Final Program

KM & intranets World 2006 conference & exposition

Strategies and Tools for Knowledge Management, Content Management, Intranets and Portals

October 31–November 2, 2006
San Jose McEnery Convention Center, San Jose, CA

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

Includes:

www.kmworld-intranets.com

Premium Partners:
clarbridge, COVEO, ENDECA, grokker, INQUIRA, inxight, mindtouch, NEXIDIA, newideaengineering, recommend, SIDERIAN

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Information Today, Inc.

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Applying Strategies & Tools for Innovation

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Grand Opening Reception
Information Today, Inc. invites all attendees to the opening of the KMWorld & Intranets 2006 exposition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Enjoy a glass of wine and light hors d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

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

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

Internet Cafe
Check your e-mail at the Internet Cafe during regular exhibit hours! Located inside the exhibit hall.

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

LIVE Web Event
Join Endeca and KMWorld magazine for the first ever LIVE video Web event on Wednesday at 1:30 p.m. in Meeting Room D — The Art of the Project: Veteran Wisdom on Search & Information Access.

Exposition
The KMWorld & Intranets 2006 exposition will feature the top companies in the KM and Intranets marketplace, offering visitors an opportunity to explore all the latest in product and service solutions in both fields. 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. All registrations include free admission to the exposition.

Press Room
A press area will be available Tuesday, Wednesday, and Thursday from 8:00 a.m. – 5:00 p.m. Located outside of Meeting Room D.

CD-ROMs
All sessions are being recorded and are for sale at the conference. Visit the Digital Record table located in the registration area for more information or visit www.digitalrecord.org.

Presentation Links
In addition to the Collected Presentations book that you receive in your conference bag, get access to many of the PowerPoint presentations and Web sites used in conjunction with the KMWorld & Intranets 2006 general sessions. Links will be posted on the KMWorld & Intranets Web site (www.kmworld.com/kmw06/presentations) approximately 4 weeks after the conference.

Conference Wiki
Participate in the KMWorld & Intranets conference wiki at www.kmi06.pbwiki.com

MEDIA ADVISORY: Information Today, Inc. welcomes press and blog coverage of our conferences. The content of individual talks, presentation graphics, and handouts belongs to the speakers and/or conference organizers and may not be duplicated or distributed in whole or in substantial part, by print, electronic, or any other means, without the express written consent of Information Today, Inc. Written permission is required to publish, broadcast, or otherwise distribute transcripts or audio/video recordings of any talk or session by any means, including “podcasting.” Brief excerpts and quotes are permitted in the context of a critical review or broadcast segment. Please link to official transcripts, handouts, or other media objects hosted at the speakers’ or Information Today, Inc.’s Web sites.
Tuesday Opening Keynote

STEVE WUNKER, 9:00 A.M.

Innovation and Seeing What’s Next

Steve Wunker, Partner, Innosight LLC

Wunker shares the results of 15 years of research that demonstrate clear patterns of where innovation is most fruitful and how it can change an industry. His talk explores unique ways to identify unmet needs, the implications of industry evolution, and principles for success across several categories of innovation.

Tuesday Intranets Keynote

JEFFREY VEEN, 10:15 A.M.

Design in the Age of Web 2.0

Jeffrey Veen, Design Manager, Google, & Founding Partner, Adaptive Path

What does Web 2.0 mean in the world of design? What are the principles and practices that distinguish it from the past and how can we use it in meaningful ways? The project lead for Measure Map, recently acquired by Google, as well as the designer for social media applications and a Web innovator, Veen shares his insights on Web analytics, user experience, and design.

Wednesday Keynote

DAVE SNOWDEN & CINDY GORDON, 9:00 A.M.

Innovative Enterprises: Leaders’ Visions & Stories

Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd

Cindy Gordon, Helix Commerce International & Author, Winning at Collaboration Commerce

Leaders in the field describe one strategy, one tool, and one innovative organization in action. Hear experienced storytellers capture their visions and insights in vibrant, information-rich stories.

KMWorld Awards & Thursday Keynote

DAVID WEINBERGER, 8:45 A.M.

The New Shape of Knowledge: Everything Is Miscellaneous

David Weinberger, Fellow, Harvard Berkman Center & KMWorld columnist

The digitizing of information resources allows us to reinvent the basic principles by which we manage and organize knowledge, thereby transforming the shape and authority of knowledge. Debunking linear information models, Weinberger explores how we can get more value from organizational knowledge and expertise by treating knowledge as a miscellaneous collection of data and metadata to be sorted and ordered by users. This approach wrings the maximum potential from what an organization knows — improving information flows, increasing innovation, enabling the power of social knowing to emerge — but it changes the role of experts and knowledge and information managers.

Thursday Closing Keynote

PETER ANDREWS, 3:30 P.M.

Enterprise 2.0: A Look at the Future

Peter Andrews, Innovation Strategist, Executive Business Institute, IBM

Based on his industry knowledge and experience with many organizations, Andrews gazes into his crystal ball and highlights areas that we should pay attention to in the future if we want to create a productive, innovative, and successful enterprise.
<table>
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<tr>
<th>Time</th>
<th>Session Description</th>
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<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Design in the Age of Web 2.0</td>
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<td>Jeffrey Veen</td>
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<td>11:15 a.m. – 12:00 p.m.</td>
<td>The Future of Intranets/Portals</td>
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<td>1:15 p.m. – 2:00 p.m.</td>
<td>Portals: Ideas to Reality</td>
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<td>2:15 p.m. – 3:00 p.m.</td>
<td>Planning &amp; Implementing a Portal Migration</td>
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<td>3:15 p.m. – 4:00 p.m.</td>
<td>Designing an Intranet that Works with Your Business</td>
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<td>4:15 p.m. – 5:00 p.m.</td>
<td>Maximizing Intranet ROI: Tips &amp; Tech</td>
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**Keynote**  9:00 a.m.  Dave Snowden & Cindy Gordon

**GOVERNANCE AND MAINTENANCE**

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<td>10:30 a.m. – 11:15 a.m.</td>
<td>Intranet Team Structure, Services, Processes</td>
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<td>11:30 a.m. – 12:15 p.m.</td>
<td>Urban Planning for the Corporate Web: Fighting Sprawl</td>
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<td>1:30 p.m. – 2:30 p.m.</td>
<td>Supporting Smart Organizations</td>
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<td>Demel, Derbyshire &amp; Guerrero</td>
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<td>3:00 p.m. – 3:45 p.m.</td>
<td>Managing a Global Team of Intranet Editors</td>
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<td>Sinclair-Pearson</td>
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<td>4:00 p.m. – 5:00 p.m.</td>
<td>Intranets, Internal Comm., &amp; Organizational Change</td>
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<td>Stoddart &amp; McConnell</td>
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**Keynote**  8:45 a.m.  David Weinberger

**MAKING CONTENT FINDABLE & USABLE**

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<tr>
<td>10:30 a.m. – 11:15 a.m.</td>
<td>Best Practices for Intranet Search</td>
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<td>Rappoport</td>
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<td>11:30 a.m. – 12:15 p.m.</td>
<td>Ten Tips for Intranet Search Selection &amp; Implementation</td>
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<td>1:15 p.m. – 2:00 p.m.</td>
<td>Creating Usable Structured Content</td>
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<td>Kenny</td>
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<td>2:30 p.m. – 3:45 p.m.</td>
<td>Creative Content Strategies</td>
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<td>Kellner &amp; Bernstein</td>
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<td>3:30 p.m. – 4:30 p.m.</td>
<td>Enterprise 2.0: A Look at the Future</td>
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**COLLABORATION**

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<td>10:30 a.m. – 11:15 a.m.</td>
<td>Integrating Collaboration &amp; Knowledge Exchange</td>
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<td>11:30 a.m. – 12:15 p.m.</td>
<td>Intranets for Improved Decision Making</td>
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<td>Vala-Webb</td>
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<td>Collaborating with Customers</td>
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<td>2:30 p.m. – 3:45 p.m.</td>
<td>SharePoint Tips &amp; Tricks</td>
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<td>Seys &amp; Maldonado</td>
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<td>3:30 p.m. – 4:30 p.m.</td>
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**Break Schedule**

**Monday, October 30**

9:00 a.m. – 12:00 p.m.  Pre-Conference Workshops

- Building the Enterprise of the Future
- KM101: Getting the Most from KMWorld
- Enterprise Search Engines
- Developing an Effective Content Framework
- Intranet Strategies & Benchmarking for Practitioners
- Modeling & Managing Metadata
- Enterprise Portal Software
- Wikis & Blogs: New KM Tools
- KM: Strategic Partner for Top & Bottom Line Impact
- Personal Knowledge Management (PKM)

1:30 p.m. – 4:30 p.m.  Monday, October 30

- Learning Fast to Stay Relevant
- Critical Success Factors for KM Initiatives
- Selecting & Implementing Intranet Search
- Content Strategy and Practice
- Designing & Developing Intranets Using MS SharePoint
- Taxonomies, Metadata, and Facets
- Local Information Management
- Intranet Governance & Standards
- Organizational Network Analysis
- Peer Mentoring: Sharing What You Know

**Tuesday, October 31**

**Opening Keynote**  9:00 a.m.  Steve Wunker

**Wednesday, November 1**

**Wednesday, November 1**

10:30 a.m. – 11:15 a.m.  Search Systems

- Lewis

11:30 a.m. – 12:15 p.m.  Folksonomies, Social Tagging, & Complexity Theory

- Reamy

1:30 p.m. – 2:30 p.m.  Making Choices in Enterprise Search

- Arnold

3:00 p.m. – 3:45 p.m.  Integrating Taxonomy & Search

- Pohs & Carlson

4:00 p.m. – 5:00 p.m.  Successful Search Stories

- Rappoport, Petrossian, Negler, & Kehoe

**Keynote**  9:00 a.m.  Lewis

**Thursday, November 2**

**Thursday, November 2**

10:30 a.m. – 11:15 a.m.  Integrating Collaboration & Knowledge Exchange

- Ughetta

11:30 a.m. – 12:15 p.m.  Intranets for Improved Decision Making

- Vala-Webb

1:15 p.m. – 2:00 p.m.  Collaborating with Customers

- Ohfrooge

2:30 p.m. – 3:45 p.m.  SharePoint Tips & Tricks

- Seys & Maldonado

3:30 p.m. – 4:30 p.m.  Enterprise 2.0: A Look at the Future

- Andrews

**Break Schedule**

**Tuesday**

Exhibit Hall Grand Opening Reception

5:00 p.m. – 7:00 p.m.

**Wednesday**

Coffee Breaks in the Exhibit Hall

10:00 a.m. – 10:30 a.m.

2:30 p.m. – 3:00 p.m.

**Thursday**

Coffee Breaks in the Exhibit Hall

10:00 a.m. – 10:30 a.m.

2:00 p.m. – 2:30 p.m.
Monday, October 30

Building the Enterprise of the Future  
Art Murray, CEO, Applied Knowledge Sciences, Inc.

The speed at which organizations learn and innovate must equal the rate of change in the marketplace. This is the new reality of business survival in a flat world. Companies need a means to rapidly sense, organize, collaborate, produce a result, and move on. They need new organizational structures that support complexity, agility, rapid learning, and personal growth. An entirely new enterprise model is needed. This workshop shows how to realistically assess your organization’s ability to perform in a flat world, and how to begin the transition to an agile, global, knowledge-based enterprise. Specifically, you will learn how to determine organizational strengths and weaknesses in responding to rapid changes in the marketplace, develop a prioritized list of key focus areas needed to reach a sustained level of high performance, choose the right strategies for leading the transformation into “an enterprise of the future.” The methodology presented is the result of more than 20 years of university-level research and held world and touch on business intelligence for sense-and-respond organizations; knowledge integration; critical decision processes; attracting, retaining, and growing knowledge workers; high-speed learning and innovation. Managers of organizations looking to hire, retain, and grow a diverse knowledge workforce, while striving to remain competitive in the global market place, will particularly want to attend.

KM 101: Getting the Most from KMWorld  
Cindy Ross Pedersen, Adeo Communications

What is knowledge management (KM)? What strategies, techniques, and tools will be discussed at the KMWorld conference? Coming to KMWorld for the first time can be overwhelming. Most presenters are talking about the latest advances in an area that they have been working in for years. The field of KM has also been growing exponentially with changes in terminology and advances in techniques and tools. For someone new to this field, this workshop provides the basic understanding of terminology, approaches, and tools. For someone new to this field, this workshop provides the basic understanding of terminology, approaches, and tools. This high-level overview includes lots of working examples and opportunities for interaction. If you’ve been in the field for years, come and add your knowledge to the discussions.

Enterprise Search Engines: Critical Success Factors  
Avi Rappoport, Search Tools Consulting, Inc.

Search engines (SEs) may seem like a black box: Queries go in, answers come out. But they’re just software, and the more you know, the more you can tune your search engine to solve your users’ real information needs. This session describes the various aspects of search — index structure, robot spiders and other indexers, query parsing, retrieval, relevance ranking and designing usable search interfaces — describing common problems and best practices. It covers the critical success factors (CSFs) for successful implementation of enterprise SEs and suggestions for choosing a search engine or evaluating an existing one.

Developing an Effective Content Framework  
Seth Earley, Earley & Associates, Inc.

