

KM & intranets

World 2005 conference & exposition



STRATEGIES AND TOOLS FOR KNOWLEDGE MANAGEMENT, CONTENT MANAGEMENT, INTRANETS, AND PORTALS



November 15-17, 2005

**San Jose McEnergy Convention Center
San Jose, CA**



**Knowledge Management
Content Management
Intranets & Portals
Enterprise Search
Culture, Collaboration, &
Social Networks**

Organized and Produced by

 **Information Today, Inc.**

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Applying Strategies & Tools for Organizational Performance

Grand Opening Reception

Information Today and KMWorld invite all attendees and exhibitors to the opening of the KMWorld & Intranets 2005 exhibition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

KMWorld Awards

KMWorld magazine is proud to present the fourth 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.

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 their Web site at www.digitalrecord.org.

Press Room sponsored by

Meeting Room D will be available to members of the press Tuesday, Wednesday, and Thursday from 8:00 a.m. – 5:00 p.m.

Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the KMWorld & Intranets 2005 general sessions! Links will be posted on the KMWorld & Intranets Web site (www.kmworld.com/kmw05/presentations) approximately 4 weeks after the conference.

Coffee & Danish Hour

Coffee and danish are provided for conference attendees before the keynote session Tuesday through Thursday from 8:00 a.m. – 9:00 a.m.

Internet Cafe

An Internet Cafe is available in the Exhibit Hall during regular exhibit hours for attendees to check their e-mail.

LIVE Webinar

Join Fast Search and Transfer Inc., (FAST) and KMWorld Magazine on Thursday morning in the Press Room at 10:30 a.m. as they present a LIVE Web seminar— “Patterns in Search: Best Practices for Managing Information Complexity.” See page 20 for details.

The Exposition

The **KMWorld & Intranets 2005** combined exposition will feature the top companies in the KM and Intranets marketplace, offering visitors an opportunity to explore all of 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.

Evening Networking Event

Join fellow attendees for **Communities of Interest** on Wednesday, November 16, from 5:00 p.m. – 6:00 p.m. for informal debriefings and discussion groups hosted by conference speakers.

Platinum Sponsor

Information Today, Inc. and KMWorld & Intranets would like to thank Entopia for their support of KMWorld & Intranets 2005.

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OPENING KEYNOTE (FOR ALL TRACKS)

Tuesday, 9:00 a.m. – 10:00 a.m.

Thinking for a Living: Keys to Knowledge Worker Productivity

Tom Davenport, Babson College

Exhibit Hours

Tuesday, November 15
5:00 p.m. to 7:00 p.m.
Grand Opening Reception

Wednesday, November 16
10:00 a.m. to 4:30 p.m.

Thursday, November 17
10:00 a.m. to 3:30 p.m.

MONDAY, NOVEMBER 14

9:00 a.m. – 12:00 p.m.

W1 Putting KM on the Strategic Agenda
◦ Snowden & Costanzo

W2 Solving KM and Intranet Issues ◦ Wallace & Kennedy

W3 Increasing Findability in Large, Complex Intranets
◦ McConnell

W4 Taxonomy Development & Usage ◦ Reamy, Pohs, Powers

W5 Developing CMS Requirements
◦ Robertson

1:30 p.m. – 4:30 p.m.

W1 continued

W10 Knowledge, Networks, and Value Creation
◦ Allee

W11 Enterprise Search
◦ Arnold & Arnold

W12 Practical Taxonomies
◦ Earley

W13 Web Content Mgmt Systems (WCMS)
◦ Byrne

Preconference Workshop

TUESDAY, NOVEMBER 15

KMWorld Conference

10:15 a.m. – 11:00 a.m.

TRACK A APPLYING KM STRATEGIES

A101 Implementing KM

TRACK B KNOWLEDGE TRANSFER

B101 Transferring Knowledge

TRACK C COLLABORATION STRATEGIES & TOOLS

C101 Social Networking & Knowledge Transfer

11:15 a.m. – 12:00 p.m.

A102 Intelligence, Information, & Competitive Advantage

B102 Managing Key Assets That Walk Out the Door Each Day

C102 Making a Business Impact with Blogs

12:00 p.m. – 1:15 p.m.

LUNCH BREAK

1:15 p.m. – 2:00 p.m.

A103 Performance Improvement & Knowledge-Based Process Engineering

B103 Knowledge Worker Productivity in an Aging Workforce

C103 Social Networking Tools & KM

2:15 p.m. – 3:00 p.m.

A104 Grass-Roots KM: Learnings

B104 The Future Workplace

C104 Social Software & KM: Cases

3:15 p.m. – 4:00 p.m.

A105 Winning at Collaboration Commerce

B105 Strategic Integration of KM & PM

C105 RSS for CM Inside & Outside the Firewall

4:15 p.m. – 5:00 p.m.

A106 KM Success Measures

B106 Using Existing Knowledge Flows

C106 Social Networks & KM: The Future

5:00 p.m. – 7:00 p.m.

EXHIBIT HALL GRAND OPENING RECEPTION

WEDNESDAY, NOVEMBER 16

KMWorld Conference

10:00 a.m. – 10:30 a.m.

TRACK A APPLYING KM STRATEGIES

TRACK B CULTURAL ISSUES OF KM

TRACK C COLLABORATIVE ENVIRONMENTS

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

10:30 a.m. – 11:15 a.m.

A201 From KM Pilot to Launch

B201 Organizational Culture—Not a Problem

C201 Collaborative Innovation Networks

11:30 a.m. – 12:15 p.m.

A202 KM Capabilities

B202 Creating a Common Culture

C202 Collaborative Learning & Games

12:15 p.m. – 1:30 p.m.

LUNCH BREAK

1:30 p.m. – 2:30 p.m.

A203 Personal Knowledge Management (PKM)

B203 Creating a Knowledge-Sharing Culture

C203 Successful Communities of Practice

2:30 p.m. – 3:00 p.m.

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

3:00 p.m. – 3:45 p.m.

A204 Governance: Model for a Global Company

B204 Finding Enterprise Knowledge

C204 Collaborative Workspaces

4:00 p.m. – 5:00 p.m.

A205 Enabling KM

B205 Finding Tools

C205 Cool Tools for Collaborative Teams

THURSDAY, NOVEMBER 17

KMWorld Conference

8:45 a.m. – 10:00 a.m.

TRACK A LEARNING & INNOVATION

TRACK B KM LESSONS

TRACK C KM: FUTURE TRENDS

KM AWARDS & KEYNOTE: Pieces of the KM Puzzle ◦ Verna Allee, Author, The Future of Knowledge

10:00 a.m. – 10:30 a.m.

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

10:30 a.m. – 11:15 a.m.

A301 The Future of Learning

B301 Collaboration Implementations

C301 Practitioners' Insights

11:30 a.m. – 12:15 p.m.

A302 Integrating KM & Organizational Learning

B302 Long-Term Knowledge & Expertise

C302 Analysts' Insights

12:15 p.m. – 1:15 p.m.

LUNCH BREAK

1:15 p.m. – 2:00 p.m.

A303 Lessons from the Battle Command Knowledge System

B303 Sharing Critical Knowledge: Healthcare Lessons

C303 KM at a Diamond Mine & Communications Giant

2:00 p.m. – 2:30 p.m.

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

2:30 p.m. – 3:15 p.m.

A304 Innovation & Learning

B304 KM Language Lessons

WEDNESDAY KEYNOTE {FOR ALL TRACKS }

9:00 a.m. – 10:00 a.m.

Building Capability in the Conductive Organization

Hubert Saint-Onge, Principal, Saintonge Alliance Inc.

CLOSING KEYNOTE {FOR ALL TRACKS }

Thursday, 3:30 p.m. – 4:30 p.m.

From KM to Sense Making: From Efficiency to Effectiveness

Dave Snowden, Founder, The Cynefin Centre

Workshops

W6 Building an Effective Content Management Strategy ◦ *Earley*

W7 Portal Planning: Designing & Implementing ◦ *Kiziris & Jones*

W8 Building High-Performance CoP ◦ *Harden, Prevou, Rebollo*

W9 Overload, Learning, & Information ◦ *Barth & Marrs*

W14 Web Writers Workshop
Cancelled

W15 Intranet Standards & Best Practice ◦ *St. Clair*

W16 Enterprise Collaboration ◦ *Fichter*

W17 Building Intranets for Supporting KM ◦ *Robertson*

W18 Collaboration Commerce ◦ *Collins, Gordon, Terra*

Content Management

Intranets Conference

**TRACK D
CM STRATEGIES & PRACTICES**

D101 Making a Business Case for CMS

D102 Achieving ROI on an Intranet CMS

**TRACK E
MAKING INTRANETS WORK**

E101 Technology Problem to a Business Enabler

E102 Governance Do's and Don'ts

**TRACK F
CHOOSING TECHNOLOGIES**

F101 Implementing New Technologies

F102 KM, E-Mails and Portals Are So 20th Century!

LUNCH BREAK

D103 Content Modeling 101: Start with a Solid Foundation

D104 A Narrative Approach to CMS Requirements

D105 Implementing Content Management

D106 CMS Vendor Idol

E103 Intranets for Global Collaboration & Knowledge-Sharing

E104 EVA—The Intranet Investment Friend

E105 Multi-Site Strategies for Intranets & Extranets

E106 Making the Intranet a Winner

F103 Communicating with Streaming Video

F104 E-Mail Management

F105 & F106 R&D Activity for the Intranet

F105 & F106 continued

EXHIBIT HALL GRAND OPENING RECEPTION

Content Management

Intranets Conference

**TRACK D
CONTENT INTEGRATION**

D201 Technical Architectures

D202 Making Sense of the CMS Vendor Landscape

**TRACK E
BUILDING THE INTRANET**

E201 LUV Your Users: Southwest Airlines

E202 Design Knowledge for Programmers

**TRACK F
ORGANIZING THE INFORMATION**

F201 Evolving a Portal

F202 Information Life Cycle Management

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

LUNCH BREAK

D203 A Guide to Open Source CMS

E203 Personalization & Customization Strategies

F203 Organizing Info for Better Search Results

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

D204 Lessons Learned from CM Implementations

D205 Practitioners' CM Insights

E204 User-Centered Approach to IA

E205 Strategic Guide to Self-Service Portal Development

F204 Enterprise Metadata Management

F205 Semantic Integration and Faceted Taxonomies

Content Management

Intranets Conference

**TRACK D
CONTENT MANAGEMENT**

D301 All Roads Lead to ECM

D302 Intranet to ECM: Case Study

**TRACK E
INFORMATION DISCOVERY & SEARCH**

E301 Search 2005 and Beyond

E302 Intranet Search

**TRACK F
KEEPING UP WITH INTRANET TRENDS**

F301 Delivering Intranet/Extranet Opportunities

F302 Practitioners Bet on Intranet Trends

KEYNOTE: The Frontiers of User Experience ◦ *Jesse James Garrett, Founder, Adaptive Path*

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

LUNCH BREAK

D303 Enterprise WCM: The HP Way

E303 Inside the Enterprise: Implementing Search on the Corporate Intranet

F303 & F304 Web Slam: Show Me Yours—And I'll Show You Mine!

NETWORKING BREAK—A CHANCE TO VISIT THE EXHIBITS

D304 The Future of Content Management

E304 How to Select a Search System: A 12-Step Process

F303 & F304 continued

Tuesday, November 15

OPENING KEYNOTE



Thinking for a Living: Keys to Knowledge Worker Productivity

9:00 a.m. – 10:00 a.m.

Tom Davenport, *Leading Thoughts; Author; Director, Working Knowledge Research Center & the Institute for Process Management, Babson College; & Fellow, Accenture High Performance Business Institute*

Peter Drucker has argued often that improving knowledge worker productivity is the most important task of the century. Yet we have few measures or management interventions to make such improvement possible. Most organizations simply hire smart people and leave them alone. In this discussion, Davenport presents six interventions for improving knowledge worker productivity, each with a set of approaches, examples, and cautions. The interventions combine roles for technology, organizational culture and behavior, and the physical work environment as tools for enhancing performance. His recommendations are based on research studies he has conducted on how companies have addressed knowledge work, both successfully and unsuccessfully.

