

# KMWORLD ROUNDTABLE WEBINAR

## ➤ The KMWorld Expert Panel Series

### THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

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

Attendees learn from the leading experts in the industry.

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



## ➤ The KMWorld Roundtable Webinar Series

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

#### EVENT DETAILS

- › Participating vendors will enjoy equal air-time to present
- › Lively roundtable discussion and audience Q&A
- › Produced and moderated by *KMWorld* magazine
- › Promoted by KMWorld to more than 50,000 potential attendees via email blasts, newsletter, and banners
- › Exploring the hottest topics that are top-of-mind to key decision makers

#### PARTICIPATION

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

#### OPPORTUNITY

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

#### TOPICS

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

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

### Stephen Faig

Group Sales Director  
973-224-2930  
sfaig@infotoday.com

### LaShawn Fugate

Account Executive  
859-278-2223 X 104  
lashawn@infotoday.com

### Adam Shepherd

Account Executive  
908-795-3705  
ashepherd@infotoday.com

# 2020 KMWORLD ROUNDTABLE WEBINAR CALENDAR

## 📅 Schedule of Dates and Topics

**FEBRUARY 25, 2020**

### **The Top Trends in KM for 2020**

*From the growth of cloud computing and mobile workers to the rise of new collaboration tools and intelligent search technologies, the world of knowledge management continues to evolve and, along with it, come new challenges and opportunities. Join us for this look at how the top trends in KM and information discovery can impact your organization.*

**APRIL 21, 2020**

### **Revitalizing Your KM Strategy for Digital Transformation**

*New technologies are providing the opportunity for budding entrepreneurs and established enterprises alike to develop new business models and processes that change the old way of running operations and improve how customers are served. However, at the end of the day, digital transformation is about how you work with new tools and across teams. To work smarter and faster, you need knowledge management to ensure that information is not only easily accessible to foster greater productivity and collaboration, but can be trusted to inform action.*

**JUNE 23, 2020**

### **Intelligent Search in Action**

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

**AUGUST 11, 2020**

### **Harnessing Cognitive Computing and AI**

*A new era of cognitive computing is unfolding, and its impact is already being felt across industries, from preventative maintenance at manufacturing plants, to patient diagnosis at hospitals and the rise of sophisticated chatbots ready to assist us across the connected world. The goal of cognitive computing is straightforward: to simulate human thought processes in a computerized model. However, building, refining, and reaping business value from cognitive computing systems and applications add up to another story.*

**OCTOBER 27, 2020**

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

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

**DECEMBER 1, 2020**

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

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

## **To participate in a KMWorld Roundtable Webinar, please contact:**

### **Stephen Faig**

Group Sales Director  
973-224-2930  
sfaig@infotoday.com

### **LaShawn Fugate**

Account Executive  
859-361-0667  
lashawn@infotoday.com

### **Adam Shepherd**

Account Executive  
908-795-3705  
ashepherd@infotoday.com