A content framework is the underlying structure for your content that enables you to effectively create, manage, and deliver content. It provides the common structures for content creation that support the customer relationship management life cycle and ensures that content is consistently structured, written, and reused so that content can be automatically reformatted for multichannel delivery. This workshop provides the methodologies and best practices for the following:
- Defining of customer relationship management life cycles
- Techniques in mapping content types to the lifecycle
- Design of modular content types
- Design of content components that allow for both consistency of structure and delivery as well as flexibility and creativity where appropriate
- Content design for multichannel delivery

Intranet Strategies & Benchmarking for Practitioners  
Jane McConnell, Intranet Strategy Consultant

How do you get over the great “intranet divide” and join the class of companies whose intranets are considered essential — the natural way of working — and not simply “useful”? And once you’re there, how do you continue to innovate and improve? This interactive workshop is based on the consolidated results of a 2006 survey of approximately 50 large, complex (often global) organizations from around the world. It looks at the intranet state of the art and identifies what factors differentiate companies where the intranet is considered essential — the way of doing business — and companies where the intranet is just useful. Using survey results, participants will compare their organizations’ strategies to those reported in the survey, exchange views and experiences, and gain insights into handling decision-making, budgeting, measurement and evaluation, governance, language and translation policies, home page strategies, collaboration policies, management and resources, processes and applications in the intranet.

Modeling & Managing Metadata for Greater Productivity  
Jean Graef, Montague Institute

Metadata is everywhere — in desktop applications, search engines, enterprise applications, and external services. The problem is that it may not be complete, up-to-date, in the right place, or in the right format. These discontinuities are a drain on productivity for enterprises, work groups, and individuals. This workshop provides examples of how metadata can improve productivity in research, publishing, customer service, and market research. It identifies necessary metadata for each application and uses a relational database to enter, organize, and integrate metadata across applications. Filled with tips and strategies, this workshop provides practical ideas that can be immediately implemented within your environment.

Enterprise Portal Software: Architecture, Products, Selection  
Janus Boye, Managing Director, Boye IT

While it is easy to be amazed by all the features offered by a portal, it can be very hard to make the decision for a specific system and to understand the rapidly changing market. This intensive half-day tutorial, led by the author of CMS Watch’s “Enterprise Portals Report,” provides a step-by-step review and roadmap for product selection. It covers:
- the current marketplace
- different categories, architectures, features, and price ranges
- important vendor intangibles
- best practices in selecting a portal
- why portal projects fail and how to avoid it from the onset

With this vendor-neutral tutorial, Boye provides a balanced view, enabling you and your team to make a better and more informed technology decision.

Wikis & Blogs: New KM Tools  

This workshop provides an introduction to blogs and wikis, looks at their differences, and illustrates with examples how these solutions can be used to meet internal and external communication needs. Helpful frameworks for understanding and evaluating these solutions are shared, along with perspectives on the suppliers in this market, industry leaders, lessons learned, and do’s and don’ts.

Pre-Conference Workshops

9:00 a.m. – 12:00 p.m.

- Developing a realistic content reuse strategy
- This methodology focuses on the creation of XML-ready models and addresses the question of whether to adopt existing industry standards or create custom content models. Participants view real examples of models and work through the development of such a model.

Intranet Strategies & Benchmarking for Practitioners

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Pre-Conference Workshops

Monday, October 30

KM: Strategic Partner for Top & Bottom Line Impact  W9
Richard Marrs, Coemergence
Knowledge management must directly support key business functions in meeting their strategic business goals and objectives and clearly impact the top and bottom line. Generic tools and processes, document repositories, and taxonomies are a good foundation, but until business-function knowledge-specific tools and processes are identified, designed, and implemented, KM will continually be struggling for relevance and survival as a strategic partner within organizations.

This workshop provides strategies and frameworks for KM as a partner with each business function in the organization, embracing the business goals and objectives as KM’s own. This means working hand in hand and becoming part of the extended business function team. Value is created directly at the business function level, in real dollars, allowing concrete ROI from KM’s contributions. In this workshop, you will learn to apply cutting-edge concepts and interactive processes around a real business function and become a key strategic partner by understanding key business functions goals and objectives; identifying key knowledge needs; co-designing tools, structures and processes to address those needs; and actively supporting and facilitating the processes.

Personal Knowledge Management (PKM)  W10
Steve Barth, Reflected Knowledge
The unfulfilled promise of KM is that the whole is greater than the sum of its parts, but complexity theory and corporate experience demonstrate that top-down organizational outcomes are incredibly difficult to design or predict. Cognition might be social, but it depends entirely on who shows up and what they bring to the table. Few KM projects go far enough to understand or address the individual priorities and processes that lead to self-organization in the workplace. The increasing interest in personal knowledge management highlights the need for values, skills, and tools to build stronger teams and networks from the ground up. This workshop, led by one of the first KM experts to write about personal KM, explores how individual effectiveness scales up to organizational productivity with a focus on the capabilities and responsibilities of individual knowledge workers.

Monday, October 30

Learning Fast to Stay Relevant  W11
Kent A. Greenes, Founder, Greenes Consulting, & former KM Leader for SAIC & British Petroleum
Knowledge workers today are leading and working on the edge in markets and battlefields that are constantly changing. In a world where a new entrant can leapfrog market leaders in a single bound, knowledge workers need to learn faster from everything they do to stay relevant and ahead of the competition. Organizations ranging from British Petroleum to the U.S. Army to the Defense Intelligence Agency are applying proven practices and tools to develop self-aware, adaptive knowledge leaders and workers to successfully do business and perform missions they have never been trained for in markets and on battlefields that are constantly changing. This companion workshop to the morning workshop Building the Enterprise of the Future trains and coaches participants in the same techniques used by these leading organizations to learn quickly from every project, task, or activity they undertake. The methods and techniques covered in this workshop have been delivered and honed through application in more than 50 public and private sector organizations over the last 10 years. In addition to training individuals to improve their own performance as knowledge workers, this workshop provides methods for team and group application. Team leaders, project managers, and KM practitioners responsible for leading and delivering flawless execution on work activities, projects, and programs will particularly want to attend.

Critical Success Factors for KM Initiatives  W12
Larry Chait, President & Founder, Chait and Associates, Inc.; former CKO, Arthur D. Little; & President, Boston KM Forum
As we all know, leveraging knowledge is a critical factor in operational effectiveness and organizational innovation. Yet with all of its importance, far too many KM initiatives fail short or fail outright. In this hands-on and interactive session, attendees work through a series of exercises to understand this paradox in order to identify the requirements for success and to answer these questions: Why do so many KM initiatives fail to measure up? What makes KM unique? What is required for success? What tools and techniques can be used to help?

Selecting & Implementing Intranet Search  W13
Martin White, Intranet Focus Ltd, & Author, The Enterprise Search Guidebook
This workshop moves from the requirements specification to selecting the search engine/appliance and to actually making it work post-installation. White provides an overview of current intranet search software and search appliances. Filled with tips and strategies, this workshop provides a step-by-step framework for selecting and implementing intranet search in your environment. In addition to discussing the various options and types of search tools available, it focuses on implementation. It looks at usability issues, highlighting the importance of understanding how people search when designing search interfaces. The issues of upgrading intranet search to enterprise-wide search are also covered.

Content Strategy and Practice  W14
Bob Boiko, President, Metatatorial Services, Inc., & Author, The Content Management Bible
In this hands-on workshop, Boiko goes step by step through the process of creating a content management system. He starts with content strategy, illustrating what goals your system should accomplish; discusses content modeling, which indicates what information your system needs to deliver; and talks about content presentation, which shows you how the information should be delivered to your users. Using successful examples, Boiko discusses system design, which illustrates the content management system you need to implement the ideas you have come up with. In this interactive workshop, you will work out in each step what the concepts mean for your organization, and leave with a high-level but complete content plan for one type of content. You can go back to work and immediately begin to work through the same sort of plan for all of the most important information in your organization.

Designing & Developing Intranets Using MS SharePoint  W15
Craig St. Clair, Partner, TKG Consulting
For many organizations, Microsoft SharePoint already is or will be the software of choice for developing intranets in the age of portals. This workshop goes beyond a mere description of SharePoint’s current and coming functionality and delves into how to get the most out of this powerful software. St. Clair comes armed with a set of tools and practices that will help you design an intranet using SharePoint. Particular attention is paid to taxonomy development, navigation, security, personalization, content modeling and management, and incorporating a governance structure. Participants learn just how far they can go in configuring the software without going too far down the road to customization.

Taxonomies, Metadata, and Facets  W16
Tom Reamy, Chief Knowledge Architect, KAPS Group
Josh Powers, Principal Ontologist, Convera
Jim Wessely, President, Advanced Document Sciences
As more organizations develop and/or buy taxonomies, it becomes ever more important to look at taxonomy development within an enterprise context. This...
### Pre-Conference Workshops

**Monday, October 30**

Workshop covers a full range of taxonomy issues, from initial buy/develop criteria, use of software tools, the possibilities and dangers of collaborative taxonomy development, to staffing and funding models, integration of taxonomies and metadata with search and content management, and the utilization of taxonomies in a range of applications such as text mining and alerts. It includes an in-depth look at faceted taxonomies and the use of taxonomies in faceted navigation applications, including how to turn differences in how people categorize from a problem to a solution with personal taxonomies.

**Local Information Management: The End-User Revolution**

Jean Graef, Montague Institute

End-user development can be thought of as do-it-yourself computing in a business setting. It’s the cutting edge of a major shift in the Web 2.0 world from centralized to localized information management, from providers to users. Instead of being tolerated or disparaged by IT staff (who sometimes call it “shadow computing”), it’s emerging as a viable development option. This workshop illustrates end-user development with real-world examples, provides step-by-step guides to how and why it’s done, and explores the implications for knowledge managers, corporate taxonomists, and intranet developers.

**Intranet Governance & Standards: Strategies for Success**

Carmine Porco, Prescient Digital Media

A successful portal promotes and institutes change within an enterprise. It supports the way users and management approach and perform work. A widely deployed, highly interactive site/portal leaves few internal processes and business functions untouched. It changes the way work is performed — whether searching for product and service information, enrolling and completing training, or submitting expenses. The site/portal therefore becomes the center of the workday for knowledge workers and those dependent on the Website for tools and information. This workshop focuses on how to manage and govern a portal for success and productivity. Using real-world examples, it provides recommendations for staffing, management and governance of the site/portal, incorporates samples of editorial policies, and discusses the importance of creating and following standards including branding guidelines and style guides.

**Organizational Network Analysis (ONA)**

Patti Anklam, Hutchinson Associates

Bruce Hoppe, President & Founder, Connective Associates LLC

This half-day workshop introduces the concepts and tools of ONA. It articulates the business uses of ONA, describes actual cases in which ONA proved useful in a KM context; identifies the methods and tools that are in the ONA toolkit; distinguishes between social networking analysis (SNA), ONA, and social software; and discusses how to leverage social networks in organizations to enhance knowledge flows. Using real-world examples, speakers make the case for using ONA in your organization and provide a step-by-step process for implementation.

**Peer Mentoring: Sharing What You Know**

David Harden, President, KnowHow, Inc., and Co-Author, Continuity Management

Mentoring can be a frustrating experience for those involved because the job is time consuming and it isn’t written into any schedules. Often, smart folks have no efficient method to articulate years of knowledge swirling in their heads. Yet, businesses are faced with real issues that require effective knowledge transfer and mentoring now more than ever before: Every 6 seconds a Baby Boomer is retiring with valuable corporate knowledge that people need to know. New employees and contingent staff need to get up-to-speed quicker, with less stress and greater productivity. Incorporating new technology almost always means part of the team goes forward to figure it out while the rest of the team maintains the current systems. Only one or two people on a team have a specific skill, putting that team at risk.

This workshop provides clear and simple tools to help:

- Manage change in the workplace
-Fundamentally improve the way subject matter experts communicate with and train each other
- Mentors figure out what is most important and timely, and enable them to deliver this information in an efficient manner.

Tools discussed are the same ones used by Microsoft, Nike, Electronic Arts, and Occidental — organizations that are providing their workforces with tools discussed are the same ones used by Microsoft, Nike, Electronic Arts, and Occidental — organizations that are providing their workforces with

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**KMWorld Awards**

**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.

**Thursday, November 2**

8:45 a.m.

Join us for the Awards Presentation

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Creating innovation, improving performance and solving business problems will always be the critical goals for business decision makers. Whatever the core business or sector, this challenge resonates throughout any organization. While traditional knowledge management (KM) often signified sharing already existing knowledge which leads to some value add, major gains and competitive edge come today from creating and implementing new knowledge — innovation. A recent global study of innovation showed that transformational innovation comprised 2% of the projects, but 90% of the value add. Join our experts and practitioners as they share their knowledge on applying strategies and tools for innovation. KMWorld & Intranets 2006 spotlights the strategies, tools, and practices in the marketplace that can enhance innovation and increase organizational competitiveness.

### Opening Keynote ▲ Steve Wunker

**Innovation and Seeing What’s Next**

*9:00 a.m. – 10:00 a.m.*

Steve Wunker, Partner, Innosight LLC

Wunker shares the results of 15 years of research that demonstrate clear patterns of where innovation is most fruitful and how it can change an industry. His talk explores unique ways to identify unmet needs, the implications of industry evolution, and principles for success across several categories of innovation.