Wednesday, November 16

KEYNOTE



Building Capability in the Conductive Organization

9:00 a.m. – 10:00 a.m.

Hubert Saint-Onge, *Principal, Saintonge Alliance Inc.*

With the pervasive use of new technology, work now gets done through virtual tools, allowing unprecedented levels of interaction and collaboration. This new reality is having a radical impact on the principles of organizational performance: With "conductivity," organizations become "networks of commitment." At the same time, organizational performance has come to depend on a higher capacity for collaboration, learning, and innovation in order to cope with a fast-changing environment. More than ever, the effective development and harnessing of capability is the precursor to acceding to higher levels of performance. It is in this context that building an effective knowledge platform becomes a strategic initiative. The knowledge platform becomes a built-in rudder for learning and for adapting the organization to prevalent conditions. As an integrated part of how work gets done, such a platform generates capability as both individuals and teams overcome the challenges they encounter in their respective environment. Saint-Onge focuses on why the development and implementation of a knowledge strategy represents the most important approach currently available for organizations to continuously adapt to their environment.

COMMUNITIES OF INTEREST

5:00 p.m. – 6:00 p.m.

Join your colleagues 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 on topics such as:

KM Strategies & Experiences

Intranet/Portal Governance, User Experience & Strategies

Social Networking, Collaboration, Blogging, & E-Learning

Content Management

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

Thursday, November 17

KMWORLD KEYNOTE



Pieces of the KM Puzzle

9:00 a.m. – 10:00 a.m.

Verna Allee, *Author, The Future of Knowledge*

This session looks at how all the different pieces of KM fit together, from strategy and the business model to organizational network analysis, communities of practice, and enterprise architecture. It simplifies the complexity around KM and presents the whole universe of KM in an understandable and interesting way. Working examples from government agencies to entrepreneurial startups and a global telecom show how you can lay out the needed foundations in a way that will be understood and supported at every level of the organization.

INTRANETS KEYNOTE



The Frontiers of User Experience

9:00 a.m. – 10:00 a.m.

Jesse James Garrett, *Founder, Adaptive Path & Author, The Elements of User Experience*

With the rise of user-centered design, user experience issues such as information architecture and interaction design have become pivotal components of any Web site development strategy. But now, new tools and techniques are starting to emerge that will change the way we approach crafting applications to respond to user needs and user behavior. In this presentation, Jesse James Garrett offers some perspectives on the changes ahead of us and considers potential sources for new ideas and inspiration for the future of user experience.

CLOSING KEYNOTE



From KM to Sense Making: From Efficiency to Effectiveness

3:30 p.m. – 4:30 p.m.

Dave Snowden, *Founder, The Cynefin Centre*

The journey to sense making from knowledge management, represents a desire to return to the basic driver of early KM, before installing a portal was the magic key, focusing on making better decisions and creating the conditions for innovation. Drawing on theory and practice in sense making and KM, as well as highlighting patterns from stories captured from KMWorld attendees, this talk focuses on five aspects of the way we perceive the world:

- The nature of the physical world, chaos, complexity, and order
 - The nature of the way we have knowledge of the world and, in particular, the role of narrative
 - The nature of the way we perceive the world, the pattern basis of human intelligence, and its consequences
 - The nature of the way in which we assume and create identity structures to exist in the world
 - The way that we exercise and are the subjects of the exercise of power
- Snowden provides examples of how KM practitioners can capture the high ground of strategy in an organization and shift from the electronic storage of knowledge to its deployment and creation to enrich human decision making.

Web Slam moves to Thursday

Our popular **Web Slam: Show Me Yours—And I'll Show You Mine!** has moved to Track F, Sessions F303/304 on Thursday, November 17th from 1:15 p.m. – 3:15 p.m.

Let us know if you're interested in showing your Intranet!

Preconference Workshops

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Monday, November 14

Putting KM on the Strategic Agenda

W1

9:00 a.m. – 4:30 p.m.

FULL DAY

Dave Snowden, *Founder, Cynefin Centre, & Cory Costanzo*, *Principal, Cynefin N.A.*

This interactive workshop engages participants in positioning their knowledge management program as a strategic advantage for their organization and provides a context in which to assist senior decision makers and executives in reaching their objectives. It identifies the sustainable and non-sustainable elements of KM programs, as well as critical gaps and how to prioritize them, and introduces new tools that can be used in establishing narrative, context-based knowledge (e.g., wikis, blogs, narrative, social-network simulation). Through discussion and facilitation, a knowledge portfolio strategically relevant to any enterprise will emerge based on strategies and frameworks that are proven in nonprofit, for-profit, and governmental organizations around the world. Participants will take away knowledge of new tools for narrative and context-based knowledge exchanges as well as a framework in which to position the work that speaks to the needs of senior decision makers and executives.

Solving KM and Intranet Issues

W2

9:00 a.m. – 12:00 p.m.

Deb Wallace, *Principal, Wallace Consulting*
Mary Lee Kennedy, *Principal, Kennedy Group*

Take the KM challenge; increase your capabilities to solve KM- and intranet-related business problems by participating in an innovative session that runs throughout the Conference and sharing in a collaborative team approach for solving KM and intranet issues. Using on-site teams of practitioners registered for the conference, this interactive workshop starts on Monday with a half-day workshop and concludes on Thursday morning with team solutions presented to an expert panel for feedback and suggestions. This executive development opportunity:

- Addresses real-life business challenges
- Utilizes the expertise of thought-leaders and practitioners
- Applies successful KM principles and approaches
- Challenges teams of peers to collaborate on finding innovative solutions.

Participants are polled prior to arrival at the conference regarding issues to be addressed; set the framework and create teams; narrow the issues and clarify the task; identify supporting resources from the rich knowledgebase found at the Conference; and map out an approach to develop a solution. If you have a project or KM challenge that would benefit from peer and expert input, this workshop will maximize your conference experience by concentrating your learning on your own work challenges. Check the Web site, www.kmworld.com/kmw05, for more information.

Increasing Findability in Large, Complex Intranets

W3

9:00 a.m. – 12:00 p.m.

Jane McConnell, *NetStrategyJMC*

From a user viewpoint, findability is a question of knowing where to look, how to search, and, above all, trusting the content itself. The intranet team can make this easier through a findability-friendly approach to user architecture, content management, and governance. This workshop deals with strategies and practices for intranet structures, home pages, determining which content for which users, global

versus local content, and CMS tool considerations and intranet governance that support findability. It is filled with tips and strategies so that you leave with specific ideas, examples, and analysis models to adapt to your own context.

Taxonomy Development & Usage

W4

9:00 a.m. – 12:00 p.m.

Tom Reamy, *Chief Knowledge Architect, KAPS Group*
Wendi Pohs, *Consulting IT Specialist, Search/Taxonomy Integration, IB Corporate Intranet*
Josh Powers, *Chief Ontologist, Convera*

Developing taxonomies and classifications is the first step in information management; however, effectively utilizing them is not a simple task. This workshop explores how to use taxonomies, share them, build them, and what benefits they can bring to the enterprise. Taught by a team of leading experts in taxonomy development, the workshop focuses on different approaches to taxonomy development and utilization: how to build your own taxonomy, how to evaluate the use of pre-defined taxonomies, and how to fit taxonomies into an integrated approach to search, content management, portals, and other information initiatives. Speakers share best practices and practical tips from working applications.

Developing CMS Requirements

W5

9:00 a.m. – 12:00 p.m.

James Robertson, *Founder, Step Two Designs*

While it is easy to document dozens of functional and technical requirements for a content management system (CMS), writing more requirements actually makes it harder to select a product. This workshop presents a practical approach to selecting a CMS based on marketplace realities and the experiences gained in many selection projects. It provides an introduction to CMS capabilities, tips on how to identify "key selection criteria," and explores how to document all your requirements in 20 pages (or less!). It also covers best-practice selection methodology; scoping your CMS project; capturing business requirements; and developing an effective tender.

Building a Content Management Strategy

W6

9:00 a.m. – 12:00 p.m.

Seth Earley, *President, Earley & Associates*

Organizations today are struggling with unifying their content management tools, enterprise information systems, and Web applications so that classifications can evolve to the needs of changing markets and business processes yet remain in context to one another. When building a content framework that unifies the user experience (whether a portal architecture, public Web site, extranet or intranet), how can multiple information architectures be connected in a structured way, yet allow for changes that do not break linkages or have unwanted effects that cascade through the organization? This interactive workshop reviews the challenges that an electronics manufacturer faced in its intranet content management program from the perspective of multiple taxonomies and complex metadata architectures. It cuts across cultural challenges, knowledge systems, business processes, and technologies to illustrate ways to tackle these issues, shares an approach for dealing with the complexity of inter-related systems and tools in the context of shared classifications, and provides a framework for evaluating solutions.

Portal Planning: Designing & Implementing

W7

9:00 a.m. – 12:00 p.m.

Nick Kizirnis, *Information Architect, LexisNexis*
Peter Jones, *Principal, Redesign Research Inc. & Author, Team Design—Practitioner's Guide to Collaborative Innovation*

With experience in Web development and design, usability and user experience, information architecture, collaboration and online communications, our speakers bring a wealth of experience to the topic of portals. They present a project simulation that bridges the major activities involved in designing and developing an internal portal and focus on the key issues of portal implementation. Included are lots of case studies of different types of enterprises, best practices, recommendations, and a real-world understanding of management and design issues and how to resolve them.

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Preconference Workshops

Building High-Performance Communities of Practice (CoP)

W8

9:00 a.m. – 12:00 p.m.

Dave Harden, President & **Oscar Rebollo**, Senior Consultant, KnowHow Inc.
LTC Mike Prevou, Director, Leader Network, Battle Command Knowledge Systems, Command and General Staff College, U.S. Army

This action-oriented workshop explores Communities of Practice (CoP) from startup to phase-out. It provides a variety of resources, tools, and methodologies useful to people who are interested in sponsoring or starting up a CoP or accelerating their current efforts. Lessons learned on fostering and developing high-performance CoPs are shared from the U.S. Army's premier community of practice, CompanyCommand, in addition to the Pan-American Health Organization and Saudi Aramco. In providing a step-by-step guide on how to create a community, the following topics are included: analyzing characteristics of emerging CoPs, principles of high-performance CoPs, marketing and promoting your CoP, proven techniques for valuable knowledge sharing among peers, and developing metrics that work.

Overload, Learning, & Innovation

W9

9:00 a.m. – 12:00 p.m.

Steve Barth, Columnist, KMWorld Magazine
Richard Marrs, VP, Customer Solutions, Coemergence

Are we drowning in knowledge? And how much of our perceived "cognitive overload" comes from exactly the systems we put in place in hopes of managing the flow of information and ideas? As long as KM tools and processes are designed to facilitate or standardize rational and conscious sense-making and decision-making practices, they will be at cross-purposes with how humans really work. Overly structured approaches to KM do not allow for the degree of uncertainty, diversity, inefficiency, and autonomy ultimately vital for learning and innovation. Rather than trying to eliminate overload, the presenters suggest finding ways to embrace the richness of knowledge-intense collaborative environments. Information and ideas need to flow through more individual and collective channels. Creating value from this flow is really more about issues of organizational culture and human cognition than of business technologies and corporate structures—natural and complex approaches rather than artificial and mechanical approaches. This workshop presents cutting-edge concepts and interactive exercises on how to cultivate, stimulate, and leverage all of your intellectual and information resources for bottom-line impact.

Afternoon Workshops

Knowledge, Networks, and Value Creation

W10

1:30 p.m. – 4:30 p.m.

Verna Allee, Verna Allee Associates, & Author, *The Future of Knowledge*

How does knowledge create value? Being able to answer this question is essential for those leading or supporting knowledge initiatives. Drawing from her latest work, Verna Allee brings her experience-tested insights around knowledge and intangibles into an exploration of how different types of network analysis can fast-track knowledge sharing and demonstrate value for knowledge initiatives. Allee will use real-world examples from everyday challenges in mainstream industries and government, startups, and global action networks to show when and where network analysis can be brought into play. Participants will understand how to employ both traditional network analysis and the cutting-edge value network analysis to fast-track development for communities of excellence and to link measurable tangible and intangible outcomes to real business activities.

