

# THE KMWorld ROUNDTABLE WEBINAR SERIES

## ➤ The KMWorld Expert Panel Series

### THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

Please join us for *KMWorld's* series of online, interactive Web Events. These are single-topic, live online educational events, PROMOTED, hosted, and moderated by *KMWorld* magazine, the leading KM information news and information source, and featuring the current, top-of-mind issues for today's knowledge-rich information manager.

Attendees learn from the leading experts in search, social media, information governance, content management, SharePoint, and more. If it's a critical issue for information managers, it's part of ***KMWorld's* Expert Panel Series.**



Attendees simply log on and turn up their computer speakers. Audio is streaming, the speakers are on the air live, and the visuals are content-rich. PLUS the events are archived for "appointment" viewing.

## ➤ The *KMWorld* Roundtable Webinar Series

### A SERIES OF MULTI-SPONSORED, SINGLE-SUBJECT, WEBINAR-STYLE ROUNDTABLE DISCUSSIONS

#### EVENT DETAILS

- › Participating vendors will enjoy equal air-time to present
- › Lively roundtable discussion and audience Q&A
- › Produced and moderated by *KMWorld*
- › Promoted by *KMWorld* to more than 55,000 potential attendees via email blasts, newsletter, and banners
- › Supported with on-demand print advertising in *KMWorld* magazine
- › Exploring the hottest topics that are top-of-mind to key decision makers

#### PARTICIPATION

- › The *KMWorld* Roundtable Webinar Series is filled on a first-come, first-served basis.
- › Participating sponsors will receive the full promotional support of *KMWorld's* resources and share attendee leads in the form of name, title, company, address, email, and phone number.
- › Moderated by *KMWorld* representative. Speakers are briefed in advance for assistance with content and promotional material.
- › Event production is entirely turnkey; *KMWorld* develops, promotes, produces, and conducts behind-the-scenes. Participants need only provide a speaker!

#### OPPORTUNITY

- › Cost of the event is \$6,995 per sponsor.
- › 200 lead guarantee, generated from the event AND ongoing archive viewers will be provided weekly for 90 days after the event.

#### TOPICS

- › See the following page for our schedule of dates and topics.

## ➤ For information about these turnkey marketing opportunities, please contact:

### Stephen Faig

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## 📅 **Schedule of Dates and Topics**

**JANUARY 30, 2018**

### **Top Trends In KM for 2018**

*Important information and knowledge is all over every organization. Every day, new, important tools and best practices emerge that allow for the rapid discovery and application of knowledge and information in critical business applications. Join us for this look at how the top trends in KM and information discovery can impact your organization.*

**FEBRUARY 27, 2018**

### **How to Optimize Your SharePoint Strategy**

*This year finds SharePoint undergoing major changes, with the arrival of SharePoint 2016 on-premise and Microsoft's rapid innovation on the Office 365 platform. Whether you've committed to on-premise, cloud, or hybrid, the choices facing you as an enterprise business or IT leader have never been more critical. Join us as we help you evaluate where, when, and how to use SharePoint in your organization.*

**MARCH 20, 2018**

### **Powering Your Organization with Smart Collaboration**

*Smart collaboration is not optional in today's organizations. Information is only valuable when it can easily be shared and communicated among others. The degree to which you can apply tools and policies that enhance knowledge sharing and collaboration will ultimately determine how successful your organization can be.*

**APRIL 17, 2018**

### **Best Practices in Information Governance**

*Controlling information access and distribution will be a critical matter as the mobile workforce increases in size and stature. The global nature of business also complicates the matter. And a hotly increasing amount of litigation demands extra scrutiny over how you and your employees care for information. But information is a difficult thing to manage and control. Join us to understand best practices in information governance.*

**MAY 15, 2018**

### **How to Succeed with Information and Knowledge Management in the Cloud**

*Cloud-based information and knowledge management can provide powerful solutions for your organization. With benefits like cost-reduction, ease of use and access, and better knowledge sharing, using cloud-hosted KM and information management solutions can have a significant ROI. Join us to see how to succeed with KM in the cloud.*

**JUNE 26, 2018**

### **Cognitive Computing, AI, and Next Gen KM**

*We are on the verge of a new era in computing and information management. Cognitive systems and artificial intelligence are changing the way organizations search for and discover important information and how it is analyzed to create knowledge. Join us to hear how cognitive computing and AI are setting the stage for next-gen KM.*

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**JULY 31, 2018**

### **Harness the Power of Text Analytics**

*Determining what content really contains is a critical skill for 2018 information managers. Text analytics will be a new frontier for just about everybody. The ability to analyze, examine, cull out the garbage and discover the gems is the new effort at work in the document management business.*

**AUGUST 14, 2018**

### **Cognitive Search and Analytics in Action**

*Cognitive Search and Analytics can provide you with unique business advantages over your rivals. It can drive effective customer self-service, provide your customer support teams with necessary and timely insights, and unlock important information necessary to drive innovation in your enterprise. Join us as we help you evaluate where, when, and how to use cognitive search and analytics in your organization.*

**SEPTEMBER 18, 2018**

### **Game Changing Breakthroughs in Knowledge Management**

*A renewed enthusiasm about knowledge management is evident, particularly in the digital workplace. Discovering the value in corporate knowledge is amplified by new technologies, such as text analytics, cognitive search, machine learning, natural language processing, mobile email management, and new policy efforts. Attend this webinar to discover game changing breakthroughs to bring knowledge management to the next level in your organization to boost business performance.*

**OCTOBER 30, 2018**

### **How Knowledge Management Can Improve Customer Experience**

*It's where your customer touchpoints meet your operations. And it's getting more complex. That's why the customer experience is the highest priority. When a customer contacts you, that's the BEST opportunity to convert him or her to a loyal customer.*

**NOVEMBER 27, 2018**

### **Deriving Knowledge Insights with Cognitive Computing**

*Cognitive Computing and machine learning have the ability to transform knowledge management in the enterprise. Join us for this rountable webinar on using cognitive computing to re-imagine KM and what it can do for your organization.*

**DECEMBER 11, 2018**

### **The Future of Enterprise Content Management**

*Good content management plays a pivotal role in an organization's ability to manage input and output of information, and can make the difference in whether the company understands its content value, or whether it's lost in the weeds. We will opt for the former, and find ways to help organizations reconstruct their ECM programs so that information does not go wasted.*

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