### BUILDING KNOWLEDGE-SHARING ORGANIZATIONS Track A

All organizational knowledge initiatives begin with high enthusiasm and the best of intentions. Far too often, they go out with a whimper, disintegrating through inexperience, lack of leadership, and improper tools. Learn from experts who have implemented profoundly successful programs — with quantifiable results.

*Moderated by Stacy Land, Senior Knowledge Manager, Zyman Group*

#### High Performance Workplaces: FAA

**10:15 a.m. – 11:00 a.m.**

Ronald Simmons, KSN Director, Federal Aviation Administration Andrew Campbell, President, Applied Knowledge Group, Inc.

This session explores the success of the Federal Aviation Administration’s Knowledge Services Network (KSN), a Microsoft Windows SharePoint Services KM network. It shares how KSN grew from less than 50 users to over 22,000 active participants over a 3-year period by utilizing a unique adoption versus deployment strategy. A traditional technology deployment strategy focuses on how fast one can construct and roll out the virtual technology environment, while a more affective adoption strategy measures how fast one can get sustained use and growth of the technology in the workforce. The adoption approach using Microsoft Windows SharePoint Services gave the FAA the tools to allow the agency to build on its own environment and add features that matched the maturity of the people and the process. The FAA created an evolving solution with a cumulative cost of $3.5 million over the 3-year period, with significant growth in user adoption rates. Cited by the Gartner Group with a High Performance Workplace award for Business Process and Innovation, hear about the agency’s strategies, challenges, experiences, and lessons learned.

**Initiating & Running a Successful Worldwide KM Program**

*11:15 a.m. – 12:00 p.m.*

Stan Garfield, Worldwide KM Leader, HP Services Consulting & Integration

Based on his experience in launching and leading knowledge management programs at Digital, Compaq, and HP, Garfield shares his insights on what works best. He covers the people, process, and technology components needed for a successful KM program, as well as governance, team roles, collaboration methods, communications, and working across organization boundaries.

**Lunch Break — 12:00 p.m. – 1:15 p.m.**

#### KM in Action: Tips & Good Practices

**1:15 p.m. – 3:00 p.m.**

Gordon Vala-Webb, National Director, Knowledge Management, PricewaterhouseCoopers LLP (Canada)

Dave Carter, CTO & VP Strategy, ipload

Sanjay Swarup, Ford Motor Company

This international panel of practitioners shares the critical success factors, tools, practices, and lessons learned for an active and successful KM initiative involving the capture, sharing, and reuse of knowledge. They provide examples and tips based on the experiences of their organizations.
Customer Intimacy Using Knowledge-Sharing Ecosystems

3:15 p.m. – 4:00 p.m.

Darcy Lemons, Project Manager, Customer Solutions Group, APQC

Successful organizations achieve market results by maximizing the effectiveness of their value chains. They treat the value chain as a knowledge-sharing ecosystem, using KM tools and principles to cross the boundaries. The resulting knowledge exchange and synthesis translates “customer intimacy” into reality and revenue for the organization. This session shares the key findings from APQC’s recent KM benchmarking study and illustrates how organizations such as Raytheon, Caterpillar, Tata Steel Ltd., Buckman Labs, and the Air Force Material Command share knowledge along their value chains, resulting in tangible, bottom line impacts for their organizations.

Knowledge Enabled Pharmaceutical R&D

4:15 p.m. – 5:00 p.m.

Dave Hodgson, WW Head KM Informatics, Pfizer

Pfizer’s global R&D division is one of the world’s largest research institutions with an annual budget above $6 billion. Creating a new medicine takes on average $1.3 billion and 12–15 years of development. Building a knowledge-sharing organization is critical in this environment, and Hodgson shares successes and learnings in driving a more knowledge-enabled organization inside Pfizer’s research unit. He illustrates how they’ve integrated several approaches into a holistic package by using explicit knowledge assembly to parachute new drug leads into the development pipeline, and creating online collaboration communities to connect global teams of research scientists, sponsoring tacit and cultural change programs designed to promote knowledge sharing and re-use.

Collaborative Strategies, Practices, and Tools

Track B

Collaboration has moved from yesterday’s dream of “wouldn’t it be nice if…” to a current strategic imperative for organizations of all sizes. Discover how a collaborative attitude, combined with easy-to-implement enterprise-wide tools, can steer organizations toward a legitimate competitive advantage.

Moderated by Tim DeWolf, Federal Reserve Bank SF

Tools for Social & Organizational Network Analysis (ONA)

10:15 a.m. – 11:00 a.m.

Patti Anklam, Principal Consultant, & Bruce Hoppe, President & Founder, Connective Associates LLC

This session provides an overview of the tools available for conducting social network analysis (SNA) and ONA analysis. Using real-world examples, it discusses how to interpret visual diagrams from analysis data, generating and understanding the metrics, and more. Speakers discuss the impact of using these types of analysis tools in any organization.

Managing Metadata in Collaboration Systems

11:15 a.m. – 12:00 p.m.

Jean Graef, Montague Institute
Tom Reamy, Chief Knowledge Architect, Kaps Group

With collaboration systems like Microsoft SharePoint, Interwoven Worksite and IBM Workplace, teams can increase their productivity for project work.

However, as team sites proliferate, enterprise information managers are wondering how to consolidate search for both team site and Intranet content, leverage existing taxonomies for the benefit of site creators and users, and synchronize enterprise taxonomies across all departments and team sites. This talk discusses three strategies that organizations are using to meet these challenges.

Lunch Break – 12:00 p.m. – 1:15 p.m.

Game Technology & Business Collaboration

1:15 p.m. – 2:00 p.m.

Steve Barth, Reflected Knowledge

KM promises technologies to stimulate and extend learning and collaboration across distances, but virtual platforms such as discussion forums and knowledge repositories rarely achieve the critical mass to catalyze innovation. On the other hand, the intense and complex interactions of multiplayer game online environments are both more advanced and more productive than anything seen in the corporate world. While ethnographic and economic exploration in the new field of game studies show what makes games so compelling, new technologies are pointing to how game-based virtual spaces might influence both the operating systems and the work spaces of the future to make work time as engaging as gameplay.

Collaboration @ Statoil

2:15 p.m. – 3:00 p.m.

Hans Hysing Olsen, Sociologist, Computer Supported Collaborative Work, Statoil

Statoil has implemented new, corporate-wide solutions for collaboration, enterprise content management, and search, going from a Notes-dominated solution to a mainly Microsoft-based solution. This session shares how they established best practices for collaboration and information sharing across organizational and geographical boundaries by improved work processes for producing and sharing information among work groups and project teams, supported by new IT-tools, established traceability as well as easy, correct and secure access of information through the information life cycle and with respect to legal requirements, and limited duplication of data by classifying information with metadata, enabling the new search engine to find all relevant information including project, process, discipline, organization, etc., and improved search and retrieval of information to ensure sharing and reuse of information. It provides tips for changing the way people work.

Making Search & KM More Accessible to the Enterprise

3:15 p.m. – 4:00 p.m.

Aaron R. Fulkerson, VP Platforms & Co-Founder, MindTouch Inc.
Joel Waterman, Program Director, Enterprise Search Solutions, IBM

In this session, MindTouch and IBM will discuss how to reduce complexity, ease the adoption curve and improve the effectiveness of the Knowledge Management Search, and Discovery within your enterprise. The presentation will include specific customer case studies and technologies that range from capture to search that aid enterprises in improving the reusability of their company’s collective intelligence and knowledge.

Piloting Collaboration Software

4:15 p.m. – 5:00 p.m.

Patti Anklam, Principal Consultant, & Joe Hutchinson, Principal, Hutchinson & Associates

Global teams require global collaboration infrastructure: They are asking for better ways to share documents, capture communications, and coordinate work than piecemeal via e-mail transfers. Collaboration software technologies have reached a level of maturity in terms of performance, ease-of-use, and security. Companies understand that introducing new technology can be a risky proposition and will pilot the software with small groups before launching corporate-wide efforts. Based on three case studies, this session discusses the critical factors for a successful pilot and provides a methodology that puts the end users at the center of the adoption process. Filled with tips and ideas, it includes models for working stakeholder and governance issues with IT and business sponsors, a pilot strategy that lays the foundation for collaboration software processes, and collaborative work practices that accelerate a company’s “time to collaborate.”
INNOVATION

Track C

In the 21st century, every enterprise must have a robust culture of innovation permeating every corner of an organization—whatever its mission or function. For any enterprise to thrive—or even survive—in today’s climate, innovation must be encouraged, supported, and rewarded.

Moderated by Marilyn Martiny, IKnow

Innovation: Putting Ideas into Action
10:15 a.m. – 11:00 a.m.
Marisa Brown, Practice Leader, Innovation and R&D, APQC
This session focuses on practical best practices learned in APQC’s 2005 “Innovation: Putting Ideas into Action” consortium benchmarking study. The best practice companies that were studied include Procter & Gamble, IBM Corp., the Mayo Clinic, Kennametal Inc., The Clorox Company, and Bausch & Lomb.

From Innovation to Execution
11:15 a.m. – 12:00 p.m.
Steve Wunker, Partner, Innosight LLC
Once companies have identified industry-changing ideas, their biggest challenge often lies in commercialization. Wunker discusses proven techniques for overcoming internal roadblocks and neutralizing objections from external partners. He shows how to bring innovations to market quickly, inexpensively, and effectively.

Lunch Break—12:00 p.m. – 1:15 p.m.

Embedding Innovation in Healthcare Knowledge Transfer
1:15 p.m. – 2:00 p.m.
Colleen Elliott, Director, & Holly Pendleton, Manager, KM, Catholic Health Initiatives (CHI)
This session presents a case study of CHI, a large, national hospital system with 68 hospitals and 44 long-term care facilities in 19 states and $6 billion in annual revenues, which has implemented a comprehensive KM strategy to leverage the value of operating a national system of healthcare providers. Filled with real-life examples, it describes CHI’s innovation strategy including innovative leadership as a core competency, improving knowledge transfer to increase CHI’s ability to produce more innovations day to day, and researching and developing innovation in strategic priority areas. Elliott shares the details of the challenges and benefits of building an infrastructure that promotes both an organic, continuous knowledge exchange on a broad array of topics (pull) and strategically focuses this exchange and resources on a set of specific strategic initiatives in order to optimize results (push). Both discuss methods for discovering, fostering, and celebrating innovation through: cultivating and measuring the value of knowledge communities; providing blended learning opportunities that include best practice sharing, online learning, and people to people connection; and applying knowledge transfer and learning consulting resources to specific initiatives.

CoPs: Engines of Innovation
2:15 p.m. – 3:00 p.m.
Gia Preston, Triple-i Corporation
In every organization there exists a series of informal communities of practice (CoPs), those groups of people who get together to share best practices and also create new ways of doing things (innovation). Preston shares practical, real-world tips, tricks, and techniques derived from her work with the U.S. Army for creating structure around informal communities of practice. She discusses transforming CoPs from informal discussions with structure to create engines of innovation that impact the entire organization. She illustrates with examples from Battle Command Knowledge System, with CoP membership of over 20,000 active members, that supports soldiers and leaders in the performance of their respective operational missions. It also develops a “Teaching Organization,” one in which everyone teaches, everyone learns, and interactive teaching and judgment interpenetrate all decision-making and task execution.

Structured Approach to Innovation
3:15 p.m. – 4:00 p.m.
José Cláudio Terra, President, TerraForum Consultores
Innovation cannot depend only on serendipity. This session presents a number of cases of global and Brazilian organizations which pursued a very structured approach to foster new ideas and innovation projects. These initiatives were developed using a broad framework that covers strategic alignment, governance, change management, idea flows, and an idea management software. In all cases, tangible results were achieved. Specific measures covering participation of employees, process efficiency, and specific results were developed. Take away practical tips and solid strategies.

CI 2.0: Competitive Innovation Intelligence
4:15 p.m. – 5:00 p.m.
Arik Johnson, Aurora WDC
Disruptive innovation presents a breathtakingly simple set of tools for understanding and anticipating industry change based on the job outcomes customers expect or desire from the products that they buy. At the same time, Web 2.0 technologies such as blogging, wikis, and social networks have enabled a new level of collaborative intelligence so that external industry changes are clearly seen as they emerge. This allows companies to both compete today and to position their innovation strategy for tomorrow in terms of technological development and generating competitively unique business models. This session demonstrates through case studies how the intersection of the two paramount trends in management today — innovation and collaboration — impact the modern business enterprise to enable sustainable competitive advantage and take competitive intelligence to a new level of strategic, operational, and tactical importance in corporate governance. It includes the tools and step-by-step processes to make competitive innovative intelligence work for your organization.

Exhibit Hall Grand Opening Reception

Tuesday, 5:00 p.m. – 7:00 p.m.

Join your friends and colleagues 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.
### Keynote ▲ Dave Snowden & Cindy Gordon

**Innovative Enterprises: Leaders’ Visions & Stories**

*9:00 a.m. – 10:00 a.m.*

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

**Cindy Gordon**, Helix Commerce International & Author, Winning at Collaboration

Leaders in the field describe one strategy, one tool, and one innovative organization in action. Hear experienced storytellers capture their visions and insights in vibrant, information-rich stories.