Enterprise Search: An Intensive Jump-Start

W11

1:30 p.m. – 4:30 p.m.

Steve Arnold, Author, *The Enterprise Search Report*, &
Erik Arnold, *Arnold Information Technology and InfoZen, Inc.*

This half-day workshop focuses on helping you and your team prepare for an enterprise search deployment. It includes an informative, content-rich review of the basics of enterprise search, including principles, key players, practices, and pitfalls. Filled with case studies and real-world examples, workshop leaders discuss the six best practices for a successful enterprise search system; how to develop a business case for a search system, including the hot spots for cost overruns with tactics for avoiding them; the landscape of enterprise search with 12 industry-leading enterprise search products categorized and compared by cost, content strengths, and principal features; guidelines for preparing a search roadmap, including a checklist of the key points for a requirements document; the six most common enterprise search pitfalls and best practices for avoiding them.

The workshop equips attendees with essential information to acquire an enterprise search system that will meet the needs of the organization's users and to reduce the likelihood of a mismatch between needs and system functionality.

Practical Taxonomies: Developing a Knowledge Classification System

W12

1:30 p.m. – 4:30 p.m.

Seth Earley, President, Earley & Associates

As information creation in an organization explodes, the challenge is to be able to find that right piece of information at the right place at the right time—providing the user with truly useful knowledge to do their jobs effectively. By building an effective classification system, knowledge workers can spend more time making informed judgments and less on non-value-added activities such as seeking out information. This workshop takes the participant through the necessary steps in creating an effective taxonomy for an organization, understanding both the technical and social processes required, and coming away with a blueprint that can be immediately used in knowledge management implementations.

Web Content Management Systems (WCMS): Architectures and Products

W13

1:30 p.m. – 4:30 p.m.

Tony Byrne, Founder, CMS Watch, Publisher, *The CMS Report*

Designed for you and your team, this workshop helps you understand Web content management technologies, architectures, and the marketplace. CMS industry watcher Byrne leads an intensive, fast-paced introduction to Web content management functionality, product categories, and specific vendors. He concludes with a roadmap for product selection. Learn 16 steps in the Web CMS lifecycle; how vendors differ in how they achieve basic functionality; questions you should ask them; seven categories of CMS products, including features and typical price ranges, specific characteristics of sample vendors in each category, how to start evaluating and ultimately select suitable technologies for an organization; the four most common CMS pitfalls; and best practices for avoiding them. This vendor-neutral presentation enables you to sharpen your organization's CMS needs and identify suitable technology choices.

Web Writers Workshop (Cancelled)

W14

1:30 p.m. – 4:30 p.m.

Cynthia Ross Pedersen, President, Adeo Communications Corp.

Is your content fat? Use this content diet to create a thinner online experience. The goal of an intranet is to inform and empower—it's the ultimate self-service environment. Yet intranets are filled with fat content that no one is reading. The solution

Coffee & Danish

Coffee and danish are provided for conference attendees before the keynote sesion Tuesday through Thursday from 8:00 a.m. – 9:00 a.m.

KM & intranets
World 2005 conferences & exposition

Monday, November 14

KM & intranets
World 2005 conference & exposition

is to create effective, streamlined content delivered in an approachable style. This half-day workshop helps you develop the mind-set and skills to write effective online content. You'll learn:

- How to explain to others that writing for an online medium is different
- Current best practices for online writing
- How to think in a user-centric way when selecting and adapting content
- Components of the Web writing style, including tone, formats, and sizes
- How to adapt Web writing techniques to e-mail
- How to best prepare content for a content management tool
- Testing techniques to prove that your revised content works

Lighten up your content and bring new energy to your intranet! The diet doctor's in! Send your fat content to cindyrp@adeo.com and we'll use some of your examples during the workshop.

Intranet Standards & Best Practice

1:30 p.m. – 4:30 p.m.

Craig St. Clair, Principal, The Kennedy Group

The nature of intranets is usually to start small and then grow organically in complexity, size, and number. Initial attempts at setting standards are often overwhelmed by the need to ensure that content addition is maintained at an appropriate pace. Before long, the lack of standards, and even agreement on good practice, results in a significant fall-off in value and use. This workshop, by a practitioner with experience in a wide range of intranets in the U.S. and Europe, is designed to help anyone who recognizes this scenario and wants to find workable solutions. It balances discussion of basic principles of effective intranet standards management with facilitated conversations about what should constitute a core set of intranet standards and good practice in areas such as content, design, user experience, accessibility, and search. The workshop also addresses how to implement and manage standards and encourage the adoption of good practice, particularly in organizations that are trying to rationalize the scope and maintenance of multiple intranets.

Enterprise Collaboration: Weblogs & Wikis

1:30 p.m. – 4:30 p.m.

Darlene Fichter, University of Saskatchewan

Weblogs (blogs) and wikis are being viewed today as easy, "lightweight" content management solutions. Weblogs and wikis are more than just an easy way to publish, empowering knowledge workers to share information, make connections, and network across the organizational teams and silos. Many organizations are turning

to these new technologies to jump-start their KM and information solutions inside the firewall. This workshop discusses how Weblogs and wikis can be used by organizations to facilitate knowledge exchange and discovery. It provides examples from a number of different organizations about how to use them effectively and provides guidelines for getting started.

Building Intranets for Supporting KM

1:30 p.m. – 4:30 p.m.

James Robertson, Founder, Step Two Designs

Too many intranets are just dumping grounds for "second-hand documents." At their best, however, intranets can support knowledge management initiatives and deliver tangible benefits to the organizations they serve. The key to delivering these KM-focused intranets is to develop a clear intranet strategy that is aligned to KM objectives. Structured "needs analysis" techniques can then be used to uncover opportunities for the intranet to deliver measurable improvements to productivity, efficiency, or customer service. Filled with concrete examples, this half-day workshop introduces a unique model of intranet evolution and provides a practical perspective of how intranets can support KM.

Collaboration Commerce: The Next Competitive Advantage

1:30 p.m. – 4:30 p.m.

Heidi Collins, former CKO, Air Products Chemicals, **Cindy Gordon**, CEO, Helix Commerce, & **Jose Claudio Terra**, CEO, TerraForum; Authors, *Winning at Collaboration Commerce*

What does the next generation of eCommerce look like? Why is relationship capital becoming so critical in developing effective and sustaining business models. What does the third generation of KM practices look like? And why do over 80% of innovation projects fail? There has never been a time in management's history where collaboration has been so important in developing an organization's future. With over two years of research, speakers share how collaboration commerce is the next strategic planning business model for supporting growth and the ten strategic attributes which underpin effective collaboration commerce. Filled with real world examples, diagnostics, and tools, the workshop covers governance, process, technology, people, culture, and measurement practices to improve KM practices by leveraging collaboration commerce as a strategic competitive advantage.

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Tuesday, November 15

OPENING KEYNOTE FOR ALL TRACKS

9:00 a.m. – 10:00 a.m.

Thinking for a Living: Keys to Knowledge Worker Productivity • Tom Davenport, Babson College

APPLYING KM STRATEGIES TRACK A

Improving performance and solving business problems are critical goals for business decision makers. Hear about strategies and implementations from practitioners and experts.

Moderated by **Lauren Klein**, KM, Novell Inc.

Implementing KM: From Strategies to Specifics

A101

10:15 a.m. – 11:00 a.m.

Jeffrey Vargas, Knowledge Manager, Nokia

Enjoying the benefits of knowledge management takes more than installing software. Defining a strategy and roadmap that is supported, sponsored and paid for by senior management is the key for moving forward, but what about the key to success? Join Jeff Vargas, KM expert and practitioner with extensive experience implementing knowledge management for Hewlett-Packard and Nokia, as he highlights the path and pitfalls of turning your KM strategy into a successful implementation of a KM environment.

Intelligence, Information, & Competitive Advantage

A102

11:15 a.m. – 12:00 p.m.

Richard McDermott, McDermott Consulting

Several decades ago when North American and European companies outsourced much of their manufacturing, many professional service, IT, engineering, and other knowledge workers thought the nature of their work would guarantee them a safe future. Now as formerly Third World countries grow more sophisticated in their mastery of knowledge work, they are becoming strong international competitors for knowledge work jobs. This talk describes how companies are transforming their knowledge assets to beat their low-cost global competitors.

Lunch Break — 12:00 p.m. – 1:15 p.m.

Performance Improvement & Knowledge-Based Process Engineering

A103

1:15 p.m. – 2:00 p.m.

Corey McClelland & Sandra Holloway, Principle Consultants, Science Applications International Corporation (SAIC)

Increasing performance using knowledge-based process engineering techniques was accomplished using a complex web of knowledge management, process engineering, and learning activity tools. A SAIC team developed the toolset and implemented the techniques on a project for the Department of Defense. Speakers share their experiences, including the pitfalls to avoid and key metrics for success.

Grass-Roots KM: Learnings

A104

2:15 p.m. – 3:00 p.m.

Kaye Vivian, The Hartford

For nearly 3 years a small, dedicated team has attempted to focus a Fortune 100 financial services company on the need for KM and the value KM offers. Our strategy, the team, our presentations and the benefits promised were widely acclaimed. We applied the concepts of KM's top thought leaders—yet failed to get funded. Can a grass-roots KM approach succeed? This session revisits KM's success factors and value proposition, and challenges the common wisdom of starting small.

Winning at Collaboration Commerce

A105

3:15 p.m. – 4:00 p.m.

Heidi Collins, former CKO, Air Products Chemicals
Cindy Gordon, CEO, Helix Commerce
Jose Claudio Terra, CEO, TerraForum

Having problems innovating, with turnover, or trust with employees or suppliers? Based on 2 years of project research, this session defines collaboration commerce and discusses why it is imperative to your organization's success.

KM Success Measures

A106

4:15 p.m. – 5:00 p.m.

Alison Reid, KM Consultant

KM implementations often have similar challenges, but how success is measured varies. In some situations, success means increasing self-service user offerings; in others, success is expanding content usage across regions; in still others, success focuses on streamlining business processes. This session examines a few approaches to measuring KM success using examples.

KNOWLEDGE TRANSFER TRACK B

This stream of sessions focuses on the people side of KM—the teams and workflow, as well as on the retention of knowledge.

Moderated by **Patti Anklam**, Hutchinson Associates

Transferring Knowledge Within & Between Virtual Teams

B101

10:15 a.m. – 11:00 a.m.

Wes Vestel, KM Practice Leader, APQC

Getting project teams to work together effectively is difficult enough when they're physically co-located. The dimensions of time and space only add to the problem of keeping everyone informed and working collaboratively. Web-based tools can be used to facilitate project work whether synchronous (in real time), or asynchronously (anytime). However, even the most recent, powerful IT collaboration tools are useless if specific processes designed around the way the organization and project teams work aren't developed to take advantage of the tool capabilities as well as the organization's culture. This session describes how the blending of people, process, content, and technology can enable project teams to work effectively, whether across the building or across the world.

Managing Key Assets That Walk Out the Door Each Day

B102

11:15 a.m. – 12:00 p.m.

Karen Ughetta, Director, IBM Collaboration and Knowledge, IBM

Communities, social capital, preserving critical knowledge, and managing intellectual capital determine success in most companies today. It is estimated that more than 50 percent of the cost of the delivered product is the cost of information. How do you manage in an environment in which your key business assets no longer remain at the workplace but go home every day? How do you lead an enterprise when organizational structure is not what determines how work is done but instead it is the relationships within the organization that drive the most effective performers? What do you do when a huge proportion of the workforce in many companies and industries will be retiring or leaving organizations in the next few years? Listen to the lessons learned from client case studies.

Lunch Break — 12:00 p.m. – 1:15 p.m.

Knowledge Worker Productivity in an Aging Workforce

B103

1:15 p.m. – 2:00 p.m.

