 • Trends in Enterprise Portal Technologies**

2:00 p.m. – 2:45 p.m.

**Alan Pelz-Sharpe, Principal, CMS Watch**

While it’s easy to be dazzled by all the features offered in today’s portal technology, making a decision about a specific system in this rapidly changing marketplace is quite hard. As a vendor-independent critique, this session provides a balanced view, enabling you and your team to make a faster and more informed technology decision.

**C204 • Innovative Intranets: Insights & Trends**

3:00 p.m. – 3:45 p.m.

**James Robertson, Step Two Designs, & Intranet Innovation Award Winners**

Despite tough financial times, intranets continue to demonstrate real business benefits, saving costs and improving customer service. The 2009 Intranet Innovation Awards attracted entries from across the globe, including North America. This talk shares highlights and screenshots from winning entries, showing clearly where the future of intranets is heading.

**Coffee Break • Visit the Exhibit Hall** 3:45 p.m. – 4:15 p.m.

**C205 • Enterprise 2.0 Backbone & Enablers**

4:15 p.m. – 5:00 p.m.

**Richard Morey, Public Advisor, SAMHSA Health Information Network (SHIN)**

Joseph A. Busch, Founder & Principal, Taxonomy Strategies

This session describes the use of KM technology to build a health information network that collects, integrates, and reports on customer interaction data in ways that helps it plan communications products, messages, and outreach. It illustrates an integrated single health information network built on KM principles that delivers the information that customers need—when, where, and how they want it. This unified, state-of-the-art infrastructure supports a contact center knowledgebase, content management system, and data warehouse for analyzing all the data produced. A key component facilitating the information integration is a new taxonomy and the processes for ongoing taxonomy maintenance. This also enables the redesigned and integrated website that provides multiple ways to exchange information with and between customers, forecast and manage inventory levels, measure the impact of marketing and outreach efforts, identify new opportunities, improve operations, and more.

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**KMWorld Awards**

**Wednesday, November 18**

**Attendee Lunch • 12:45 p.m. – 2:00 p.m.**

**C203 • Trends in Enterprise Portal Technologies**

2:00 p.m. – 2:45 p.m.

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**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.

**THE INTRANET INNOVATION AWARDS**, global awards run by Step Two Designs, recognize valuable enhancements to intranets. North American winners awarded following the KMWorld awards.

**KMWorld** magazine is proud to sponsor the KMWorld 2009 Awards to be presented at the KMWorld conference. These three awards are designed to celebrate the success stories of knowledge management.

**KMWorld 2009**

(800) 300-9668  www.kmworld.com/kmw09
Enterprise Social Tools & the Knowledge Organization

9:00 a.m. – 10:00 a.m.
Thomas Vander Wal, Principal, InfoCloud Solutions Inc.

Social tools are changing our world and our enterprises. It is amazing how much and how quickly information is added by the community when it is relevant. How do organizations take advantage of this to enhance their information and knowledge flows, improve productivity, and streamline the enterprise? Vander Wal, who coined the term “folksonomy,” focuses on the huge untapped potential for social tools with discussions about making it easier for enterprise social tool adoption, tagging, getting tools to mesh, modifying Web 2.0 approaches for the enterprise, interface/interaction design for ease-of-use, sociality and encouragement of use. He highlights interesting examples of organizations using social tools to enhance their knowledge enterprise. While social tools and services that make up Enterprise 2.0 provide a foundation for enterprises, Vander Wal points to some challenges and possible solutions. He shares ideas and insights you can use in your organization.

Coffee Break • Visit the Exhibit Hall
10:00 a.m. – 10:45 a.m.

Collaboration Strategies & Practices

The ability to collaborate and the technologies to support collaborative practices are key to productive and effective teams and organizations. Speakers share insights and ideas as well as technologies for supporting enterprise collaboration.

Moderated by Irene Kitimbo, McGill University

A301 • Enterprise Collaboration Strategies
10:45 a.m. – 11:30 a.m.
Rob Koplowitz, Principal Analyst, Forrester

Collaboration strategies are essential for driving results in the current global economic conditions with more outsourcing and distributed supply chains. This session looks at the current collaboration tools and software landscape, illustrates how the top technologies are being used in different types of organizations today, and shares what we can expect in the future.

A302 • Enterprise Social Software & Collaboration Technology
11:45 a.m. – 12:30 p.m.
Jarrod Gingras, Analyst, CMS Watch
Robert Rose, Director, KM, Global Support Experience, Symantec Corporation
David Sacks, CEO, Yammer

This panel focuses not only on the cultural and organizational aspects of social software but also on the important concerns that are raised in the enterprise around privacy, security, IP protection, and compliance. Hear a number of perspectives that highlight key areas of interest for all organizations.

Attendee Lunch • 12:30 p.m. – 2:00 p.m.

Conference Presentations & CD-Roms

Copies of the speaker slides are available for downloading from the conference website (http://www.kmworld.com/kmw09/Presentations.aspx). Username/Password: KMW2009/KMW2009. 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 Mondo Digital Solutions table located in the registration area for more information, or their website at www.mondodigitalsolutions.com.
Social Discovery of Knowledge Management

2:00 p.m. – 5:00 p.m.
Facilitated by Dave Snowden, Founder & CTO, Cognitive Edge

True innovation comes from taking a radically new perspective on a problem and breaking the patterns of past thinking. This year, world renowned pioneer in applying complex adaptive systems theory to a range of social issues—Dave Snowden—puts his cutting-edge research to work for KMWorld attendees.

If you haven’t already made the most of your investment in KMWorld 2009: Join the conference community online as we build a narrative database—of stories and experiences—in which attendees share issues, problems, opportunities, and ideas about knowledge management in its broadest sense. The database is up and available throughout the conference to receive reflections from the delegates on the various events and will include feedback on the summary data achieved during the preceding months.

In parallel, a small group of naive experts will work on the issues and problems drawing on the natural sciences (chemistry, physics, biology) as well as aspects of the humanities (such as anthropology) to take a radically new perspective. Those involved have been selected for their deep knowledge of their subject and their lack of knowledge of knowledge management.

All of this material is integrated in the final KMWorld 2009 capstone workshop, seeing this highly participative in nature. Snowden’s team has leveraged this approach to produce many new and innovative methods for knowledge exchange such as the rapid sharing of knowledge between doctors and nurses in operating theaters, the knowledge transfer across generations in a bank, and more.

Following KMWorld 2009, the narrative database will be kept open to allow subsequent generations of learning, reflection on the event itself, and sharing of experiments and their results. All methods arising from the workshop will be documented by Cognitive Edge and made available as open source methods for the wider community. Positioned within a flow of learning both before and after the KMWorld 2009, this new capstone event will ensure that your organization gains added value from your participation.

Check the conference website, www.kmworld.com/kmw09, for more information and for updates on this novel collaborative conference event.
The KMWorld 2009 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 Expo. Check out the Enterprise Search Showcase, a special section of the exhibition dedicated to search technologies and solutions.

**Exhibit Hours**

**Tuesday, November 17**
5:00 p.m. – 7:00 p.m.
Welcome Reception

**Wednesday, November 18**
10:00 a.m. – 4:30 p.m.

**Thursday, November 19**
10:00 a.m. – 2:00 p.m.

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