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### INFORMATION & KNOWLEDGE FLOWS

**Track A**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>10:30 a.m. – 11:15 a.m.</td>
<td>Contextualizing Info for KM</td>
<td>Oz Benamram</td>
</tr>
<tr>
<td>11:30 a.m. – 12:15 p.m.</td>
<td>Unlocking the Value of Information</td>
<td>Paul Sonderegger</td>
</tr>
<tr>
<td>1:30 p.m. – 2:30 p.m.</td>
<td>Adding Meaning &amp; Value to Info</td>
<td>Dave Pollard, Consultant, Meeting of Minds</td>
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<tr>
<td>3:00 p.m. – 3:45 p.m.</td>
<td>Improving Knowledge Flows</td>
<td>Brian Chadbourne, CEO, Groxis</td>
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<tr>
<td>4:00 p.m. – 5:00 p.m.</td>
<td>Visualization</td>
<td>Catherine van Zuylen, Evangelist, Insight Software</td>
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**Coffee Break ▲ Visit the Exhibits — 10:00 a.m. – 10:30 a.m.**

### KNOWLEDGE SHARING & EXCHANGE

**Track B**

<table>
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<th>Time</th>
<th>Session Title</th>
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<tr>
<td>10:30 a.m. – 11:15 a.m.</td>
<td>Engineers Share Knowledge</td>
<td>Paulette DeGard, Knowledge Strategist, The Boeing Company</td>
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<tr>
<td>11:30 a.m. – 12:15 p.m.</td>
<td>Communities Transforming Practices</td>
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<tr>
<td>1:30 p.m. – 2:30 p.m.</td>
<td>Knowledge Portal</td>
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<td>3:00 p.m. – 3:45 p.m.</td>
<td>Learning Expertise</td>
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<td>4:00 p.m. – 5:00 p.m.</td>
<td>KM 2.0 in Action</td>
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**Coffee Break ▲ Visit the Exhibits — 2:30 p.m. – 3:00 p.m.**

### KM 2.0 in Action

*3:00 p.m. – 3:45 p.m.*

**Maureen Hammer**, KM Officer, Virginia Department of Transportation

The Virginia Department of Transportation’s KM Division uses network ties to support its endeavors to capture, organize, and share critical institutional knowledge. It uses organizational network analysis (ONA) to determine how employees connect, how knowledge flows across the organization, to identify high performers, as well as to identify critical knowledge repositories. Understanding how employees connect and share knowledge and identifying who knows what supports leadership in change management processes; in constructing teams to address challenges, issues and opportunities; and in ensuring that critical information is disseminated.

### Innovative Enterprises: Leaders’ Visions & Stories

*9:00 a.m. – 10:00 a.m.*

#### Contextualizing Information for Innovative KM

**Oz Benamram**, KM Counsel, Morrison & Foerster

Innovative technologies are impacting the KM landscape to solve business needs. Learning from the online retail experience, Morrison & Foerster’s “AnswerBase” KM platform provides a simple, comprehensive search method to find answers across many firm databases and to locate experienced colleagues. This session discusses the use of an enterprise KM platform that offers context to support actions.

#### Unlocking the Value of Information

**Paul Sonderegger**, Principal Strategist, Endeca

Enterprise search projects aim to unlock the full value of information, but often fail to live up to lofty expectations. The problem? There’s often a disconnect between user experience and findability. This session focuses on search best practices and the latest academic research into how humans actually behave when seeking important information. Get some new insights and user experience tips to make your organizational information more accessible and valuable within the enterprise.

#### Adding Meaning & Value to Information

**Dave Pollard**, Consultant, Meeting of Minds; former CKO, Ernst & Young; Author, How to Save the World Weblog

This session focuses on the tools available to add meaning and value to information for faster decision making and better understanding. Pollard talks about 12 new tools that enable information professionals to distill and make information more meaningful, such as visualizations, mind maps, stories and cultural anthropology observation tools.

#### Improving Knowledge Flows

**Brian Chadbourne**, CEO, Groxis

Understanding how employees connect and share knowledge and identifying who knows what supports leadership in change management processes; in constructing teams to address challenges, issues and opportunities; and in ensuring that critical information is disseminated.

#### Visualization

**Catherine van Zuylen**, Evangelist, Insight Software

This session illustrates the ease with which visualization tools can represent a myriad of data for quick understanding and decision-making. Speakers use client case studies to show the dramatic effects of using visualization tools.

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Leading at the Edge: Communities Transforming Practices
11:30 a.m. – 12:15 p.m.
Eric Sauve, CEO, Tomoye
Innovation, lifelong learning, and quicker decision making are driving the Army and other U.S. government agencies to adopt CoPs. Moving from a more hierarchical KM approach to a user-centric and peer-to-peer (P2P) approach is changing business process and IT requirements. This session examines the need for a bottom-up approach to CoPs, discusses the organizational benefits, and illustrates best practices for a P2P approach to CoP implementations using real-life examples from the Army and other government agencies.

Lunch Break—12:15 p.m. – 1:30 p.m.

Knowledge Portal
1:30 p.m. – 2:30 p.m.
Larry Chait, President & Founder, Chait and Associates, Inc.
Arthur D. Little, Inc., the international management-consulting firm, was an early adopter of enterprise KM. It implemented a multifaceted environment to leverage the organization’s global knowledge, encompassing repositories, expertise management, after-action reviews, collaboration, and communities of practice. As chief knowledge officer, Larry oversaw the design, development, and implementation of the firm’s multimillion-dollar KM initiative. This session highlights the story of the ADL Knowledge portal — its rationale, development, implementation, operation, accomplishments, deficiencies, key success factors, and lessons learned. It looks at how one portal’s scope accomplished so much so quickly and so effectively.

Coffee Break ▲ Visit the Exhibits — 2:30 p.m. – 3:00 p.m.

Learning Expertise: How to Retain the Real Knowledge of Retiring Staff
3:00 p.m. – 3:45 p.m.
Richard McDermott, McDermott Consulting
The knee-jerk reaction to knowledge loss is to document master practitioners’ knowledge in presentations, manuals or videotaped interviews. While this captures some specific knowledge of systems and procedures, it fails to capture the jewel of master practitioners’ knowledge: their expertise. This talk describes a radically different approach to knowledge retention based on the research on learning expertise. Expertise is the intuitive capability to use experience and knowledge to solve problems and see opportunities. Expertise resides in what master practitioners pay attention to, their ability to recognize patterns, and think knowledgeably, creatively and deeply about a domain. Experts typically cannot articulate their expertise so it cannot be captured in databases or transferred through documented reflections, but it can be learned. This talk describes what it really takes to leverage expert knowledge throughout the organization and what it takes to get that expertise actually used by others.

KM 2.0 in Action
4:00 p.m. – 5:00 p.m.
Ted Graham, Worldwide Director, KM Services, Hill & Knowlton
This case study focuses on how to incorporate new social media tools such as blogs, tagging, and social networking to inspire ideas, find expertise, engage employees and clients while still integrating with existing intranets and KM processes.

Communities of Interest
Wednesday, November 1 ▲ 5:00 p.m. – 6:00 p.m.
Information debriefings and discussions hosted by conference speakers located in the Registration Area. For more details, see page 19.
FUTURE FOCUS FORUM

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| 10:30 a.m. – 11:15 a.m. | Controversies & the Future of KM Management  
                    | Snowden & McDermott                                                  |
| 11:30 a.m. – 12:15 p.m. | What’s Hot in Enterprise Search  
                    | Arnold                                                               |
| 1:15 p.m. – 2:00 p.m. | KM blogs, Wikis & KM 2.0: Ask the Experts  
                    | McDermott Consulting                                                 |
| 2:30 p.m. – 3:15 p.m. | Enterprise Insights: Industry Experts  
                    | Seuss & Langseth                                                     |
| 3:30 p.m. – 4:30 p.m. | Enterprise 2.0: A Look at the Future  
                    | Andrews                                                              |

KM 2.0: SOCIAL MEDIA FOR KNOWLEDGE SHARING

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| 10:30 a.m. – 11:15 a.m. | Enterprise Blogs for Knowledge Exchange  
                    | Graham & Engard                                                      |
| 11:30 a.m. – 12:15 p.m. | Social Media & the BBC  
                    | Semple                                                              |
| 1:15 p.m. – 2:00 p.m. | Enterprise Blogs & Wikis  
                    | Frank                                                               |
| 2:30 p.m. – 3:15 p.m. | KM 2.0: Ask the Experts  
                    | Pollard, Semple, Frank                                              |

KMWorld Awards & Keynote ▲ David Weinberger

The New Shape of Knowledge: Everything Is Miscellaneous
8:45 a.m. – 10:00 a.m.

David Weinberger, Fellow, Harvard Berkman Center

The digitizing of information resources allows us to reinvent the basic principles by which we manage and organize knowledge, thereby transforming the shape and authority of knowledge — so suggests David Weinberger in this thought-provoking keynote. Debunking linear information models, he explores how we can get more value from organizationally acquired knowledge and expertise by treating knowledge as a miscellaneous collection of data and metadata to be sorted and ordered by users. This approach wrings the maximum potential from what an organization knows — improving information flows, increasing innovation, enabling the power of social knowing to emerge — but it changes the role of experts and knowledge and information managers. As knowledge and information managers, how can we learn to exploit the miscellaneous nature of knowledge? How can these two approaches to knowledge coexist? And what do these changes mean more broadly for institutions that are based on the traditional knowledge paradigm?

FUTURE FOCUS FORUM

Track A

Focusing on the future is always a challenge for organizations, but our KM gurus, industry experts, authors, journalists, and analysts share their insights, views of trends, and predictions for the future of knowledge sharing and exchange in the enterprise.

Moderated by Deborah Plumley, The Plumley Group

Coffee Break ▲ Visit the Exhibits — 10:00 a.m. – 10:30 a.m.

Controversies & the Future of Knowledge Management
10:30 a.m. – 11:15 a.m.

Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pte Ltd  
Richard McDermott, McDermott Consulting

Join two thought leaders in KM for an open discussion of some unresolved questions. Bring your own questions and dilemmas. Here are some starters:

• In 1995, knowledge was separated into tacit and explicit. Can we really distinguish between them? Is the distinction useful or has it done more harm than good?
• As baby boomers retire, many organizations worry about documenting their insights, but what of their knowledge is really useful to retain? And is the knowledge worth retaining documentable anyway?
• KM technology is certainly critical, but is it overhyped and oversold? How do you synthesize human and machine intelligence in a way that is genuinely valuable?

• While sharing knowledge is important, isn’t building expertise even more important? And isn’t expertise even more subtle than knowledge?
• What does the future hold for KM initiatives?

What’s Hot in Enterprise Search
11:30 a.m. – 12:15 p.m.

Steve Arnold, Arnold IT, & Author, Enterprise Search Report

Arnold talks about metatagging, relevance techniques, social software and where we go from here. He provides his picks for the coming year and gives a glimpse of where we are going in the future.

Lunch Break — 12:15 p.m. – 1:15 p.m.

Enterprise Insights: Analysts & Journalists
1:15 p.m. – 2:00 p.m.

Hugh McKellar, Editor-in-Chief, KMWorld magazine  
Madanmohan Rao, Editor, KM Tools and Techniques  
Steve Barth, Reflected Knowledge  
Art Murray, CEO, Applied Knowledge Sciences, Inc.  
Melissa Webster, Program Director, Content & Digital Media Technologies, IDC

What will the enterprise, the workplace, of the future look like? Will productivity and innovation flourish? These expert industry watchers share their insights into how knowledge and information strategies as well as intranets, portals, and new technologies will support the effective enterprise in the future.

Coffee Break ▲ Visit the Exhibits — 2:00 p.m. – 2:30 p.m.

Enterprise Insights: Industry Experts
2:30 p.m. – 3:15 p.m.

David Seuss, CEO, Northern Light  
Justin Langseth, President & CEO, Clarabridge

What tools are on the drawing board for the workplace of the future? Hear leaders in the industry forecast and share insights about the tools and practices that will enable the enterprise of the future. Know what to look for next year in leading-edge technologies.

Internet Café
Check your e-mail at the Internet Café during regular exhibit hours!  
Located inside the exhibit hall.

(800) 300-9868 • www.kmworld-intranets.com
Enterprise 2.0: A Look at the Future
3:30 p.m. – 4:30 p.m.
Peter Andrews, Innovation Strategist, Executive Business Institute, IBM
Based on his industry knowledge and experience with many organizations, Andrews gazes into his crystal ball and highlights areas that we should pay attention to in the future if we want to create a productive, innovative, and successful enterprise.

Closing Keynote ▲ Peter Andrews
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Innovation and Seeing What’s Next

9:00 a.m. – 10:00 a.m.
Steve Wunker, Partner, Innosight LLC

Wunker shares the results of 15 years of research that demonstrate clear patterns of where innovation is most fruitful and how it can change an industry. His talk explores unique ways to identify unmet needs, the implications of industry evolution, and principles for success across several categories of innovation.

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Intranets Keynote ▲ Jeffrey Veen

Design in the Age of Web 2.0
10:15 a.m. – 11:00 a.m.
Jeffrey Veen, Design Manager, Google, & Founding Partner, Adaptive Path

What does Web 2.0 mean in the world of design? What are the principles and practices that distinguish it from the past and how can we use it in meaningful ways? The project lead for Measure Map, recently acquired by Google, as well as the designer for social media applications and a Web innovator, Veen shares his insights on Web analytics, user experience, and design.