Art Murray, CEO, Telart Technologies, Inc. & Senior Fellow, George Washington University Institute for Knowledge Management

This session provides working examples of how successful knowledge transfer occurs in an aging workforce, while boosting decision making performance. Murray shares how a government field office, using off-the-shelf tools, captured the knowledge of an aging workforce, applied that knowledge to decision-making, and shared the captured knowledge across multiple organizations. He discusses the performance metrics which focus on time, cost, throughput, and quality, and highlights the critical success factors in this case study.

The Future Workplace

2:15 p.m. – 3:00 p.m.

Dan Holtshouse, Chief Knowledge Strategist, Xerox Corporation

Based on research and Xerox's own experience around the workplace, this session describes a framework for the workplace of the future that consists of: physical workspaces that attract and inspire workers, work cultures that support and encourage change, knowledge access that is always current and available, and world-class tools that empower/leverage the expensive talent we are trying so hard to attract and retain. Through case studies with measurable results, you will learn that the future workspace is not just IT but a blend of systems, culture, physical space and tools.

B104

Making a Business Impact with Blogs

11:15 a.m. – 12:00 p.m.

Bill Ives, Consultant, Portal & KM

Peter Gloor, MIT Center for Coordination Science

Amanda Watlington, Principal, Searching for Profit

Blogs are strongly impacting business, but there are many challenges to maximizing the benefits from this new communication channel. This interactive panel looks at these challenges from three unique perspectives: the business steps and success factors required to get started right with your blogging efforts; the technical challenges that bloggers face in picking the right tools and services and in getting noticed by the search engines; and new technologies for measuring your blogs' activity in the blogosphere and analyzing communication patterns between bloggers and their readers.

C102

Strategic Integration of KM & PM Methodologies

3:15 p.m. – 4:00 p.m.

Elie W. Asmar, President, & **Deann Smith**, KM Consultant, Interpro.com

The startup phase of any project is as critical to its success as it is dependent upon existing tacit and explicit knowledge of stakeholder organizations. It involves substantial planning and risk assessment as well as process design to properly capture knowledge for future use. An integration of KM methodologies with project management (PM) standards increases the potential for completing the project within budget and schedule and with lower risk. This also improves the monitoring processes that provide greater control and predictability for early course correction if needed. This session discusses whether KM is the right methodology for managing projects.

B105

Lunch Break — 12:00 p.m. – 1:15 p.m.

Social Networking Tools & KM

1:15 p.m. – 2:00 p.m.

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

This talk looks at the evolving and needed functionality of social networking tools, their use in organizations, and what these tools will enable us to do in the future.

C103

Using Existing Knowledge Flows

4:15 p.m. – 5:00 p.m.

Christopher Boyd, Director, Professional Development & KM, Wilson Sonsini Goodrich & Rosati

Brent E. Kidwell, Partner & Chief Knowledge Counsel, Jenner & Block LLP

This session highlights from two different firms the ways that a KM leader can provide business benefits to the organization more efficiently by tapping into existing knowledge flows rather than trying to create and drive entirely new ones. Boyd uses examples from a 600-attorney law firm which has built knowledge "waterwheels" to power expertise location, litigation work product libraries, and usage measurement. He explains how to locate such flows and use them to drive the manual effort of identifying, collecting, and making accessible important knowledge assets. Kidwell shares how his organization successfully melded the expertise of technology professionals with lawyers' practices to create a synergy that measurably enhances client services and optimizes internal operations of their firm.

B106

COLLABORATION STRATEGIES & TOOLS TRACK C

Are blogs the next generation of enterprise groupware? A KM enabler? Hear about lightweight collaboration tools, join our experts and practitioners, and judge for yourself. In addition, learn more about social networking tools and their place in KM.

Moderated by **Darlene Fichter**, University of Saskatchewan

Social Networking & Knowledge Transfer: What Blogs Bring to Business & KM

10:15 a.m. – 11:00 a.m.

Bill Ives, Co-Author, Business Blogs: A Practical Guide

Blogs are hot, but what do they really bring to business and how are successful early adopters using them? This was asked of 70 well-known bloggers at firms ranging from IBM, Microsoft, Yahoo!, and SAP to many small businesses within a variety of industries. This session summarizes the insights gained and addresses the use of blogs for knowledge management, customer connection, and project management, as well as internal communication and collaboration.

C101

RSS for CM Inside & Outside the Firewall

3:15 p.m. – 4:00 p.m.

Amanda Watlington, Principal, Searching for Profit & Co-Author, Business Blogs: A Practical Guide

RSS is changing the way content is delivered both inside and outside the organization. Outside the firewall, RSS and RSS readers provide a means of managing the distribution of the exploding volume of blog and other user-generated content. Inside the firewall, RSS offers information-rich organizations a means for providing users with the information they need and want in a time-sparing format. This session explores the uses and addresses the implementation challenges organizations face using RSS for external and internal content management.

C105

Social Networks & KM: The Future

4:15 p.m. – 5:00 p.m.

Ross Mayfield, CEO, Socialtext

Jim Bair, SVP, Strategy Partners International

Jon Husband, Principal, Wirearchy Network

Blogging and other social networking tools are having a large impact on today's KM practices. What will happen in the future? This session discusses the role of social networks and new technologies for knowledge capture, provides a glimpse of enterprise social networks of the future, and speculates on the next generation of groupware tools for enhancing knowledge capture.

C106

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.



OPENING KEYNOTE FOR ALL TRACKS

9:00 a.m. – 10:00 a.m.

Thinking for a Living: Keys to Knowledge Worker Productivity • *Tom Davenport, Babson College*

CM STRATEGIES & PRACTICES TRACK D

This first day of a 3-day program focusing on CM addresses the strategies and practices of Enterprise Content Management (ECM). Sessions include case studies and look at how ECM is applied to significant organizational issues such as compliance. Moderated by **Seth Earley**, *Earley & Associates*

Making a Business Case for CMS

10:15 a.m. – 11:00 a.m.

Jane McConnell, *NetStrategyJMC*

Formulating the need for CMS, an “invisible tool,” in meaningful terms for decision makers requires a multi-angle approach. McConnell provides guidelines based on real cases, as well as tips and techniques for how to align the need for a CMS to business strategy, articulate the business case for different stakeholders, express ROI in a meaningful way, define and communicate vision and strategy in concrete terms, and identify opportunities and risks to strengthen your case.

D101

Achieving ROI on an Intranet CMS

11:15 a.m. – 12:00 p.m.

Michelle Cullinan, *Web Group Manager, New Century Financial Corporation*

Cullinan presents a one-two punch strategy of demonstrating the immense cost-savings an intelligently designed intranet can yield, then showing how a content management system (CMS) pays for itself many times over through increased organizational efficiency and faster communication. She explores the importance of reducing time to publish; how to evaluate the role a CMS will play in your organization and your CMS functionality needs; how to implement a solution using tools you already have; how an enterprise license can leverage the ROI for other sites; and best practices for calculating ROI.

D102

Lunch Break — 12:00 p.m. – 1:15 p.m.

Content Modeling 101: A Solid Foundation

1:15 p.m. – 2:00 p.m.

Theresa Regli, *Principal Consultant, Molecular, Inc.*

With any initiative that aims to manage large amounts of internal content effectively and efficiently, the how and why of the content must be considered before the

D103

technology. Learn effective methods for gathering content requirements, understanding the needs and objectives of your internal department stakeholders, and how to best model content so that it can meet the needs of your business.

A Narrative Approach to CMS Requirements

2:15 p.m. – 3:00 p.m.

James Robertson, *Founder, Step Two Designs*

Traditionally, CMS tenders are filled with dozens of pages of detailed functional requirements. In practice, however, this makes it harder not easier to select the right CMS. This talk presents a narrative approach that allows all but the most complex projects to be documented in less than 20 pages.

D104

Implementing CM: From Planning to Reality

3:15 p.m. – 4:00 p.m.

Jeff Oxenford, *KM Coordinator, AWWA Research Foundation*

In March 2005, the Awwa Research Foundation began implementing the Stellent content management solution. This implementation represents the culmination of a 2-year organizational readiness effort and is considered a key component of Awwa's KM initiative. This session provides real-world advice in preparing an organization to embrace CM. Practical tips and lessons learned for obtaining staff and management buy-in, understanding business needs, and developing practical system requirements are included. Moving from design to reality is discussed, with issues such as training, migration of files, and implementation of the metadata model.

D105

CMS Vendor Idol

4:15 p.m. – 5:00 p.m.

MODERATOR: Tony Byrne, *CMS Watch*

Bill Rogers, *CEO, Ektron*

James Petty, *Director, Enterprise Marketing, Interwoven*

Todd Price, *VP of Product Marketing & Product Management, Stellent, Inc.*

Todd Peters, *President, PaperThin, Inc.*

Help pick this year's KMWorld “CMS Idol.” Come watch four CMS vendors present 7-minute demos showing the best features of their systems. If you prefer succinct, comparative presentations to long demos, this is the session for you. An expert panel of judges will offer pithy commentary, but the best part is: you vote for the winner! Results announced on Wednesday.

D106

intranets

Tuesday, November 15

MAKING INTRANETS WORK TRACK E

It takes a lot more than a cool idea and some technology to make an intranet work. This track presents a series of sessions on practical strategies, do's and don'ts, and sound advice for those who are on the verge or in the midst of an intranet initiative.

Moderated by **Cindy Ross Pedersen**, *Adeo Communications*

From a Technology Problem to a Business Enabler

10:15 a.m. – 11:00 a.m.

Christine Carron, *Manager, Biogen Idec*

Before the launch of its first full-fledged intranet solution, following the merger of the two companies, there was a strong perception that an intranet was just a technology problem. It was clear, that complex organizational hurdles were going to be

E101

more challenging than realizing a particular technical solution. The intranet team developed a robust governance and communication strategy and significant inroads were made in changing the organization's perception about the intranet. This session shares insights about dealing with complexity in a post-merger environment, communicating effectively and setting expectations with all major stakeholders and constituencies, intranet governance, demand management, establishing the business value, and managing by influence up and down and across an organization.

Governance Do's and Don'ts

11:15 a.m. – 12:00 p.m.

Mary Lee Kennedy, *The Kennedy Group*

Governance is critical at least twice in the life cycle of any intranet, content management, information architecture or portal implementation. While considered one of the least-attractive and one of the toughest tasks, the success of intranets, content management systems, portals, and enterprise information architecture depends to a large degree on setting up and managing a governance structure that

E102

continually meets all stakeholder requirements. Based on experience in high technology, government, higher education, and professional services, this essential discussion provides a governance framework to approach key do's and don'ts.

Lunch Break — 12:00 p.m. – 1:15 p.m.

Intranets for Global Collaboration & Knowledge-Sharing

1:15 p.m. – 2:00 p.m.

Jane McConnell, NetStrategyJMC

This session focuses on practical strategies for making your intranet a stronger collaboration and knowledge-sharing platform in a multicultural or global enterprise. Based on experience with international organizations, it emphasizes the make-or-break decisions, offers guidelines on how to align the intranet to operational strategies, deal with global and local needs, determine what is pertinent for different users and communities, and how to define language strategy and facilitate virtual collaboration across the enterprise.

E103

EVA—The Intranet Investment Friend

2:15 p.m. – 3:00 p.m.

Nigel Zaldwa-Taylor, Head of Intranet Strategy, Centrica PLC

Getting investment approval for internal projects can tend to be difficult. This is partly due to resistance in funding infrastructure and partly through the impact of previous poor investment decisions. This session outlines how economic value add (EVA) can be built into the investment business case, providing both practical examples on how to calculate as well as real-life examples of its usage.

E104

Multi-Site Strategies for Intranets & Extranets

3:15 p.m. – 4:00 p.m.

Mark Heindselman, Manager, Knowledge Network & Information Systems, Emerson Process Management

Emerson, a manufacturing organization, needed to replace an aging and feature-poor Lotus Notes application for managing and providing access to sales, marketing, and external suppliers on a global basis. This session shares tips on managing a multi-site environment powered by Stellent that consists of extranet and intranet sites. By having a unified multi-site strategy run on one content management platform, Emerson now has a single global source for managing all content on all Web sites globally, allowing them to provide broader and faster access to information, reuse the same information for multiple needs and users, shorten design schedules and lower costs in managing new product releases.

