

# 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 MULTISPONSORED, 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 an 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 will share attendee leads in the form of name, title, company, address, email, and phone number.
- › Moderated by *KMWorld* publisher Andy Moore. Speakers will be 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 \$8,000 per sponsor (additional \$1,000 product demo fee for the Great Debates).
- › All leads 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:

**East Coast/Midwest/International • Kathy Rogals**

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## ➤ Schedule of Dates and Topics

**JANUARY 24, 2012**

### **KM For Customer Service**

CRM • sentiment analysis • social networks  
• Web self service • contact agent KM

**FEBRUARY 14, 2012**

### **SharePoint Solutions**

Storage options • 2010 migration  
• collaboration • BPM • Enterprise 2.0

**FEBRUARY 28, 2012**

### **What's the Big Deal About Big Data?**

Volume, velocity and variety  
• what Big Data management means to  
YOUR business—a tutorial webinar

**MARCH 20, 2012**

### **Social Software for Business Success**

Web 2.0 • collaboration portal • customer  
experience • business intelligence

**MARCH 13 OR 27, 2012 (DATE TBD)**

### **Improve Customer Engagement With "Dynamic Content"**

Translation, globalization and localization  
• content reuse • time-to-market  
• brand management • document lifecycle

**April 10, 2012**

### **Web Content Management**

XML/authoring • CMS • autocategorization  
• BPM • enterprise search • Web self service

**APRIL 24, 2012**

### **Using Social Software for Better Customer Experience**

Web analytics • search • collaboration  
• SharePoint • governance and risk management

**MAY 8, 2012**

### **KMWorld's "Great Debate" WebSeries: Three SharePoint Solution Providers Square Off**

Vendors explain and defend their market strategies  
through demos and use-case testimonials

**MAY 22, 2012**

### **Information Governance and Compliance**

ESI management • e-discovery • records/  
retention • archiving • document lifecycle

**JUNE 12, 2012**

### **Business Process and Case Management**

Business process management  
• workflow • business performance analysis  
• on premise vs. host

**JUNE 19, 2012**

### **E-Discovery and Risk Management**

Litigation preparedness • litigation hold  
• enterprise search • governance

**JUNE 26, 2012**

### **KMWorld's "Cloud" WebSeries: How Cloud Computing Changes the Game for ECM**

Managing enterprise content off-premise allows  
faster deployment and less-expensive maintenance

**JULY 17, 2012**

### **Document Capture and Workflow**

Image management • BPM • storage  
• item processing • forms • recognition • OCR

**JULY 31, 2012**

### **Search Analytics: How To Know If Search Is Working For You**

Web and internal usage analysis  
• enterprise search engine optimization  
• text analysis and refinement

**AUGUST 7, 2012**

### **KMWorld's "Great Debate" WebSeries: Three Enterprise Search Vendors Square Off**

Vendors explain and defend their market strategies  
through demos and use-case testimonials

**AUGUST 21, 2012**

### **Content Management with SharePoint**

Web CM • collaboration • storage  
• customer experience • enterprise search

**SEPTEMBER 18, 2012**

### **Moving KM into the Cloud**

SaaS • multi-tenant services • security  
• mobile • ECM

**SEPTEMBER 25, 2012**

### **Mobile Search: The Great New Challenge**

Presentment formats • security  
• governance • cloud content management  
• Web content management

**OCTOBER 9, 2012**

### **KMWorld's "Cloud" WebSeries: How Cloud Changes the Game for Records Management**

Migrating information to the cloud also requires  
a change in RM strategy. Many implications/  
challenges to face. Learn how.

**OCTOBER 23, 2012**

### **Knowledge-Centered Support**

KCS v5 • Web analytics • collaboration  
• customer touchpoints •

**NOVEMBER 6, 2012**

### **KMWorld's "Great Debate" WebSeries: Three E-Discovery Vendors Square Off**

Vendors explain and defend their market strategies  
through demos and use-case testimonials

**NOVEMBER 13, 2012**

### **Social Business Tools**

SharePoint • blogs, wikis, etc  
• information governance • Web analytics

**DECEMBER 4, 2012**

### **KMWorld's "Cloud" WebSeries: How Cloud Computing Changes the Game for Search**

The convergence of cloud storage and open  
source search tools has led to an interesting  
new paradigm for information retrieval.  
It's a whole new game.

**DECEMBER 11, 2012**

### **Content Analysis/ Semantic and Text Solutions**

Text mining • unstructured content management  
• customer experience • Web 2.0

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