As portal, search, and collaboration technology matures, organizations are finally seeing the results in their intranets, particularly in terms of better integration of content; more organic, “bottom-up” publication models; and more dynamic and flexible information retrieval. This year, Intranets 2006 looks at the current state of intranets with particular focus on the current state of portal software and the impact of Web 2.0, the next-generation Web described by Tim O’Reilly in 2005. With Web 2.0 in mind, expect to hear about how topics such as these: Web services rather than software tools as a platform model; Harnessing collective intelligence through intelligent search and bottom-up publishing; The importance of data, databases, and syndication; The principle of continuous improvement rather than scheduled releases; Flexibility and innovation in assembling and reassembling content and functional components to create new value; Seamless integration with multiple devices beyond the PC.

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<thead>
<tr>
<th>10:15 a.m. – 11:00 a.m.</th>
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<th>2:15 p.m. – 3:00 p.m.</th>
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<tr>
<td><strong>Intranets in the Age of Web 2.0</strong></td>
<td><strong>The Future of Intranets/Portals</strong></td>
<td><strong>Portals: Ideas to Reality</strong></td>
<td><strong>Planning &amp; Implementing a Portal Migration</strong></td>
<td><strong>Designing an Intranet that Works with Your Business</strong></td>
<td><strong>Maximizing Intranet ROI: Tips &amp; Tech</strong></td>
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<tr>
<td>Veen</td>
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<td>Boye</td>
<td>Borgeson</td>
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<td>Schade</td>
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**PLANNING AND DESIGN**

**Track IA**

Realizing an intranet’s full potential depends on effective approaches to understand which opportunities are the right ones. This track focuses on effective intranet planning and design.

**The Future of Intranets/Portals**
11:15 a.m. – 12:00 p.m.
Martin White, Intranet Focus

Where is this field of intranets and portals going, not only technologically, but organizationally and culturally? This session covers the future of remote access and hand-held/mobile intranets, as well as a vision of intranets being the central nervous system of an organization and changing the way work is done.

**Lunch Break** – 12:00 p.m. – 1:15 p.m.
agagement’s migration to IBM WebSphere portal and Interwoven’s TeamSite 6, Borgeson leads the audience through the step-by-step process of planning, requirements gathering, design and construction, testing, and deployment of a new portal system. He emphasizes how proper planning and orchestration of the project can reduce costs, improve operational efficiencies, and ensure easy access to content management services.

Designing an Intranet that Works with Your Business
3:15 p.m. – 4:00 p.m.
Billie Mandel, Information Architect, Openwave

Teams who are charged with designing and implementing their organization’s intranet generally know that to build a successful intranet, they are supposed to talk to their users, find out what they want, keep the content fresh and relevant, avoid jargon and label their navigation clearly. But how do we actually do this work? What are the steps to go through? What standard methodologies can we draw on? And, most importantly, how can we make sure that the product we are creating actually contributes real value to our business? Using as a case study the overhaul of the Openwave corporate intranet, Mandel shares her hands-on methodology to attack these enterprise-specific problems head-on, including stakeholder interviews, card sorting, search log analysis, content audits, as well as commenting on the rat holes to avoid and other horror stories.

Maximizing Intranet ROI: Tips & Tech
4:15 p.m. – 5:00 p.m.
H.A. Schade, VP, Product Management, Unica Corp.

This session discusses how to generate tremendous business value from Web site traffic analysis as it pertains to intranets. Maximize your intranet operations—from planning to design to execution and tracking—in order to accelerate time to value, power better decisions, and drive more efficient operations. The top operational tips and technology requirements for bridging between IT investments in intranets are discussed in detail.

USER EXPERIENCE
Track IB

Intranet users typically have sophisticated, well-developed, and often divergent expectations. Meeting end-user requirements is increasingly challenging. The track helps to frame both approaches and perspectives in meeting expectations.

Moderated by Craig St. Clair, TKG Consulting

Information Architecture:
A User-Centered Approach
11:15 a.m. – 12:00 p.m.
Joan Lasselle, Founder, & Mira Wooten, Client Business Manager, Lasselle-Ramsay

Good information architecture (IA) design requires knowing your content and your users and how they make sense of things. This session provides real-life examples of using an IA methodology that focuses on users, including creating user personas, conducting task and content analysis, and mapping the content to the product life cycle. Find out how these techniques can help information architects more closely target the content users need. Speaking of this, it becomes the danger of making a real content and governance mess that is difficult to maintain and impossible for users to figure out. This session deconstructs the principals and tools of personalization, describes the links between user analysis and content delivery, and provides models of content analysis and modeling that will make it all work.

Discovering Content Streams & Personalization
1:15 p.m. – 2:00 p.m.
Craig St. Clair, Partner, TKG Consulting

Personalization capabilities in today’s portal software offer huge amounts of flexibility to match the right content with the right people. But what they don’t tell you is with all this flexibility comes the danger of making a real content and governance mess that is difficult to maintain and impossible for users to figure out. This session deconstructs the principals and tools of personalization, describes the links between user analysis and content delivery, and provides models of content analysis and modeling that will make it all work.

Findability & User Experience in SharePoint
2:15 p.m. – 3:00 p.m.
Derek Schuernen, Co-Founder, Recommind Inc.
Oz Benamram, KM Counsel, Morrison & Foerster

This session discusses the journey of several clients to solve their search needs within a portal environment. It illustrates with concrete examples how SharePoint integrated with enterprise search technology increases the findability of enterprise content, enhances the capabilities of a portal, and improves the user experience.

User Experience: Lessons Learned
3:15 p.m. – 4:00 p.m.
Carmine Porco, VP, Prescient Digital Media

This session is filled with case studies and examples of working with user experience in a number of different intranets. It shares the successes and failures, as well as the lessons learned by organizations such as Manulife Financial, Atomic Energy of Canada Ltd., British Columbia Lottery Corporation, and Ontario Realty Corporation.

How Do I Get People to Use the Content?
4:15 p.m. – 5:00 p.m.
Jay Budzik, CTO, Intellx

Knowledge management solutions were supposed to save organizations a bundle. Instead, they’ve been met by users who complain that KM is a hassle to use, leaving content within unused. Systems need to adapt to the way users behave to make it easy to get content out; this calls for reversing the current search paradigm from pull to push. Technology can offer a solution, with contextual search that proactively delivers information from the KM system to the user when it is most relevant. This in turn increases the use of content stored within KM systems, improves collaboration, and improves the ROI of these systems. Budzik discusses the impact that search technologies can have, using his extensive knowledge of technologies such as Watson that are helping transform the way users interact with KM systems.

Exhibit Hall Grand Opening Reception
Tuesday, October 31

Lunch Break—12:00 p.m. – 1:15 p.m.

Join your friends and colleagues 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.

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**Innovative Enterprises: Leaders’ Visions & Stories**

9:00 a.m. – 10:00 a.m.

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

**Cindy Gordon,** Helix Commerce International & Author, *Winning at Collaboration*

Leaders in the field describe one strategy, one tool, and one innovative organization in action. Hear experienced storytellers capture their visions and insights in vibrant, information-rich stories.

**Keynote** ▲ **Dave Snowden & Cindy Gordon**

**Innovative Enterprises: Leaders’ Visions & Stories**

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**GOVERNANCE AND MAINTENANCE**

**Track IA**

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<td>10:30 a.m. – 11:15 a.m.</td>
<td>Intranet Team Structure, Services, Processes</td>
<td>Christine Carron, Associate Director, Corporate Strategy &amp; Communications, Biogen Idec</td>
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<tr>
<td>11:30 a.m. – 12:15 p.m.</td>
<td>Urban Planning for the Corporate Web: Fighting Sprawl</td>
<td>Kevin Hannon, Principal, InfoCurators, LLC</td>
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<tr>
<td>1:30 p.m. – 2:30 p.m.</td>
<td>Supporting Smart Organizations</td>
<td>Harris Demel, Head, Web Properties Solutions, Barbara Derbyshire, Manager, Content Management Services &amp; Tara Guerrero, Manager, Business Requirements &amp; Analysis, Royal Bank of Canada</td>
</tr>
<tr>
<td>3:00 p.m. – 3:45 p.m.</td>
<td>Managing a Global Team of Intranet Editors</td>
<td>Andrew Sinclair-Pearson, Head, Internet &amp; Intranet Communications, Novartis</td>
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<tr>
<td>4:00 p.m. – 5:00 p.m.</td>
<td>Intranets, Internal Comm., &amp; Organizational Change</td>
<td>Lewis Folksonomies, Social Tagging, &amp; Complexity Theory, Reamy Integrating Taxonomy &amp; Search, Pohs &amp; Carlson Successful Search Stories, Rappoport, Petrossian, Negler, &amp; Kehoe</td>
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**Coffee Break ▲ Visit the Exhibits – 10:00 a.m. – 10:30 a.m.**

**Intranet Team Structure, Services, Processes**

**Christine Carron**, Associate Director, Corporate Strategy & Communications, Biogen Idec

As intranets grow and mature, their management and maintenance requirements change accordingly. Carron discusses how the Biogen Idec’s intranet team has evolved to keep pace with the needs of the organization. Key themes that will be discussed, in context of a maturing intranet, are: team structure and roles, intranet governance, and strategic shifts in services and processes.

**Urban Planning for the Corporate Web: Fighting Sprawl**

**Kevin Hannon**, Principal, InfoCurators, LLC

Web sprawl is a condition that occurs when a corporate intranet is developed with little or no centralized planning and/or governance. Unchecked growth in the size and number of intranets, lack of design and navigation standards between intranets, and lack of a corporate or enterprise wide view are typical manifestations of sprawl. In this session, Kevin Hannon discusses various methods to tame Web sprawl, all centering on solid governance and planning to assure that the overall intranet community will be developed in a way that manages growth.

**Lunch Break – 12:15 p.m. – 1:30 p.m.**
Innovation
10:00 a.m. – 10:30 a.m.
EVP Business Development, Coveo
Visit the Exhibits—
2:30 p.m. – 3:00 p.m.
President, New Idea Engineering, Inc.
Chief Knowledge Architect, KAPS Group
Chief Technology Officer, InfoClear Consulting
Adeo Communications
Reflected Knowledge
Earley & Associates

Search
Track IB

Search remains a killer app with all the incumbent challenges in choosing the right technology, meeting user needs, and leveraging information assets. This track presents recent technology developments as well as smart choices for making search work.
Moderated by Nicole Engard, Jenkins Law Library

Coffee Break • Visit the Exhibits—10:00 a.m. – 10:30 a.m.

Search Systems: An Integrated Continuum of Search Technologies
10:30 a.m. – 11:15 a.m.
Bob Lewis, Chief Technologist, KM, Lockheed Martin
Indices of keywords and phrases, taxonomy-based search engines, rule-based search engines, personalized semantics, or convergence and search divergence all describe various search approaches and technologies used today. Using examples, this presentation explains the workings of each of these approaches along with their strengths and weaknesses, the various ways that different search engines can be integrated into search systems, and the expanded capabilities and broadened semantic awareness that are possible. It then illustrates representative search systems by using new visualization and user interfacing techniques.

Folksonomies, Social Tagging, & Complexity Theory
11:30 a.m. – 12:15 p.m.
Tom Reamy, Chief Knowledge Architect, KAPS Group
There is lot of buzz currently about how folksonomies and social tagging are changing the world of tagging and categorization. Folksonomies do have certain advantages based on their collaborative processes. However, most folksonomies are just unstructured lists of keywords with little or no hierarchical structure or any other type of useful relationships. This session looks at a novel way to try to add structure to folksonomies without losing their collaborative and distributed advantages. Instead of someone imposing structure, the trick is to evolve structure using ideas from complexity theory.

Lunch Break—12:15 p.m. – 1:30 p.m.

Making Choices in Enterprise Search
1:30 p.m. – 2:30 p.m.
Steve Arnold, Arnold IT, & author, Enterprise Search Report
Arnold’s recent book highlights the myriad of choices that information professionals must make in putting together a search environment. Based on product tests and interviews with dozens of professionals engaged in enterprise search, this session shares the results of analysis and surveys of more than 30 products across 28 search vendors. It is designed to help enterprises make informed search technology strategies and buying decisions by detailing the strengths and weaknesses of enterprise search offerings. Come and get the facts and an opportunity to interact with the author.

Coffee Break • Visit the Exhibits—2:30 p.m. – 3:00 p.m.

Integrating Taxonomy & Search: Practices & Trends
3:00 p.m. – 3:45 p.m.
Wendi Pohs, Chief Technology Officer, InfoClear Consulting
Gary Carlson, Chief Taxonomist, SchemaLogic
Enterprise search vendors are finally joining end users in recognizing the importance of combining taxonomies and search to get the most out of your content. Learn the current best practices for search/taxonomy integration for your intranet and for your external Web site. Speakers discuss ways to use your taxonomies for navigation, search results clustering, and query enhancement, and introduce several of the exciting new trends in search engine/taxonomy co-development. They also provide a list of taxonomy integration questions to ask your search vendor, so you “know before you go.”