E105

Making the Intranet a Winner

4:15 p.m. – 5:00 p.m.

*Karen Leavitt, VP of Marketing, WebExOne and co-chair, SIIA
Carmine Porco, Vice President, Prescient Digital Media*

A panel of executives from leading vendors and practitioners presents insights on what makes an intranet a winner. Posed with the question of what makes an intranet successful the panel addresses the merits and false starts on technology, processes and people and what in their experience ensures the intranet has what it takes to make a difference.

E106

CHOOSING TECHNOLOGIES TRACK F

Technology is ubiquitous. This track is focused on zooming in on hot technologies in use, highlighting some new technologies on the horizon and providing some real-life applications taking on greater roles in intranets today.

Moderated by J'Amy McCracken, Microsoft Corp.

Implementing New Technologies: Lessons on Adoption from the Field

10:15 a.m. – 11:00 a.m.

Deb Wallace & Mary Lee Kennedy, The Kennedy Group and KMWorld Magazine

This session reports on new research findings into the factors that affect user adoption of information and knowledge management technologies. Learn what

F101

organizations are doing to ease implementation and address barriers to adoption, based on a recent survey and series of in-depth interviews of information technology practitioners and users.

KM, E-Mails and Portals Are So 20th Century!

11:15 a.m. – 12:00 p.m.

Ashwani Sirohi, VP and Founder, Trimergent Corporation

With browsers barely a decade old and e-mail over 40, we see that product life cycles keep shortening and technology innovation is the rule. Every honest portal stakeholder says that if you build, they don't come; and even if they come initially, slowly they stop coming! The reasons for this lack of success include staleness of content, one more place to go to, users can't find what they're looking for anyway, lack of context, and many other problems. And yet this is a \$2–3b industry! Why? Because secure doorways to useful, relevant and updated stuff are key enterprise and information worker needs. If you move away from the traditional document-centric portal vendors then who else has attempted portals? Isn't a user's inbox the ultimate portal and probably the most useful and successful software portal for information workers? Find out more at this fun visioning session looking at e-mails and portals today and possible new substitutes from the ground up.

F102

Lunch Break — 12:00 p.m. – 1:15 p.m.

Communicating with Streaming Video

1:15 p.m. – 2:00 p.m.

Eric Hards, Lead Multimedia Engineer, Lockheed Martin

New technologies have made streaming video, live and rebroadcast, easier and more bandwidth friendly than before. More corporations are moving beyond text-only communications and incorporating streaming video into their employee communications plans and ultimately onto their intranets. Streaming media can bring management closer to employees, reduce meeting costs and training budgets, and allow for companies across the globe to view presentations 24/7. Hards shares his knowledge and experience with attendees about how he has incorporated both live and rebroadcast video content in the Lockheed Martin Corporate intranet. He discusses the benefits and drawbacks of different ways to add video to your intranet, as well as technical information needed to get started with streaming media and the different technologies currently in use on many corporate intranets.

F103

E-Mail Management: Selection and Implementation

2:15 p.m. – 3:00 p.m.

Robert Smallwood, Partner, IMERGE Consulting

The session provides a definition and categorization of e-mail management (EMM) and archiving software; talks about leading EMM vendors and the EMM approach of leading enterprise content management (ECM) vendors in providing an integrated solution; and discusses key compliance and legal issues and challenges. Smallwood highlights key records management (RM) features/aspects of ECM vendors, reviews proven best practices techniques in contract negotiation, and provides a summary of caveats and proven successful techniques for implementing EMM and meeting compliance demands.

F104

R&D Activity for the Intranet

3:15 p.m. – 5:00 p.m.

MODERATOR: Mary Lee Kennedy, The Kennedy Group

Raul Valdez-Peres, CEO Vivísimo–Search

Miles Kehoe, President, New Idea Engineering Inc.–Security

David Vandagriff, Corda Technologies–Dashboards

Ross Mayfield, CEO, Socialtext–Blogs & Wikis

This executive panel from leading vendors presents their insights on investments being made today in technologies and their potential impact on an organization's intranet. They discuss some of the investments they have recently made, and how these investments are being leveraged in today's organizations. They share what they see as the next hot thing, and what they think organizations need to do to be in position to take advantage of them.

F105 & F106

Grand Opening Reception in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

Wednesday, November 16

KEYNOTE FOR ALL TRACKS

9:00 a.m. – 10:00 a.m.

Building Capability in the Conductive Organization • *Hubert Saint-Onge, Saintonge Alliance Inc.*

APPLYING KM STRATEGIES TRACK A

Our experts and practitioners focus on launching KM initiatives, governance, necessary capabilities, as well as personal KM strategies and applications.

Moderated by **Deborah Plumley**, Plumley KM Consulting LLC

Networking Break – A Chance to Visit the Exhibits
10:00 a.m. – 10:30 a.m.

From KM Pilot to Launch

10:30 a.m. – 11:15 a.m.

Stacy Land, Senior Knowledge Manager, Zyman Group LLC

Drawing from her experience in launching KM initiatives from multiple companies, Land outlines the top 12 ways KM practitioners tend to get “tripped up” when they finally gain momentum for their ideas and get an executive nod (and associated funding) to execute them. Topics include: committees, IT, help desk and support, compliance, competition, budgets and processes, ROI, standards, and more.

KM Capabilities

11:30 a.m. – 12:15 p.m.

Kevin C. Desouza, President, *The Engaged Enterprise*, & Co-Author, *Engaged KM & Editor*, *New Frontiers of Knowledge Management*

Successful KM in a competitive business environment requires an organization to possess certain capabilities—to create, transfer, store, retrieve, and apply knowledge. Traditionally, an organization can claim capability in knowledge management if it can execute these activities with rigor, clarity, effectiveness, and efficiency. Yet, almost no piece of literature spends adequate time investigating the capabilities missing from most KM programs—segmentation, destruction, and protection. Using case studies, Desouza highlights organizations which have witnessed significantly improved KM programs when all these capabilities are developed and managed.

Lunch Break – 12:15 p.m. – 1:30 p.m.

Personal Knowledge Management (PKM)

1:30 p.m. – 2:30 p.m.

Dave Pollard, Consultant, *Meeting of Minds*, & former CKO, *Ernst & Young*

Pollard discusses a new bottom-up approach to KM that would abandon most large, centralized databases and top-down intranets in favor of decentralized databases and peer-to-peer knowledge transfer. The first components of PKM—tools such as blogs, social networking tools, RSS subscriptions, and personal content management tools (including Google Desktop)—are already coming online, and the movement is gaining momentum. Have a look at a possible KM of the future.

Networking Break – A Chance to Visit the Exhibits
2:30 p.m. – 3:00 p.m.

Governance: Developing and Operating a Model for a Global Company

3:00 p.m. – 3:45 p.m.

Tom Barfield, Global Knowledge Management Lead, *Accenture*

Implementation of a global knowledge and learning infrastructure requires involvement and buy in from across the organization. This includes senior company leaders as well as leaders in individual organizational areas. How can this governance be put in place and operated without slowing the progress of the overall initiative? How can decisions be made in such a decentralized environment? How can decisions that were made be enforced? These are the types of questions that will be discussed in this session.

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Enabling KM

4:00 p.m. – 5:00 p.m.

Dave Harden, President, *Charles Schad*, VP, *KnowHow Inc.*, & **Frederick Vail**, *Intellectual Capital Development*, *Saudi Aramco*; Authors, *The Café Executive*

Sameer Bhide, Manager, *KM*, & **Harry Burkart**, CIO, *Datatel Inc.*

This session looks at two ways to enable KM—through conversations and through enterprise architecture. Why isn't real, results-driven dialogue occurring in the business place? With no clarity or focus, participants have a hard time figuring out whether they are supposed to be brainstorming, discussing, voting, or just listening. Harden and Vail discuss a practical knowledge cafe tool for anchoring important, topical issues in an organization or company using examples from the largest world-wide organizations. Bhide describes Datatel's EA effort and how its KM strategy enabled the EA strategy, processes, tools, information and governance. He shares practical steps for how KM can enable EA, the benefits, best practices, and lessons learned.

CULTURAL ISSUES OF KM TRACK B

Organizations are complex and filled with different cultures and people. Always one of the most challenging aspects of sharing knowledge, culture is the focus of most of the day along with another challenging aspect—actually finding the knowledge.

Moderated by **Madanmohan Rao**, *The KM Chronicles*

Networking Break – A Chance to Visit the Exhibits
10:00 a.m. – 10:30 a.m.

Organizational Culture—Not a Problem

10:30 a.m. – 11:15 a.m.

John Bordeaux, Director, *KM*, *SRA International, Inc.*

Accepted wisdom is that for any change management effort, culture is the strongest and potentially most destructive barrier. Not so. The nature of organizational culture and how to work within must be understood to be leveraged. Using real-world examples, Bordeaux moves from the basics of organizational culture to discuss approaches for changing culture, and describing ways of maximizing culture to help change efforts.

Creating a Common Culture

11:30 a.m. – 12:15 p.m.

Richard Jaross, Director, *Training*, *Liberty Mutual Surety*

This case study focuses on a surety insurance writer using collaborative technology to support efforts to create a common culture among more than 250 employees located in 27 offices in two countries. It discusses the tools, benefits, and experiences with collaboration tools ranging from large “town meeting” type events to smaller, sales collaboration meetings or e-learning sessions. Jaross shares lessons learned.

Lunch Break – 12:15 p.m. – 1:30 p.m.

Creating a Knowledge-Sharing Culture

1:30 p.m. – 2:30 p.m.

John Gillies, Knowledge Manager, *McCarthy Tetrault*

Luke Koons, Director, *Information & KM*, *Intel*

Lisa Sokol, Technical Director, *KM Center of Excellence*, *General Dynamics*

Developing and fostering a knowledge sharing environment is a challenge for all organizations. Hear how a range of enterprises, including a law firm, an information technology company, and a defense and intelligence organization, created knowledge-sharing cultures in their organizations and at customer sites.

Networking Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:00 p.m.

Finding Enterprise Knowledge

B204

3:00 p.m. – 3:45 p.m.

Anthony Brahin, Senior Knowledge Manager, & **Lee Romero**, Novell Inc.

This session focuses on the challenges of finding information and people in a large organization with lots of new acquisitions and directions. With a search analyst and a cross-functional team built from Novell's engineering, information technology, and Web marketing groups, the KM function led an effort to improve the performance and perceptions of search and users' search experiences, as well as to educate users on the correlation between search and the content that is housed in various document repositories and on the intranet. Speakers share tips and strategies for making improvements to search and targeting those individuals responsible for mission-critical information to educate them on what they can do to improve their consumers' ability to find their content via search.

Finding Tools

B205

4:00 p.m. – 5:00 p.m.

Ramana Rao, CTO & SVP, Inxight
Raul Valdes-Perez, CEO, Vivisimo

William Jefferson Black, Director of Business Development, Autonomy

This panel of vendors illustrates technology solutions for finding knowledge within our enterprises. They share client case studies of organizations which have had success in going beyond searching to finding knowledge.

COLLABORATIVE ENVIRONMENTS
TRACK C

This stream of sessions provides some creative ideas, new tools, new processes, and new workspaces to enrich the collaborative environment and enable knowledge sharing.

Moderated by **Deb Wallace**, The Kennedy Group

Networking Break — A Chance to Visit the Exhibits
10:00 a.m. – 10:30 a.m.

Collaborative Innovation Networks

C201

10:30 a.m. – 11:15 a.m.

Peter A. Gloor, Visiting Scholar, Center for Coordination Science, MIT
Sloan School of Management

We are at the dawn of a new way of working and innovating together! The Internet enables a radically different mode of innovation. Knowledge workers on the Web collaborate in internal transparency and information sharing instead of hoarding information. They communicate in direct contact networks instead of through hierarchies. And they innovate and work toward common goals in self-organization instead of being ordered to do so. Based on in-depth experience with over 40 organizations over the last 10 years, Gloor provides a framework and proven strategies that use collaborative innovation networks to build organizations that are more creative, productive, and efficient by applying principles of creative collaboration, information sharing, and social networking.