Successful Search Stories
4:00 p.m. – 5:00 p.m.
Avi Rappoport, Search Tools Consulting
Robert Petrossian, Siderean Software
Eric Negler, EVP Business Development, Coveo
Miles Kehoe, President, New Idea Engineering, Inc.
This session is filled with interesting case studies from our search solution suppliers. Each shares the challenges, experiences, and lessons learned from their client implementations.

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

Join your colleagues in the Registration Area at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Grab a drink or a soda before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators.

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

Content Management
Facilitator: Seth Earley, Earley & Associates

Social Media & KM/KM 2.0
Facilitator: Steve Barth, Reflected Knowledge

Intranets: User Experience, Search, etc.
Facilitator: Cindy Ross Pedersen, Adeo Communications

Innovation
Facilitator: Jose Claudio Terra, TerraForum Consultores
The digitizing of information resources allows us to reinvent the basic principles by which we manage and organize knowledge, thereby transforming the shape and authority of knowledge — so suggests David Weinberger in this thought-provoking keynote. Debunking linear information models, he explores how we can get more value from organizational knowledge and expertise by treating knowledge as a miscellaneous collection of data and metadata to be sorted and ordered by users. This approach wrings the maximum potential from what an organization knows — improving information flows, increasing innovation, enabling the power of social knowing to emerge — but it changes the role of experts and knowledge and information managers. As knowledge and information managers, how can we learn to exploit the miscellaneous nature of knowledge? How can these two approaches to knowledge coexist? And what do these changes mean more broadly for institutions that are based on the traditional knowledge paradigm?
Innovation Strategist, Executive Business Institute, IBM

Visit the Exhibits — 12:15 p.m. – 1:15 p.m.

NewsGator Technologies
National Director, Knowledge Management

Intranets Using SharePoint
10:00 a.m. – 10:30 a.m.

Cymfony, Inc.

Visit the Exhibits —

Sr. Information Architect/KM Consultant, CalAmp, Inc.
Offering Lead for the Sun Knowledge Connection (SKC), 2:00 p.m. – 2:30 p.m.

Sun Microsystems

Coffee Break — Visit the Exhibits — 2:00 p.m. – 2:30 p.m.

Creative Content Strategies
2:30 p.m. – 3:15 p.m.

Andrew Bernstein, Cymfony, Inc.

Kellner talks about using RSS (Really Simple Syndication) for portal and Intranet personalization. He talks about how adding RSS feeds within a portal/intranet environment can save employees time and effort by having one central location for all company, department, internal content, as well as external content in one centralized location. Bernstein uses case studies and research to illustrate how dashboards can provide organizations with actionable intelligence to make business decisions. Dashboards offer a comprehensive view to capture and analyze content and can provide dynamic insight into consumer preferences, employee concerns, competitor strengths and weaknesses, and emerging threats and opportunities.

Collaboration Track IB

Whether stimulated through a grassroots initiative, organizational network analysis, or work design, working together is a common human behavior. Find out how the next-generation intranet is enabling true collaboration.

Coffee Break — Visit the Exhibits — 10:00 a.m. – 10:30 a.m.

Integrating Collaboration & Knowledge Exchange
10:30 a.m. – 11:15 a.m.

Karen Ughetta, Director, IBM Collaboration and Knowledge, IBM

Many studies recognize that over 70% of business learning occurs on the job, and IBM is focused on making the work environment a rich learning environment. This session describes how IBM is integrating learning, collaboration, and knowledge exchange into its workplace and role-enabled portlets. It describes a roadmap for creating knowledge value chains to surface expertisin and differentiated knowledge in portals and learning solutions.

Intranets for Improved Decision Making
11:30 a.m. – 12:15 p.m.

Gordon Vala-Webb, National Director, Knowledge Management [Canada] PricewaterhouseCoopers LLC

The success or failure of an organization can only be understood in terms of the cumulative success or failure of the thousands of separate decisions it makes every day. And those decisions are only as good as the knowledge that guides them and the processes used to apply that knowledge. When you put decision-making at the center of your KM effort, you get maximum traction for your KM and intranet efforts. This session features real-life examples from a KM practitioner that focus on answers to the following key questions: What are the different types of decisions and how do they support your business strategy? Why does volume matter? Who is making the decisions and how are they doing it? How can KM and portals help?

Closing Keynote — Peter Andrews

Enterprise 2.0: A Look at the Future
3:30 p.m. – 4:30 p.m.

Peter Andrews, Innovation Strategist, Executive Business Institute, IBM

Based on his industry knowledge and experience with many organizations, Andrews gazes into his crystal ball and highlights areas that we should pay attention to in the future if we want to create a productive, innovative, and successful enterprise.

Lunch Break — 12:15 p.m. – 1:15 p.m.

Collaborating with Customers
1:15 p.m. – 2:00 p.m.

Kim Ohlrogge, Offering Lead for the Sun Knowledge Connection (SKC), Sun Microsystems

Sun Microsystems recently embarked upon a bold strategy to open-source its entire software portfolio. Under this business model, after customers evaluate and deploy Sun’s open-source software, they are likely to purchase the services needed to keep their systems running – including support and education. This session shares Sun’s journey to revamp its customer service function to reduce costs, satisfy the self-service demands of its user community, and support the new open-source business model. It discusses how to organize a cross-functional team to ensure project success, properly define requirements and measure key performance indicators, including deflection and escalation metrics, build consensus and buy-in from all constituents that resolving problems online is easy and more efficient than assisted service channels, manage and normalize the vast amounts of knowledge and data used to support customers, and effect the cultural change required to make the initiative a success with customers.

Coffee Break — Visit the Exhibits — 2:00 p.m. – 2:30 p.m.

SharePoint Tips & Tricks
2:30 p.m. – 3:15 p.m.

Debora Ssys, Sr. Information Architect/KM Consultant, CalAmp, Inc.

Erdin Maldonado, Consultant

Administering a Microsoft Windows SharePoint Services team site can be a confusing and frustrating experience. It can also be a gratifying experience as you watch your team take advantage of the tool to collaborate and facilitate project and group activities. From configuring users to building your home page, there are so many choices and menus and options that it’s difficult to keep them all straight! If you are in the midst of setting up or managing a SharePoint site for your team, you’ll get a lot out of this presentation which is geared to new users and designed to shorten your learning curve by giving you the benefit of experience in setting up several sites for a variety of teams and business needs.

More on MS SharePoint?

Workshop 15 Intranets Using SharePoint
IB103 Findability & User Experience in SharePoint
IB304 Sharepoint Tips & Tricks
A101 High Performance Workplaces
B102 Metadata in Collaboration Systems

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## Content Management in the Mainstream

Content management, once an obscure and marginal part of IT, is now recognized as a main strategic thrust in many organizations. Once thought of as simply a technology for creating Web sites, content management systems are now delivering information across channels and are increasingly seen as the infrastructure behind a comprehensive enterprise communication strategy. Over the course of this conference, speakers focus on the coming of age of content management and present the many ways in which content management has entered the mainstream.

### TUESDAY

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<td>10:30 a.m. - 11:15 a.m.</td>
<td>Web Site Optimization Henne</td>
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<td>11:15 a.m. - 12:00 p.m.</td>
<td>CM: A Competitive Advantage Zimmerman</td>
<td>11:30 a.m. - 12:15 p.m.</td>
<td>The CM Industry Regli</td>
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<td>1:15 p.m. - 2:00 p.m.</td>
<td>Managing Content as an Asset Shenderovich</td>
<td>1:15 p.m. - 2:00 p.m.</td>
<td>Beyond Web Traffic Pedersen</td>
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<td>2:15 p.m. - 3:00 p.m.</td>
<td>Customer-Centric CM Rockley</td>
<td>2:30 p.m. - 3:15 p.m.</td>
<td>Assessing the Success of CMS Earley</td>
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<td>3:15 p.m. - 4:00 p.m.</td>
<td>Culture, Language, &amp; ECM Gerber</td>
<td>3:30 p.m. - 4:15 p.m.</td>
<td>Enterprise 2.0 Andrews</td>
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<td>4:15 p.m. - 5:00 p.m.</td>
<td>DITA: A Real Content Standard? Gorman</td>
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### Opening Keynote

**Steve Wunker**

Innovation and Seeing What’s Next

9:00 a.m. – 10:00 a.m.

Steve Wunker, Partner, Innosight LLC

Wunker shares the results of 15 years of research that demonstrate clear patterns of where innovation is most fruitful and how it can change an industry. His talk explores unique ways to identify unmet needs, the implications of industry evolution, and principles for success across several categories of innovation.

### Tuesday, October 31

#### CM STRATEGIES

Content management is clearly a strategic activity. Content well managed and delivered can make a huge impact on your organization’s highest aims. But how good are we at defining content strategy? The talks in this part of the session will help you find out.

**Moderated by Bob Boiko, President, Metatorial Services Inc.**

**Content Management in the Mainstream**

10:15 a.m. – 11:00 a.m.

Bob Boiko, Metatorial Services Inc.

Content Management 2006 focuses on the coming of age of content management (CM) and presents the many ways in which CM has entered the mainstream. The conference kicks off with conference chair, Bob Boiko, posing and discussing the following questions. Has CM come of age? What does it mean for CM to be mature? Is CM an enduring discipline or will it be superseded by another alternative? What does CM maturing have to do with the work you are now doing and for your career? Be prepared to have an opinion because your thoughts on these questions and others will be solicited throughout the event.

**CM: A Competitive Advantage**

11:15 a.m. – 12:00 p.m.

Leland Zimmerman, Director of Store Management, Hotwire

At Hotwire, choosing and deploying new content management functionality is all about gaining an edge over competitors in the highly charged online discount travel industry. Leland discusses how Hotwire’s new CMS has allowed it to respond more quickly to changes in the market. By responding faster to time-sensitive, last-minute needs with rapid content deploy-

#### Lunch Break — 12:00 p.m. – 1:15 p.m.

**Managing Content as an Asset**

1:15 p.m. – 2:00 p.m.

Edward Shenderovich, Quantum Art

Today’s content managers are really inventory managers. Like grocers, they must constantly change, reorder, and restock items to appeal to a growing customer audience and new demands. However, as Web content grows and business process rules increase in complexity, traditional Web pages do not fit the bill as the organization’s “stock.” Instead, content chunks and their associated Web applications have become the basic item of management. Edward will discuss why the use of Web pages is passé, why the practice of “content inventory management” is gaining ground, and how the rest of the organization can change its perception of content to accommodate this paradigm shift.

**Customer-Centric Content Management**

2:15 p.m. – 3:00 p.m.

Ann Rockley, President, The Rockley Group

Organizations create huge amounts of customer facing content and are putting a lot of time and effort into managing their customer relationships; yet content is siloed and does not provide maximum value to customers because content is not easily discoverable, lacks consistency from one silo to another, and is limited in implementation and value. Content does not add value to business goals when there is no unified content strategy across the Web, let alone across the other points at which the organization can touch customers with messages, content, or functionality. This session discusses how customer-centric CM can address these concerns.
Culture, Language, & ECM
3:15 p.m. – 4:00 p.m.
Evan Gerber, Molecular, Inc.
Successfully implementing CM for a single audience is a daunting task. Add in the variables of multiple cultures and languages, and many teams find themselves overwhelmed by the myriad challenges imposed on all aspects of the project. These challenges can be managed, but it requires knowledge of process and a toolset specific to internationalization and localization. This session focuses on globalization from team building to ongoing maintenance. It discusses how to develop taxonomies for multiple languages, best practices in information design, visual design, and technical design when dealing with multiple character sets; what the critical points are to test the system design; how to test in an efficient and inexpensive manner; and how to assemble a team which is optimized for a large-scale globalization effort.

DITA: A Real Content Standard?
4:15 p.m. – 5:00 p.m.
Doug Gorman, President, Information Mapping, Inc.
DITA (Darwin Information Typing Architecture) is an XML-based architecture for authoring, producing, and delivering structured, topic-oriented content. Developed by IBM, it has now become an official OASIS-backed open standard that is being adopted by companies around the world. Adapting and implementing DITA as part of an ECM solution poses content architecture, technology, and human challenges. Steffen addresses options and illustrates how to realize some of the ROI potential of DITA.

Grand Opening Reception in the Exhibit Hall
5:00 p.m. – 7:00 p.m.

Wednesday, November 1

Keynote ▲ Dave Snowden & Cindy Gordon

Innovative Enterprises: Leaders’ Visions & Stories
9:00 a.m. – 10:00 a.m.
Dave Snowden, Founder & Chief Scientific Officer, Cognitive Edge Pty Ltd
Cindy Gordon, Helix Commerce International & Author, Winning at Collaboration
Leaders in the field describe one strategy, one tool, and one innovative organization in action. Hear experienced storytellers capture their visions and insights in vibrant, information-rich stories.

EXEcuting CM
Making CM a reality involves a myriad of activities, from tagging to load balancing. One would think that by now we would have these daily activities down pat, but that is not always the case. The talks in this part of the session show you what some organizations have done to make managing content a well-known and staffed mainstream activity.

Moderated by Bob Boiko, President, Metatorial Services Inc.

Coffee Break ▲ Visit the Exhibits – 10:00 a.m. – 10:30 a.m.

What Every CM Professional Should Know
10:30 a.m. – 11:15 a.m.
Mike Crandall, University of Washington
Most of today’s information professionals learned their craft by hard experience. Today, however, a new generation of university-trained information professionals is coming into the market with advanced training. These new professionals combine experience and training to build their credibility within their organizations and to advance from professionals to leadership positions. This session focuses on the six core skills that these new professionals are learning and that existing professionals need to have to continue to compete in this rapidly evolving field.

Rollout Strategy: The Adoption Approach at the FAA
11:30 a.m. – 12:15 p.m.
Ronald Simmons, Federal Aviation Administration, KSN Director; Knowledge Management, & Andrew Campbell, President, Applied Knowledge Group, Inc
A traditional technology deployment strategy focuses on how fast one can construct and roll out technology. The adoption approach bases rollout on how fast one can get sustained use and growth of the technology in the workforce. The traditional technology deployment is a “total” technical environment from the outset, adding every feature it is anticipated the organization might need. The adoption approach evolves the solution adding features that match the maturity of the people who will use the technology. Using the adoption approach project costs at the FAA were cut from $25 million with no target adoption rates to just $3.5 million with significant adoption rates. This presentation will explain the adoption approach and discuss the award-winning strategies we implemented at the FAA.

Lunch Break – 12:15 p.m. – 1:15 p.m.

CM Maturity Analysis
1:15 p.m. – 2:00 p.m.
Yair Dembinsky, Partner, Byon-IT Solutions, & former CKO; José Cláudio Terra, President, TerraForum
Organizations of every type are struggling to develop both best practices and milestones to gauge the progress being made in their CM efforts. In this session, we will focus on two CM maturity models that tell organizations exactly where they are on the road to a robust and reliable solution. Yair will present a model he has used to help organizations go from content chaos to an object-oriented, network-centric CM. Claudio will present a model he has used to help the Brazilian government define short and long term plans for continuous CM improvement. Both models will help you decide what stage your CM system is in and what solid actions to take to most quickly mature your content management.

Coffee Break ▲ Visit the Exhibits – 2:00 p.m. – 2:30 p.m.

Tagging, Interface, Content Organization & Infrastructure
2:30 p.m. – 3:15 p.m.
Joseph A. Busch, Principal, Taxonomy Strategies
Ron Daniel, Principal, Taxonomy Strategy LLC
Interest in content user-assigned tags is one of the big new stories on the Web. But content tagging is not a new story. What’s new about Web 2.0 is that end users are doing the tagging instead of librarians, and the results are shown on Web sites like flickr, del.icio.us, Wikipedia, and Technorati. Tagging, any kind of tagging, is better than the words that happen to occur in a piece of content. End-user tagging is useful, so is tagging by librarians, as well as tags automatically assigned by operating systems and language processing algorithms. Content should be tagged throughout its life cycle, each time the content is handled and used, so that it accrues or loses value. The bottleneck in the semantic Web has been not enough tagged content. The end-user tagging revolution may begin to address this shortcoming. There are lessons to be learned from Web tagging about how to get good metadata in document and content management applications. DM and CMS tagging must be simple, and it must be almost instantaneously easier to find relevant work products.

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Wednesday, November 1

Building a CM Center of Excellence
3:30 p.m. – 4:15 p.m.
Hemant Akaram Kale, Enterprise CM Center of Excellence, Software Engineering and Technology Labs, Infosys Technologies Ltd

If CM is an ongoing concern across projects and systems, maybe it is time to create a CM practice or center of excellence. A center collects and distributes the skills and practices needed to do CM in the most efficient and effective way for many internal or external departments. In this talk, Hemant will explain how Infosys has built a center of excellence around CM and the advantages it has brought them.

Communities of Interest

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

Thursday, November 2

KMWorld Awards & Keynote ▲ David Weinberger

The New Shape of Knowledge: Everything Is Miscellaneous
8:45 a.m. – 10:00 a.m.
David Weinberger, Fellow, Harvard Berkman Center

The digitizing of information resources allows us to reinvent the basic principles by which we manage and organize knowledge, thereby transforming the shape and authority of knowledge. Debunking linear information models, Weinberger explores how we can get more value from organizational knowledge and expertise by treating knowledge as a miscellaneous collection of data and metadata to be sorted and ordered by users. This approach wrings the maximum potential from what an organization knows — improving information flows, increasing innovation, enabling the power of social knowing to emerge — but it changes the role of experts and knowledge and information managers.

EVALUATING CM

Moderated by Bob Boiko, President, Metatorial Services Inc.

Coffee Break ▲ Visit the Exhibits — 10:00 a.m. – 10:30 a.m.

Experimentation and Website Optimization
10:30 a.m. – 11:15 a.m.
Randal Henne, Microsoft Corp.

Many professionals will tell you how to optimize every aspect of your Web site to maximize usability, performance, conversion—you name it. But it turns out that human beings are extraordinarily bad at predicting how changes will affect key measures of success. Increasingly, companies are borrowing techniques from experimental science and measuring the incremental impact of changes to their Web presence. Randal discusses some of these techniques for measuring the impact of changes on customers and provides examples of their use.

The CM Industry: Are We There Yet?
11:30 a.m. – 12:15 p.m.
Theresa Regli, Principal, CMS Watch

At about age 10, the content management industry has had many cycles to consolidate markets and features. Still, the cry from many customers is for more robust, easier to use and more full-featured products. With mergers and the entry of an array of open source systems onto an already confusing market, the industry does not appear mature. Customers add to the difficulty. Often naive to the possibilities of the products they are purchasing and knowing little about the real problem they are trying to solve, customers do little to push the CM industry toward rigor and consistency. In this talk, Theresa will chart the state of the CM industry, pointing out the parts we have gotten right and the major areas where both vendors and customers could stand to mature.

Lunch Break — 12:15 p.m. – 1:15 p.m.

Beyond Web Traffic: Delivering Business Intelligence
1:15 p.m. – 2:00 p.m.
Cindy Ross Pedersen, Adeo Communications

Systems that show performance get funding. Management and stakeholders don’t care about clicks or visits, they want to see sales increase or costs decrease. This session shows how site owners can prove the worth of their online applications. It examines the various categories of metrics, identifies the contribution each makes to the ROI equation, and provides tips on how to build versus buy to maximize your investments. Cindy discusses cross touch point analysis as a way to discover where your sites add the most value to your service offerings.

Coffee Break ▲ Visit the Exhibits — 2:00 p.m. – 2:30 p.m.

Assessing the Success of CMS Deployment with ONA
2:30 p.m. – 3:15 p.m.
Seth Earley, Earley & Associates, Inc.

Organizational network analysis (ONA) is a relatively new tool used to analyze knowledge flows. This session discusses how ONA can be used to content process gaps and to monitor improvement and progress during the life of the project. It reviews a content management strategy project that used ONA at the start and during the life of the project to measure how well the project was meeting its goals. It discusses how ONA can be used to develop baseline metrics, analyze process disconnects, focus interventions and to remediate problems. Practical methods for running ONA in conjunction with content management projects will be presented.

Closing Keynote ▲ Peter Andrews

Enterprise 2.0: A Look at the Future
3:30 p.m. – 4:30 p.m.
Peter Andrews, Innovation Strategist, Executive Business Institute, IBM

Based on his industry knowledge and experience with many organizations, Andrews gazes into his crystal ball and highlights areas that we should pay attention to in the future if we want to create a productive, innovative, and successful enterprise.
Free Exhibit Hall Presentations

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

Wednesday, November 1

Intranets: Source of Knowledge Capital
10:15 a.m. – 10:30 a.m.
Alain Heurtebise, Vice President Sales and Marketing, Exalead
The company intranet is often overlooked by employees as a primary source of knowledge capital. At International cheese-maker Bel Groupe, the company needed to find a way to encourage employees to change this behavior. Bel Groupe determined that one of the main reasons why its Intranet wasn’t being fully utilized was because there was no simple, yet effective way to search through its contents. This session discusses Bel Groupe’s business and technology challenges, requirements and solution.

Wiki Basics for Collaboration: KM 2.0?
11:15 a.m. – 11:30 a.m.
Aaron Fulkerson, Mindtouch
So how is the world of knowledge management (KM) changing with the new social media tools available today? This session on wiki basics illustrates how this tool can be used in organizations for quickly and easily sharing knowledge.

Intranet Strategies
12:15 p.m. – 12:30 p.m.
Jane McConnell, Intranet Portal Strategy Consultant
Based on a global survey with over 100 participating companies, this session highlights the key findings of the survey. Join us and find out what makes some intranets essential and others just useful.

Top Tips for Enterprise Content Management
1:15 p.m. – 1:30 p.m.
Seth Earley, Earley & Associates
Drawing on years of experience as a consultant, our speaker presents key strategies and tips for managing content in any enterprise.

CM Solutions: Making Them Work!
2:15 p.m. – 2:30 p.m.
Henry Calhoun, Xyenterprise
This talk discusses when you need a content management system (CMS), how to justify a CMS to senior management, tips for funding the project, and how to implement a CMS once you have chosen a system.

Top Tips for Managing Knowledge Initiatives
3:15 p.m. – 3:30 p.m.
Stacy Land, Senior Manager, Information and Collaboration, Zyman Group
Join an active practitioner and speaker on the topic of managing knowledge-based initiatives. Land shares her secrets and top tips from pilot projects to enterprise deployment, and for developing a successful knowledge sharing environment.

Thursday, November 2

Insights from High Performing Intranets
10:15 a.m. – 10:30 a.m.
Carmine Porco, Prescient Digital Media
Working with many organizations allows our speaker to see many intranets of varying size, complexity and effectiveness. He shares his insights and illustrates with pictures of enterprise intranets.

Content Reuse: Improving Day to Day Work
11:15 a.m. – 11:30 a.m.
Matt Armstrong, Business Development Manager, Author-It
Content reuse is a hot topic for authors in a range of industries. Authoring technologies are beginning to offer new and exciting tools for authors. This presentation shares a real life example of how content reuse is revolutionizing workflow.

Top SharePoint Tips
12:15 p.m. – 12:30 p.m.
Craig St. Clair, The Kennedy Group
Our SharePoint expert shares his top tips and techniques for implementing and getting the most out of SharePoint in your environment.

KMWorld Best Practices White Papers: The Whys and Wherefores
1:15 p.m. – 1:30 p.m.
Andy Moore, KMWorld Specialty Publishing Group
A key component in the creation of the “shopping lists” for today’s information managers, KMWorld White Papers provide straight talk, good advice, and real-life experiences. Hear about some of those key practices from the publisher who puts them together.

Intranet Search Strategies
2:15 p.m. – 2:30 p.m.
Deborah Hall, Information Systems, Northwestern Mutual
Hear from a practitioner the key strategies for successful intranet search in an active multi-site enterprise. Hall stresses the requirements and solutions her organization uses.

Intranets for Knowledge-Sharing & Decision Support
3:00 p.m. – 3:15 p.m.
Rick Cantor, Manager, KM Team, Chubb Commercial Insurance
A look at how one Fortune 200 property and casualty insurance carrier equips underwriters with information supporting risk assessment, product selection and pricing decisions as well as providing account servicing staff with information supporting loss control and policy processing decisions. Hear their intranet secrets.
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### Exhibit Hours

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FREE Exhibit Hall Presentations

Taking place in the Exhibit Hall Wednesday and Thursday, these free 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.

Exhibitor Directory

ABBYY

ABBYY USA Software House, Inc.
47221 Fremont Blvd.
Fremont, CA 94538
PH: 510-226-6717
FAX: 510-226-6069
www.abbyusa.com

Booth #124
ABBYY is a leader in recognition, document conversion, data capture, and linguisitics technologies. Product offerings include: ABBYY Recognition Server, a server-based solution for automating OCR and PDF conversion processes. The award-winning FineReader line of OCR/ICR/OMR/bar-code applications and development tools; and FlexiCapture, a state-of-the-art data capture technology solution for both fixed and semi-structured forms and documents.

Clarabridge

Clarabridge
11400 Commerce Park Dr.
Suite 500
Reston, VA 22042
PH: 703-663-2500
FAX: 703-269-1505
www.clarabridge.com

Booth #326/328
Premium Partner

Founded by pioneers in the business intelligence (BI) industry and backed by a premier venture capital investment partner, Clarabridge is an emerging leader in text mining software. Clarabridge solutions link the worlds of text mining, search, and BI to enable businesses to leverage all their data to make better decisions. Unlike traditional approaches that are inflexible, expensive, and time consuming, Clarabridge’s patent-pending software uniquely combines the best of the structured and unstructured analysis worlds, allowing businesses to greatly extend the value of their existing BI investments. Clarabridge BI Search uniquely enables users to query enterprise BI content using an intuitive search interface. Clarabridge Content Mining Platform is the only enterprise-class solution that rapidly enables knowledge workers to directly mine text alongside existing structured data, using standard BI tools and analysis techniques, to address a host of real-world business needs. Clarabridge is headquartered in Reston, VA.
deploy and optimize rich, information-intensive applications. Search, navigation and content presentation features expose all relevant content while providing the tools to quickly hone in on what’s most desirable. retrieval for organizations of all sizes. Based on the first and only unified technology platform for desktop, intranet or Web search, Exalead offers easier deployment, administration and use than any other enterprise-type search software. This is true whether for one or thousands of desktops, a small business or global enterprise, and conforms to any technology environment.