Collaborative Learning & Games

C202

11:30 a.m. – 12:15 p.m.

Steve Barth, Editorial Director, Cynefin Centre for Organisational Complexity

Knowledge managers are forever searching for technologies to stimulate and extend collaborative learning and working across distances, but virtual platforms such as discussion forums or knowledge repositories rarely achieve the critical mass their designers are hoping for. Is it possible that online games could be a more suitable environment for virtual collaboration? The intense interaction mediated by game technology is more advanced and productive than in the corporate world. Game worlds are full of emergent and self-organizing phenomena; designers never imagined or initiated the communities, commerce, or even crimes that occur in and around the games. Participants create their own rules and traditions, form teams that create and share knowledge, and eventually force evolutionary changes of the game itself. Games offer important ideas for organizational KM,

but also have demonstrated their potential as a virtual venue for organizational knowledge sharing and collaboration at one firm which is highlighted in this talk.

Lunch Break — 12:15 p.m. – 1:30 p.m.

Successful Communities of Practice (CoP)

C203

1:30 p.m. – 2:30 p.m.

Farida Hasanali, Knowledge Manager, & **Darcy Lemons**, Project Manager, APOC

Chelsea Hunter, Global Knowledge Network Manager, Ernst & Young
Yair Dembinsky, Chief Knowledge Officer, Rafael

As more organizations attempt to draw knowledge assets and people together in CoPs, managers and executives want to use existing communities to drive organizational performance and innovation. The question is how CoPs can help organizations integrate structures that support the people, processes, content, and technology used to compete and thrive. APOC shares how best-practice organizations (Air Products & Chemicals, Inc., Arup Group, Federal Highway Administration, and Fluor Corp.) leverage CoPs in support of organizational performance, innovation, and a knowledge-enabled workforce. Hunter elaborates on challenges and opportunities in creating and managing global CoPs across countries, cultures, and people. She discusses what CoPs leaders can expect to achieve and shares tips for creating long-term value. Dembinsky shares tips for building and sustaining CoPs as well as lessons learned from a CKO CoP in Isreal.

Networking Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:00 p.m.

Collaborative Workspaces: Mobility, Productivity, & Flexibility

C204

3:00 p.m. – 3:45 p.m.

Gloria Young, City and County of San Francisco (CCSF) & **Lynn Williamson**, iWork Marketing Manager, Sun Microsystems

This talk presents the learnings from a joint telecommuting project that provided the ability to work in a dispersed virtual environment while accessing critical business documents through the Internet and intranet to ensure continuity of the city's business during normal business hours and during extraordinary situations and circumstances such as disasters.

Cool Tools for Collaborative Teams

C205

4:00 p.m. – 5:00 p.m.

Whitney Tidmarsh, VP, CM & Solutions Marketing, EMC Software
Tim Kapp, Principal, BayHill Group
Stacey Johnson, President, Zen Consulting
Bob Pierce, Director, Product Marketing, Interwise

This panel of suppliers and practitioners provides case studies to illustrate the use of their technologies in different organizations. Tidmarsh explains how Bausch & Lomb uses collaborative technology to unite globally dispersed development teams and enhance efficiencies in the new product development process. Kapp discusses the use of NextPage collaborative technology to support and streamline ad-hoc processes. Johnson discusses lessons learned building a virtual team in a global telecommunications company. Zalkind talks about online VoIP-based conferencing and collaboration tools.

COMMUNITIES OF INTEREST

Wednesday, 5:00 p.m. – 6:00 p.m.

Join your colleagues 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 on topics such as:

KM Strategies & Experiences
Intranet/Portal Governance, User Experience & Strategies
Social Networking, Collaboration, Blogging, & E-Learning
Content Management

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

KEYNOTE FOR ALL TRACKS

9:00 a.m. – 10:00 a.m.

Building Capability in the Conductive Organization • *Hubert Saint-Onge, Saintonge Alliance Inc.*

CONTENT INTEGRATION TRACK D

Done well, content integration has the potential to significantly impact the usefulness of information and to deliver it at the point of need. Sessions on current trends, case studies, and technologies for integrating content within the organization's workflow emphasize how to apply these techniques to your organization.

Moderated by **Alan Pelz-Sharpe**, *Wipro*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

Technical Architectures: CM, Portals, & Content Integration

10:30 a.m. – 11:15 a.m.

Janus Boye, *Managing Director, Boye IT, Denmark*
Travis Wissink, *Principle Architect, Anexinet*

Content management systems rarely exist on their own. More often than not, CMS licensees must integrate a CMS with other content repositories as well as portals. In this session, two experienced architects explore alternatives for bridging CMSs and portals, and for integrating diverse content stores.

Making Sense of the CMS Vendor Landscape

11:30 a.m. – 12:15 p.m.

Tony Byrne, *CMS Watch*

More than 1,000 vendors worldwide purport to offer Web content management solutions. Where is a prospective buyer to start looking? This session categorizes and analyzes various vendor segments and helps attendees better understand a plausible short list of providers for their requirements. It concludes with specific advice about how to choose the right technology supplier.

Lunch Break – A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

A Guide to Open Source CMS

1:30 p.m. – 2:30 p.m.

Seth Gottlieb, *CM & Collaboration Practice Lead, Optaros*

There are literally hundreds of open-source content management systems. This session will group them into broad categories and discuss the pros and cons of adopting an open source tool.

Networking Break – A Chance to Visit the Exhibits

2:30 p.m. – 3:00 p.m.

Lessons Learned from CM Implementations

3:00 p.m. – 3:45 p.m.

Lisa Welchman, *Founder, Welchman Consulting*

This session reviews the five most likely things that will go wrong with your CM software implementation and outlines strategies for avoiding these common deployment missteps. Topics include constructing your internal implementation team, selecting the right implementation methodology, selecting your implementation vendor, planning for content migration, and developing an internal training and support model for post implementation.

Practitioner's CM Insights

4:00 p.m. – 5:00 p.m.

Mike Wenzlaff, *Web Architect, BC Hydro*
Yair Dembinsky, *CKO, Rafael Ltd.*

Listen to the lessons learned from those with CM experience. They share lessons from CM initiatives, tips learned from experience, challenges for the future and strategies that work. The first presentation focuses on how implementing BC Hydro's customer service data in a CMS has improved consumer interaction—and simultaneously increased IT staff productivity. The second speaker discusses the design and implementation of two CM systems.

intranets

Wednesday, November 16

BUILDING THE INTRANET TRACK E

Learn about tools, techniques, and strategies that can help you improve your intranet. Intranet experts share their insights and lessons learned working with people and technology to meet the needs of their organizations. Take away ideas about usability, information architecture, and team development that can help you take your intranet to the next level.

Organized & moderated by **Darlene Fichter**, *University of Saskatchewan*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

LUV Your Users: How Southwest Airlines Makes Usability a Priority

10:30 a.m. – 11:15 a.m.

Patrick Dawson, *Lead Consultant, Navigator Systems*

Southwest Airlines made usability a priority in its development of a Documentum KM application targeting over 12,000 employees spanning multiple departments.

Making a new application easy-to-use takes upfront investment but pays off in the adoption and use of the system as well as reduced training and support costs. Dawson describes some of the methods that Southwest Airlines used, including wireframes, screen mockups, PowerPoint prototypes, user interviews, and user testing, to create an intuitive, attractive application for its pilots and flight attendants.

Design Knowledge for Programmers

11:30 a.m. – 12:15 p.m.

Mike Kuniavsky, *Consultant, Orange Cone, Author, Observing the User Experience: A Practitioner's Guide to User Research, & Adaptive Path*
Nadav Savio, *Giant Ant Design*

Designers and programmers have a tough time communicating. There are two separate corporate cultures and two different sets of communication and information needs, but the two groups need to work together to create products with good user experiences. This case study looks at one way to bridge the gap between designers and programmers on different coasts by using an ultra-lightweight design knowledge management system based on Movable Type blog software. Using agile programming methods, in two months' time, a rich and continually evolving knowledge management system was developed by a team of three people. Kuniavsky discusses this approach and the larger set of strategic problems encountered when creating a user-centered product development culture in a company with existing processes.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. — 1:30 p.m.

Personalization & Customization Strategies to Improve Intranet Involvement

E203

1:30 p.m. — 2:30 p.m.

Steve Lovitt, Information Center Analyst, Grant County Public Utility District
Eric Hards, Lead Multimedia Engineer, Lockheed Martin

Find out how using personalization and customization strategies on the Web development side can help foster great interest in the intranet and more content. Lovitt describes how templates were structured and style sheets developed that permitted changes to selected portions of the site, and/or full site changes that alter the entire intranet site. He highlights how the development team was able to allow end users the flexibility to have a personal look and feel. Both Lovitt and Hards describe how this approach has led to more end-user interest and participation in the intranet project, which enhances the ability for better and faster site development and maintenance.

Networking Break — A Chance to Visit the Exhibits

2:30 p.m. — 3:00 p.m.

Benefits of a User-Centered Approach to Information Architecture

E204

3:00 p.m. — 3:45 p.m.

Joan Lasselle, President, 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 profiles and conducting task and content analysis. Find out how these techniques can help information architects more closely target the content users' needs. Lasselle shows how a user-centered approach to information architecture ensures increased reuse of content, high productivity among users, and a high user adoption rate of products.

Strategic Guide to Self-Service Portal Development

E205

4:00 p.m. — 5:00 p.m.

Kristen Yerardi, Senior Consultant, User Experience, Molecular, Inc.

Blue Cross Blue Shield of Massachusetts (BCBSMA) needed to find a way to give members autonomy over their account information, which would keep the insurer current with the latest advances in the health insurance industry. This session offers a real-world example of the strategic steps required to launch a self-service portal that improves customer service, reduces call center operations, and provides a scalable platform for adding additional automated services. Learn how to plan a phased approach to integrating different applications and systems into the portal. Discover how customer research established task flows that were streamlined and simplified with intuitive interfaces that are easy-to-use.

ORGANIZING THE INFORMATION TRACK F

Information, in its variety of formats, presents continuing challenges to intranet professionals. These sessions focus on proven methods for managing intranet information in terms of structures, and life cycles, right down to the meta level.

Moderated by **Richard Geiger**, San Francisco Chronicle

Networking Break — A Chance to Visit the Exhibits

10:00 a.m. — 10:30 a.m.

Evolving a Portal

F201

10:30 a.m. — 11:15 a.m.

Tom Reamy, Chief Knowledge Architect, KAPS Group

Intranet management started out with the promise of a revolution and in too many organizations is now seen as a minor component of information and knowledge exchange whose budget gets cut in lean times. Management models seem to fall into either the rigid, top-down corporate newspaper model with tightly controlled content and standards, or the wide-open, cowboy technoid model of letting everyone put up

anything in any form. There are severe drawbacks to both models, and this session offers an entirely different model in which the intranet is approached as an organic, biological-like entity whose evolution is guided rather than an information system which is managed. The model combines ideas from complexity theory, the importance of infrastructure elements (taxonomies, metadata), the creation of a system of multiple business rules, and the importance of feedback and measurement with consequences. If applied correctly, the result is an intranet that can be evolved in ways that are both cheaper and more effective than traditional management approaches.

Information Life Cycle Management

F202

11:30 a.m. — 12:15 p.m.

Craig St. Clair, Principal, The Kennedy Group

Implementing an intranet information life cycle management helps to create a predictable user experience for content creators, editors, and consumers. Mapping the content life cycle from acquisition and creation to implementation and eventual archiving helps establish an organization-wide understanding of where the content is coming from, who its audiences are, and who needs to touch it along the way. This session shares real-world examples of how to implement life cycle management and provides tips and best practices on what to watch out for and how to make it all work.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. — 1:30 p.m.

Organizing Info for Better Search Results

F203

1:30 p.m. — 2:30 p.m.

Elliot Barnett, ECM Manager, Maranti Inc.

Avi Rappoport, Search Tools Consulting Inc.