IBM
IBM, a proven leader in delivering on-demand information technology and services, has extensive experience in designing and implementing end-to-end solutions to solve real business problems—around the world and across many industries. IBM Content Discovery helps customers maximize the value of information, regardless of where it is stored and managed. It combines breakthrough integration, search, analytics, and user experience capabilities to deliver solutions that help organizations increase sales, reduce costs, streamline business processes, and gain unprecedented levels of business insight.

InQuira
InQuira improves the quality of customer interactions through websites and contact centers with integrated applications for knowledge management, intelligent search, analytics and user experience. InQuira’s solutions leverage InQuira’s dynamic Knowledge Management through our Information Manager Application that allows a comprehensive solution for identifying, acquiring, organizing, and sharing any type of enterprise information with customers and/or contact center agents that work with customers and provides a complete, workflow-driven content authoring, editing, review, and publishing environment that supports the entire information management lifecycle. In addition, InQuira’s solutions leverage InQuira’s patented intelligent search technology to understand a customer’s intent in real-time, and

Grokker
Grokker’s intuitive user interface, information retrieval, dynamic data mining and collaborative tools, facilitate access to essential enterprise knowledge resources, enabling researchers to leverage key digital information.

Factiva
Factiva is a Dow Jones & Reuters Company, provides an unrivaled collection of business news and information, content delivery tools and consulting services for high-performance businesses. With a Web services-enabled platform and over 1.79 million subscribers, Factiva has gained industry workflow process automation and use than any other enterprise-type search software. This is true whether for one or thousands of desktops, a small business or global enterprise, and conforms to any technology environment.

Booth #307
Engenium—the leading provider of intelligent search and automatic clustering (folding) engines—significantly improves information access for business users. Engenium’s solutions incorporate a full range of search capabilities from keyword to conceptual in its patented and award-winning Semetric and Automatic platforms streamlining interaction with business applications and services.

Booth #319
Founded in 2000 by search-engine pioneers, Exalead (www.exalead.com) is a global provider of software that is designed to simplify all aspects of information search and

LIVE Web Event
Join Endeca and KMWorld magazine for the first ever LIVE video Web event on Wednesday at 1:30 p.m. in Meeting Room D — The Art of the Project: Veteran Wisdom on Search & Information Access. Sponsored by

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dynamically create a personalized response experience that incorporates the right information, data, applications and navigation paths to meet that customer’s need. InQuira’s blue-chip customers include Nokia, Red Hat, Chrysler, Sun Microsystems, Fidelity Investments, and Honda.

Booth #229
Intranet Benchmarking Forum is the world’s leading intranet and portal benchmarking group and carries out extensive benchmarking of the world’s most advanced intranets and portals within a strictly confidential setting. Founded in 2002, the group drives forward intranet management and best practice standards within member organizations.

Intranet Benchmarking Forum
16 Weeh Road
West Hampstead
London, NW6 1DL UK
PH: 44-0-20-7435-6606
FAX: 44-0-20-7435-6607
www.ibforum.com

Intranets Newsletter
143 Old Marlton Pike
Medford, NJ 08055
PH: 609-654-6266
FAX: 609-654-4309
www.intranetstoday.com

Intranetstoday.com or call 800-300-9868 to order.

Inxight
Inxight Software
500 Macara Avenue
Sunnyvale, CA 94085
PH: 408-738-6200
FAX: 408-738-6311
www.inxight.com

Inxight provides enterprise software solutions for search and information discovery from all disparate sources. Using automated information extraction, categorization, search and visualization technologies, organizations find the precise, relevant information they need when they need it—boosting productivity, accelerating product time-to-market and leveraging past and future investments in information and technology.

Booth #213
Premium Partner

ITtoolbox
ITtoolbox is an online community, enabling peers to share professional knowledge about information technology. Leveraging a proprietary contextual matching system, ITtoolbox packages advertising content into the community interaction process to add value to users and deliver quantifiably superior results to vendors advertising to this community of 2 million professionals.

Booth #318
Liberty Information Management Solutions (Liberty IMS) is a leading software provider for the electronic content management industry. Founded in 1987, the company’s flagship product, LibertyNET, offers document imaging, electronic document management, process automation, workflow, digital asset management, COLD/ERM, e-forms, email management and collaboration. Contact (714) 751-6900, sales@libertyims.com or www.libertyims.com.

Lockheed Martin
13560 Dulles Technology Dr.
Herndon, VA 20171
PH: 610-354-1471
FAX: 610-354-7124
www.lockheedmartin.com

AeroText software is a cutting-edge information extraction tool that solves problems with data overload. AeroText can significantly enhance analysis speed and content understanding of unstructured documents, enabling users to spend more time analyzing textual documents and drive real-time decisions or actions.

MetaCarta
350 Massachusetts Ave.
Cambridge, MA 02139
PH: 617-661-6382
FAX: 617-661-6384
www.metacarta.com

MetaCarta’s unique technology combines traditional text (keyword) search with powerful geographic search so you can find content about a place and view the results on a map. We help locate unstructured information across the Internet.

Breakfast & Coffee Breaks
A continental breakfast will be provided for conference attendees each morning before the keynote session from 8:00 a.m. – 9:00 a.m. Additional coffee breaks will take place each morning and afternoon. Check your program for exact times and locations.
intranets, file shares, and content management systems or repositories. Visit MetaCarta in booth #309 for live geographic text search demonstrations.

**MindTouch**

**Exhibitor Directory**

MindTouch, Inc.
121 Broadway, Suite 333
San Diego, CA 92101
PH: 651-793-0010
FAX: 651-793-0011
www.mindtouch.com

**Booth #315/317**

Premium Partner

MindTouch is the leading provider of appliance-based wiki solutions. The MindTouch MOS is deployed within businesses of all sizes to provide simple and effective knowledge management and is delivered as a smart appliance.

**NewsGator Technologies, Inc.**

950 17th Street, Suite 2500
Denver, CO 80202
PH: 303-552-3900
FAX: 303-552-3901
www.newsgator.com

**Booth #125**

A secure, scalable, behind-the-firewall solution, NewsGator Enterprise Server aggregates relevant internal and external premium content and delivers it to Outlook, Web browsers and mobile devices—all synchronized. It allows administrators to manage subscriptions, users and groups, and provides an efficient delivery method for communications, competitive intelligence, research information and company news.

**Northern Light Group, LLC**

10 Canal Park
Cambridge, MA 02129
PH: 617-674-2074
FAX: 617-674-2076
www.northernlight.com

**Booth #114/116**

Premium Partner

Northern Light provides strategic research portals to the largest companies in the world. In a typical application, Northern Light combines licensed secondary research from many vendors with internal primary research. All of the included content is searched with one login, one user query, and one integrated results list across all sources, classified and relevance-ranked to a single consistent standard. Northern Light provides document-by-document and user-by-user security to insure that access rights are exactly enforced. Northern Light offers a turnkey solution including aggregating the content, updating the database daily, full-text indexing and subject classification, taxonomy development, hosting, security, and the UI.

**PTC**

140 Kendrick Street
Needham, MA 02494
PH: 781-370-5000
FAX: 781-370-4000
www.ptc.com

**Booth #123**

Premium Partner

PTC (Nasdaq: PMTC) provides leading product lifecycle management (PLM), content management and dynamic publishing solutions to more than 40,000 companies worldwide. PTC customers include the world’s most innovative companies in manufacturing, publishing, services, government and life sciences industries. PTC is included in the S&P 500 and Russell 2000 indices. For more information on PTC, please visit www.ptc.com.

**recommind™**

170 Columbus Avenue, Suite 310
San Francisco, CA 94113
PH: 415-394-7899
FAX: 415-397-3811
www.recommind.com

**Booth #300**

Premium Partner

Recommind’s enterprise search and categorization systems automatically organize, manage, and distribute large volumes of text from multiple sources. With faster access to the right information, customers such as Bertelsmann, DuPont, National Library of Medicine, and Shearman & Sterling are saving time, enhancing the quality of work product, increasing the value of information assets, and improving competitiveness and profits.

**Schemalogic Inc.**

620 Kirkland Way, Suite 100
Kirkland, WA 98033
PH: 425-885-9695
FAX: 425-883-0117
www.schemalogic.com

**Booth #220**

Schemalogic, a leading provider of Business Semantics Management (BSM) solutions provides a framework that enables companies to model the structures and relationships of business semantics that define corporate knowledge and content. We facilitate dynamic changes to the business semantic models through a Web-based governance and collaboration process enabling participation across organizational, corporate and industry boundaries.

**Internet Café**

Check your e-mail at the Internet Café during regular exhibit hours!

Located inside the exhibit hall.
**Siderean Software, Inc.**

Siderean Software, Inc. helps people quickly view and explore the full scope of enterprise and Web-based information available for better-informed decision making. Our open, Web-based solutions gather, analyze and organize all kinds of structured and unstructured digital information, presenting it in a single, unified navigation view that dynamically displays content in context. Going beyond search, Siderean illuminates previously unseen relationships that can help you discover new avenues of exploration and “let you know what you don’t know” while navigating from a “bird’s-eye” to a “bug’s-eye” view.

**TheBrain Technologies**

TheBrain Technologies
4553 Glencoe Ave. #380
Marina del Rey, CA 90292
PH: 310-751-5000
FAX: 310-751-5007
www.thebrain.com

**Booth #320**

Helping people organize, visualize and share information more effectively, TheBrain Technologies provides visual search and categorization networks. TheBrain’s expanded information views enable companies to create and navigate files, Web pages and databases to gain a clearer picture of all knowledge assets, business issues and instant access to the best information. Corporate Brains are used worldwide for: intranets, database visualization, competitive and military intelligence, sales and marketing support, information self-service, and customer service knowledge-bases.

**Traction Software**

245 Waterman Street, #309
Providence, RI 02906
PH: 401-528-1145
FAX: 401-633-6603
www.tractionsoftware.com

**Booth #329**

Funded by In-Q-Tel (the CIA’s venture arm) and a KMWorld Trend-Setting Product of 2005, Traction Teampage is the leading Enterprise Blog solution. Intelligent enterprises deploy Traction to communicate and share information among program teams, intelligence groups, and operations centers and groups where efficient, contextual information and knowledge exchange is critical.

**Unica Corporation**

170 Tracer Lane
Waltham, MA 02451
PH: 781-839-0000
FAX: 781-890-0012
www.unica.com

**Booth #104**

Unica Corporation’s Enterprise Marketing Management (EMM) software is used around the world to reduce marketing costs, boost productivity and grow revenue — across brand, internet, and relationship marketing operations. Our solutions integrate web and customer analytics with capabilities to turn insight into action, automatically, through right-time, relevant cross-channel customer interactions — providing the only complete marketing solution that analyzes, plans, executes and measures all your internet marketing initiatives.

**Teragram Corporation**

10 Fawcett Street, 2nd Floor
Cambridge, MA 02138
PH: 617-576-6800
FAX: 617-576-6888
www.teragram.com

**Booth #201**

Premium Partner

Teragram is the market leader in multilingual natural language processing technologies that use the meaning of text to distill relevant information from vast amounts of data. Teragram helps customers perform more efficient searches and better organize information. Teragram Solutions include Taxonomy Management, Automatic Categorization, Entities Extraction, and Direct Answers.

**TOWER Software**

12012 Sunset Hills Road, Suite 510
Reston, VA 20190
PH: 800-255-9914
FAX: 703-437-9006
www.towersoft.com/na

**Booth #113**

Premium Partner

TOWER Software, the world’s leading enterprise content management provider to government and regulated industries, delivers award-winning information management solutions. Our product, TRIM Context 6, enables organizations to have compliant, secure and accurate information available to make confident business decisions. TRIM Context 6 won AIIM E-DOC Magazine 2006 Best of Show award for ECM Suites.

**Univision**

1710 Murray Avenue, Suite 300
Pittsburgh, PA 15217
PH: 412-422-2499
FAX: 412-422-2495
www.univision.com

**Booth #119**

Univision does search right by combining the simplicity and innovation of consumer search with the flexibility and control of enterprise software. The company works with customers to understand their goals and quickly deploy solutions that maximize the business value of information with an interface users love.

**XyEnterprise**

101 Edgewater Drive
Wakefield, MA 01880-1296
PH: 781-756-4400
FAX: 781-756-4330
www.xyenterprise.com

**Booth #223**

XyEnterprise helps simplify and expedite the automated creation, delivery and reuse of content across the enterprise. We offer configurable and scalable XML content management and publishing solutions for workgroups that develop departmental documents, technical documentation or commercial publications. Our unmatched XML expertise is built upon 20-years of successful deployments in a variety of industries.

**Vivisimo**

1710 Murray Avenue, Suite 300
Pittsburgh, PA 15217
PH: 412-422-2499
FAX: 412-422-2495
www.univision.com

**Booth #119**

Vivisimo does search right by combining the simplicity and innovation of consumer search with the flexibility and control of enterprise software. The company works with customers to understand their goals and quickly deploy solutions that maximize the business value of information with an interface users love.

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Information Today, Inc. invites all attendees to the opening of the KMWorld & Intranets 2006 exposition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Enjoy a glass of wine and light hors d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.
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–Cindy Hill, Sun Microsystems

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E-mail: custserv@infotoday.com
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