Dave Haucke, Global Marketing Manager, ISYS Search Software

Simplifying enterprise search is one key way to get better search results, and that means getting the basics right first. As relayed by a user, vendor and analyst, this session discusses steps for: establishing enterprise search goals; identifying the basics; simplifying the process; evaluating structured vs. unstructured search; covering a range of needs and data sources; and a successful pilot and evaluation process.

Networking Break — A Chance to Visit the Exhibits

2:30 p.m. — 3:00 p.m.

Enterprise Search with Information Visualization

F204

3:00 p.m. — 3:45 p.m.

R.J. Pittman, CEO, Groxis

The volume of valued information that organizations continue to accumulate is growing exponentially. Even the best of the current generation of enterprise search applications can at times fall short of providing all of the information corporate researchers are looking for, much less the tools to then leverage that information effectively. This session illustrates through several new enterprise search applications how organizing information visually can enhance understanding and retrieval of relevant information to improve knowledge sharing within organizations, highlighting the most immersive technologies in this sector including demos of Grokker, Newsmap, Flickr, Inxight, and others.

Semantic Integration and Faceted Taxonomies

F205

4:00 p.m. — 5:00 p.m.

David Brown, Senior Publishing Specialist, Internal Revenue Service

Tom Reamy, Chief Knowledge Architect, KAPS Group

This session focuses on two different approaches to organization information. One leverages semantics (The IRS Tax Map) and the other approach reviews the benefits of faceted navigation. The IRS Tax Map is an electronic research tool developed and implemented for IRS telephone assistants to help them answer taxpayer questions faster and more accurately. It is unique because it is produced using ISO 13250 Topic Maps standard technologies and semantic integration. IRS Tax Map enables research by subject and user discovery. Faceted navigation is currently enjoying a boom, especially on e-commerce sites. However, faceted navigation has mostly been limited to relatively small sets of items (wine, cookbooks, and computers), and there are significant difficulties when you move to the complex conceptual world of enterprise content. Reamy uses real-world examples to show how to apply this exciting new approach to the complex enterprise world of documents and Web pages on corporate intranets.

Thursday, November 17

KM AWARDS & KMWORLD KEYNOTE

Pieces of the KM Puzzle

8:45 a.m. – 10:00 a.m.

Verna Allee, Author, The Future of Knowledge

This session looks at how all the different pieces of KM fit together, from strategy and the business model to organizational network analysis, communities of practice, and enterprise architecture. It simplifies the complexity around KM and presents the whole universe of KM in an understandable and interesting way. Working examples from government agencies to entrepreneurial startups and a global telecom show how you can lay out the needed foundations in a way that will be understood and supported at every level of the organization.

LEARNING & INNOVATION TRACK A

Performance enhancement is the goal of all organizations. Learning and innovation are the path those organizations choose. Join experts and practitioners as they share research, strategies, and tips for improving your organization's performance.

Moderated by **Maggie Pollock**, *KM, Novell Inc.*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

The Future of Learning

10:30 a.m. – 11:15 a.m.

Karen Ughetta, *Director, IBM Collaboration and Knowledge, IBM*

Powerful forces are causing organizations to rethink what learning means, how it is delivered, and its linkage to organizational performance. These forces include future of market environment, next-generation workforce, and next-generation technology. The interactions of these complex forces create a future in which learners are empowered to shape, rather than just passively receive, their learning experiences; learning is embedded in process workflows, enabling learning while doing; the focus of learning expands beyond individuals to learners on teams participating in and contributing to organizational learning; and learning is a key vehicle to enhance relationships across the enterprise and its entire value chain. Lesser discusses the factors and technologies necessary to make this happen.

A301

Integrating KM & Organizational Learning: Best Practices

11:30 a.m. – 12:15 p.m.

Jean Egmon, *Director, Complexity in Action Network, Institute on Complex Systems, Northwestern University*

Darcy Lemons, *Project Manager, APQC*

In today's knowledge economy, in which the knowledge of the workforce constitutes the majority of most organizations' capital, developing and retaining knowledge and talent is required to sustain a competitive advantage. For years, however, organizations have been pouring money into both KM and learning and development programs to help employees tap into the knowledge resources of the institution. During this session, learn how five organizations have successfully integrated their KM and learning programs in support of a more effective, efficient, and knowledgeable workforce.

A302

Lunch Break – 12:15 p.m. – 1:15 p.m.

Exhibit Hours

Tuesday, November 15
5:00 p.m. to 7:00 p.m.

Exhibit Hall Grand Opening Reception

Wednesday, November 16. 10:00 a.m. to 4:30 p.m.

Thursday, November 17. 10:00 a.m. to 3:30 p.m.

KM & intranets
World 2005 conferences & exposition

Lessons from the Battle Command Knowledge System

1:15 p.m. – 2:00 p.m.

Ron Dysvick, *CEO, The Triple-i Corporation*

Operations in Iraq and Afghanistan generated lessons that shaped a new approach to knowledge management in the Army, expressed in Battle Command Knowledge System (BCKS) and the grass-roots efforts upon which it is built and which converge into it. Operations in Iraq against a networked adaptive enemy put a premium on innovation, speed, mastery of complexity, and the fighting Army. Knowledge making and use became even more important than knowledge sharing. Victory lay in creating the right solutions to tactical problems in complex and dynamic situations and in building the leader and soldier knowledge, skills and attributes to adapt faster than a networked enemy. Morris focuses on lessons for turning any organization into a "teaching organization," one in which everyone teaches, everyone learns, and interactive teaching and judgment interpenetrate all decision making and task execution.

A303

Networking Break – A Chance to Visit the Exhibits

2:00 p.m. – 2:30 p.m.

Innovation & Learning

2:30 p.m. – 3:15 p.m.

MODERATOR: Anders Hemre, *CEO, InterKnowledge Technologies*

Deb Wallace, *Co-Author, Leveraging Communities of Practice for Strategic Advantage*

Jean Egmon, *Director, Complexity in Action Network, Northwestern University*

Ron Dysvick, *CEO, The Triple-i Corporation*

As knowledge economics and technologies continue to reshape the global business environment, new approaches are necessary to ensure competitive continuity. Turning tacit knowledge into leading innovation is a significant challenge for many firms, requiring the rethinking of both management practices and enterprise architectures. This panel provides an interactive discussion with the audience about techniques and strategies for the future.

A304

KM LESSONS TRACK B

Learn from experienced practitioners about implementing collaboration infrastructures, managing long-term knowledge and expertise, as well as learning from family businesses and the army.

Moderated by **Stephanie Barnes**, *Missing Puzzle Piece Consulting*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

Lessons from Collaboration Implementations

10:30 a.m. – 11:15 a.m.

Joe Hutchinson & Patti Anklam, *Hutchinson Associates*

Global teams require global collaboration infrastructure: they are asking for better ways to share documents, capture communications, and coordinate work than piecemeal e-mail transfers. Collaboration software technologies have reached a

B301

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. This talk, based on three case studies, 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-collaboration."

Transferring Long-Term Knowledge & Expertise B302
11:30 a.m. – 12:15 p.m.

Francoise Rossion, *KM Consultant, HP*

The nuclear sector must ensure the security of the radioactive waste sites, the protection of the environment and the safety of the population while it must develop and maintain, in the short and longer term (more than 100 years), the expertise acquired in building power stations. This session outlines KM strategies for transfer of long-term knowledge and uses two case studies to share lessons learned in this field, including tracking decisions and the transfer of nuclear expertise in aging workforces.

Lunch Break — 12:15 p.m. – 1:15 p.m.

Sharing Critical Knowledge: Healthcare Lessons B303
1:15 p.m. – 2:00 p.m.

Mary Lee Kennedy, *The Kennedy Group*

There is a lack of success in applying information technology to support health care clinicians and even patients access to critical information. A commonly used statistic is that two 747's worth of people die every day in the United States due to medical error. In a study sponsored by Babson College during the summer of 2004, Kennedy spoke with over seven U.S. healthcare institutions to assess the challenges and solutions they had adopted to improve information and knowledge sharing among clinicians. This session shares the findings and lessons learned on the role of culture, processes, and technology.

Networking Break — A Chance to Visit the Exhibits
2:00 p.m. – 2:30 p.m.

KM Language Lessons B304
2:30 p.m. – 3:15 p.m.

Denise Bedford, *Senior Information Officer, World Bank*
Yves Schabes, *CEO, Teragram*

Knowledge managers of global companies face a challenge when managing and organizing hundreds of millions of documents in their intranets which span many countries and languages. This case study shares strategies, techniques, technologies and lessons learned in creating a productive multilingual intranet with global reach using language technologies including categorization and taxonomy management, metadata generation, abstracting, and text mining technologies.

KM: FUTURE TRENDS TRACK C

What does the current KM landscape look like? Who are the enterprises with the most successful KM initiatives? What does the future look like for KM practitioners? Join us for stimulating thoughts and insights of practitioners and analysts.

Moderated by Hugh McKellar, Editor, KMWorld Magazine

Networking Break — A Chance to Visit the Exhibits
10:00 a.m. – 10:30 a.m.

Practitioners' Insights C301
10:30 a.m. – 11:15 a.m.

Yair Dembinsky, *Chief Knowledge Officer (CKO), Rafael*
Robert L. Armacost, Jr., *Director, KM, Bain & Company, Inc*

Listen to lessons learned from those with KM experience and participate in the interactive audience discussion. The panel of KM practitioners shares lessons from KM initiatives, challenges for the future, and strategies for performance improvement in a variety of organizations.

Analysts' Insights C302
11:30 a.m. – 12:15 p.m.

Alan Pelz-Sharpe, *Principal Consultant/Strategist, Wipro*
Madanmohan Rao, *Editor, The KM Chronicles*

Industry watchers share their insights about recent happenings in the KM landscape. They discuss where KM is going in the future, some of the challenges for today's enterprises, and possible KM strategies for more productive organizations.

Lunch Break — 12:15 p.m. – 1:15 p.m.

KM at a Diamond Mine & Communications Giant C303
1:15 p.m. – 2:00 p.m.

Rob Weare, *Knowledge Manager, Namdeb (Pty) Ltd*

This session presents a case study. The speaker discusses the knowledge management strategy for the world's leading alluvial diamond mine located in Namibia. Focusing on how it's been implemented, the success measures and lessons learned. He shares secrets of success, ROI, and lessons learned.

Networking Break — A Chance to Visit the Exhibits
2:00 p.m. – 2:30 p.m.

KMWORLD & INTRANETS CLOSING KEYNOTE

From KM to Sense Making: From Efficiency to Effectiveness

3:30 p.m. – 4:30 p.m.

Dave Snowden, *Founder, The Cynefin Centre*

The journey to sense making from knowledge management, represents a desire to return to the basic driver of early KM, before installing a portal was the magic key, focusing on making better decisions and creating the conditions for innovation. Drawing on theory and practice in sense making and KM, as well as highlighting patterns from stories captured from KMWorld attendees, this talk focuses on five aspects of the way we perceive the world:

- The nature of the physical world, chaos, complexity, and order
- The nature of the way we have knowledge of the world and, in particular, the role of narrative
- The nature of the way we perceive the world, the pattern basis of human intelligence, and its consequences
- The nature of the way in which we assume and create identity structures to exist in the world
- The way that we exercise and are the subjects of the exercise of power

Snowden provides examples of how KM practitioners can capture the high ground of strategy in an organization and shift from the electronic storage of knowledge to its deployment and creation to enrich human decision making.

KEYNOTE FOR TRACKS A-D

9:00 a.m. – 10:00 a.m.

Pieces of the KM Puzzle • *Verna Allee, Author, The Future of Knowledge*

CONTENT MANAGEMENT TRACK D

Successful implementations of CM initiatives require attending to the critical nuts and bolts that can make or break delivery. Hear about digital rights management, security, ROI, and writing for a content management system.

Moderated by **Helen B. Josephine**, *Intel*

Networking Break – A Chance to Visit the Exhibits 10:00 a.m. – 10:30 a.m.

All Roads Lead to ECM

10:30 a.m. – 11:15 a.m.

Mike Alsup, *President, Gimmel Group*

The technologies and applications of enterprise content management (ECM) are compelling on their own, but recent developments in infrastructure technologies, applications, and rapidly evolving user expectations are making the whole of ECM much greater than the sum of its parts. People across a corporation are able to effectively create, retrieve, and manage all of their paper and electronic documents, electronic mail, and Web content throughout their business processes. Corporations are able to take geography out of their location of people, so that business processes can readily include people around the country and in places as far away as India. Alsup discusses how ECM solutions will have a dramatic effect on the professional lives of most knowledge workers.

Intranet to ECM: Case Study

11:30 a.m. – 12:15 p.m.

Jeff Potts, *ECM Practice Director, Navigator Systems*, & **Vanessa Withers**, *Manager, Employee Communications, Southwest Airlines*

This presentation discusses key takeaways from the Southwest Airlines employee portal implementation. Lessons learned include developing an intranet-to-portal migration methodology; running a portal implementation concurrently with an ECM

implementation; making sure the organization is ready to commit to both; forming a steering committee with clear ownership, proper planning, diligent testing, and communication and coordination.

Lunch Break – A Chance to Visit the Exhibits 12:15 p.m. – 1:15 p.m.

Enterprise WCM: The HP Way

1:15 p.m. – 2:00 p.m.

Barbara Wong, *Program Manager*, & **Mimi Pang**, *Technical Architect, Knowledge & Intranet Management, HP*

How do you build a standard solution set to meet various CM needs in a big corporation? How do you get organizations in a company of HP's size engaged and involved in deploying your solutions? How do you leverage technologies and infrastructure resources? HP knowledge and intranet management organization has been leading the HP intranet Web CM efforts in the past 3 years and has successfully implemented WCM solutions using Documentum and Microsoft Content Management Server 2002. This session discusses their deployment experiences and lessons learned from business processes, standardization, and technology perspectives.

Networking Break – A Chance to Visit the Exhibits 2:00 p.m. – 2:30 p.m.

The Future of Content Management

2:30 p.m. – 3:15 p.m.

MODERATOR: Tony Byrne, *CMS Watch*
William Rogers, *President & CEO, Ektron*
Jordan Frank, *VP Traction Software*
Todd Price, *VP, Product Marketing & Management, Stellent, Inc.*
Mark Seamans, *SVP, Research & Development, Verity*

Join industry leaders looking out into the future of content management. Learn about key steps you should be taking now to take advantage of innovations happening throughout the industry.

KMWORLD & INTRANETS CLOSING KEYNOTE

From KM to Sense Making: From Efficiency to Effectiveness

3:30 p.m. – 4:30 p.m.

Dave Snowden, *Founder, The Cynefin Centre*

LIVE FROM SAN JOSE!

Thursday, November 17, 2005

Live from the KMWorld & Intranets 2005 Press Room • 10:30 a.m.

Join Fast Search & Transfer Inc., (FAST) and *KMWorld* Magazine as we present a LIVE Web Seminar—"Patterns in Search: Best Practices for Managing Information Complexity."

Listen to **Joseph Lacson**, FAST's SVP, Strategy and Business Development, and host **Andy Moore**, Publisher, *KMWorld* Magazine, discuss:

- New trends in enterprise search deployment and usage
- Strategic, functional, and technical requirements for search
- Best practices for search implementations.

KM & *intranets*
World 2005 conference & exposition

INTRANETS KEYNOTE

The Frontiers of User Experience

9:00 a.m. – 10:00 a.m.

Jesse James Garrett, *Founder, Adaptive Path, & Author, The Elements of User Experience*

With the rise of user-centered design, user experience issues such as information architecture and interaction design have become pivotal components of any Website development strategy. But now, new tools and techniques are starting to emerge that will change the way we approach crafting applications to respond to user needs and user behavior. In this presentation, Jesse James Garrett offers some perspectives on the changes ahead of us and considers potential sources for new ideas and inspiration for the future of user experience.

INFORMATION DISCOVERY & SEARCH TRACK E

Moderated by **Avi Rappoport**, *Search Tools Consulting Inc.*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

Search 2005 and Beyond

10:30 a.m. – 11:15 a.m.

E301

Avi Rappoport, *Principal Consultant, Search Tools Consulting Inc.*

Information discovery and search remain tough challenges in any organization, but new tools and solutions are being created at a great pace. Hear from an expert about realistic expectations for the near future, implementation challenges, tips for getting the most out of your enterprise search, when to use complex concept search tools and when to use simple text search tools.

Intranet Search

11:30 a.m. – 12:15 p.m.

E302

John R. McGrath, *VP, Product Marketing, Fast Search & Transfer Inc.*
Igor Perisic, *Chief Scientist, Entopia*
Mark Seamans, *SVP, Research & Development, Verity*
Matt Eichner, *Business Development, Endeca*

Our panel of vendors weighs in on how enterprises can make information (both explicit and implicit) findable within an organization. Using real-world intranet case studies they illustrate working examples that showcase enterprise information discovery and search solutions.

Lunch Break – A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

Inside the Enterprise: Implementing Search on the Corporate Intranet

1:15 p.m. – 2:00 p.m.

E303

Robert J. Joachim, *Information Systems Engineer, Lead, MITRE*
Karin Schneider, *Project Manager, Johnson & Johnson Pharmaceutical R&D (J&JPRD)*

Joachim describes MITRE's implementation and use of the Google Enterprise Search appliance for its corporate intranet search, including decisions leading up to the selection, and MITRE's experience with the appliance implementation, collection design, content integration, and usage patterns and user experiences. Schneider talks about the easy path to one-step, self-service search. She discusses how J&JPRD has it all—custom attribute indexing, taxonomies, data integration, data standardization, custom manual filtering, unstructured data, text parsing, etc. However, search is still seen as a commodity and not a base enterprise infrastructure component, so there is a diverse information landscape and multiple search and retrieval approaches. Given the reality that all of these components must co-exist, find out how J&JPRD has provided a search layer on top that makes the connection for the user at the time of retrieval. Learn how J&JPRD integrated a number of products to create an elegant search solution.

Networking Break – A Chance to Visit the Exhibits

2:00 p.m. – 2:30 p.m.

How to Select a Search System: A 12-Step Process

E304

2:30 p.m. – 3:15 p.m.

Steve Arnold, *AIT Technology, & Author, The Enterprise Search Report*

A cookbook for enterprise search does not exist. Unlike baking a cake or grilling a chicken, the process is too variable, too dispersed, and too particularized to be converted to a recipe. This presentation steps you through a process for selecting a vendor, describes vendor pricing paradigms, and presents pitfalls and best practices to follow in your enterprise search project.

KEEPING UP WITH INTRANET TRENDS TRACK F

Moderated by **Tim DeWolf**, *Federal Reserve Bank of San Francisco*

Networking Break – A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

Delivering Innovative, Productivity-Enhancing Intranet/Extranet Opportunities

F301

10:30 a.m. – 11:15 a.m.

Shiv Singh, *Director, Enterprise Solutions, & Bob Lord*, *President, Avenue A/Razorfish*

Using case studies such as, Genentech's sales force dashboard, Microsoft's Partner Point, Thomson's employee portal, Western Union's knowledge intranet, and others from Fortune 500 companies, speakers illustrate tips and techniques for creating productivity-enhancing intranets and extranets.

Practitioners Bet on Intranet Trends

F302

11:30 a.m. – 12:15 p.m.

Ryan Ruth, *Perot Systems*
Jayne Dutra, *Jet Propulsion Laboratory*
Eric Hards, *Lead Multimedia Engineer, Lockheed Martin*

Seasoned practitioners from various sectors discuss the trends they are betting on to meet their organization's intranet needs. They explain which trends they are not pursuing and why, as well as lessons learned from past hits and misses. This interactive session will engage the audience in the dialog, and in polling to measure the degree of agreement or disagreement with trend bets.

Lunch Break – A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

Web Slam: Show Me Yours— And I'll Show You Mine!

F303 & F304

1:15 p.m. – 3:15 p.m.

Elton Billings, *Information Architect, Openwave*

Ever hear of a "Poetry Slam," a gathering for poets to share their work with other poets? Web Slam is a fun, interactive event that follows a similar format, giving attendees a rare chance to share their intranet sites with colleagues for praise, awe, benchmarking, a critique, or other comments. "Show Me Yours" originated from a note posted on a message board at the first Intranets conference by an attendee who wanted to trade ideas with other intranet professionals and has been a lively, popular event at past conferences. Come show your work—and you will be rewarded with a look at the best work of your peers as well—or come just to listen and learn what's happening inside other people's intranets.

Taking place in the Exhibit Hall, these presentations cover a range of topics and subjects 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 16

Text Mining

10:15 a.m. – 10:30 a.m.

Cyril Chantrier, Director of Strategic Partners & OEM, Temis

This session discusses the business benefits of text mining and text analytics within various customer case examples of business intelligence, CRM (customer relationship management) and content annotation within the life science, transportation and publishing industries.

Bringing Your Brand to Life on Your Corporate Intranet

11:15 a.m. – 11:30 a.m.

Jason Cieslak, Executive Director, Interactive Media, Siegel & Gale

This talk focuses on key strategies and tips for driving more consistent inter-departmental communications through improved intranet strategies, simplifying user experiences to increase usage and drive demand, and applying basic principles of branding to your intranet efforts to align internal stakeholders across the organization. Using client case studies Cieslak illustrates best practices/learnings/insights in information architecture, design including development and relaunch of intranet sites at Dow, Lexus, FileNet, Nestle FoodServices, Peregrine Systems, Jiffy Lube, BMC, and Microsoft.

KM for Strategic Impact

12:15 p.m. – 12:30 p.m.

Michael Chender, CEO, Coemergence, Inc.

This session explores alternatives with which to leverage knowledge within complex environments and to a gain new levels of competitive advantage.

Search & Retrieval of Web & Document Content

1:15 p.m. – 1:30 p.m.

Bill Rogers, CEO & Founder, Ektron Inc.

This session highlights search and retrieval solutions used in a number of different organizations. It outlines the challenges, strategies and lessons learned.

Accessing Content in a Global Organization

2:15 p.m. – 2:30 p.m.

Jay Budzik, CTO, Intellect

This session highlights the content access challenges and solutions in a global communications organization, Motorola, which have impacted the speed at which knowledge can be accessed and used.

Search for Control, Clarity and Context

3:15 p.m. – 3:30 p.m.

Sandeep Swadia, Sr. Director, Product Marketing, Fast Search & Transfer

Learn how the world's leading hotelier, a FORTUNE 100 company and FAST client, empowered its 200,000 users to find the right information easily and rapidly by consolidating over 2,700 intranet sites through a secure and scalable enterprise search platform. This brief case study focuses on how they took advantage of FAST's industry-strength security, extreme customizability and unmatched relevancy.

Thursday, November 17

Top Tips for Enterprise Content Management

10:15 a.m. – 10:30 a.m.

Alan Pelz-Sharpe, Principal Consultant/Strategist, Wipro

Drawing on years of experience as a consultant and author for *KMWorld* magazine, our speaker presents key strategies and tips for managing content in any enterprise.

Information Visualization and Contextual Collaboration

11:15 a.m. – 11:30 a.m.

Shelley Hayduk, VP Marketing & Sales, TheBrain Technologies

See addendum for session description.

10 Ways for a Search Engine to Make Suggestions

12:15 p.m. – 12:30 p.m.

Chris Cleveland, CEO, Dieselpoint, Inc.

Relevance ranking can only get you so far. The next generation search engine is getting smarter about guiding the user to better results. By making the suggestions about different subsets of the data, different language to use in a

query, different types of queries, and different items that may be outside the result set, the search engine can gently guide the user to items he or she wouldn't otherwise find. Hear about 10 ways modern search engines are doing this.

Foreign Language Unstructured Data

1:15 p.m. – 1:30 p.m.

Andrew Paulsen, Sales Director, West Coast, Basis Technology

Hear how a number of companies like Inquire, Endeca, Google and FAST are currently unlocking the meaning of unstructured text by determining the language and encoding of a given document, converting the text to Unicode so that it can be processed, identifying the basic linguistic features and structure, and locating key concepts like the names of people and places.