West Ballroom

OPENING KEYNOTE—
Content Is Dead!
Long Live Context!

Stephen Abram, Vice President Corporate Development, Micromedia ProQuest

9:00 a.m. – 10:00 a.m.

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

Murray Hill Suite

Kick-Off Session

Ten Myths of Knowledge Management

10:45 a.m. – 11:30 a.m.

Melissie Rumizen, *Knowledge Strategist, Buckman Laboratories & Author of* The Complete Idiot's Guide to Knowledge Management

Using lots of concrete examples, Rumizen focuses on things that everyone believes to be true in KM, but are not. For instance: for every organization there is ONE, perfect KM strategy which must be found; those who want an ROI are unrealistic because you can't measure the effects of KM; putting everything in English solves language and cultural barriers; no one wants to share; your CIO is an unfriendly alien; and lots more myths are exploded in this talk.

KM ROI & LEADING STRATEGIES TRACK C
Gibson Suite

KM thought leaders agree that the next generation of KM is totally integrated into an organization's business and work processes. Organizations leading the way are aggressively creating and pursuing innovative strategies, models, and measures. Listen to those actively involved, who are busily moving beyond the theory to the reality – and truly demonstrating a Return on Investment (ROI).

Moderated by **Rebecca Jones,** *Dysart & Jones Associates*

The Fabric of KM: Designing KM for Diverse Outcomes   `C101`

11:45 a.m. – 12:30 p.m.

Susan Albers Mohrman, *Center for Effective Organizations, Marshall School of Business, University of Southern California*

Business success in the knowledge firm depends on achieving a variety of outcomes, including the generation of new knowledge, the application of knowledge in products and services, and the development of enhanced processes. Research at the Center for Effective Organizations shows that different kinds of knowledge processes contribute to these various outcomes; consequently, diverse KM activities are required that are sensitive to the strategy and work processes of the organization. What are the implications of this research for the design of multifaceted KM systems that affect multiple business outcomes through a variety of paths? What are the organizational and behavioral approaches required to complement IT capability?

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Implementing a KM Initiative: Corning Case Study   `C102`

2:00 p.m. – 2:45 p.m.

Stuart Sammis, *Project Leader, Knowledge Management Organizational Learning, Corning Incorporated*
Steve Goodfellow, *President, Access Systems, Inc.*

This session discusses how Corning's Science and Technology Division began their KM and Organizational Learning initiative. It addresses the strategies and practices they are using to enhance their innovation efforts, how they work with internal or external consultants, and how they use a virtual team (mainly internal consultants) to facilitate development and deployment.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Increasing KM's ROI   `C103`

3:15 p.m. – 4:00 p.m.

David L. Gilmour, *President & CEO, Tacit Knowledge Systems, Inc.*

We all recognize that KM is not an end in itself, but rather that KM processes and technology do help achieve business objectives. Using real world examples, this session reviews what ROI means, how to calculate it, and also provides some fresh ideas about how to achieve business objectives using new KM frameworks, models, and technology.

Measuring the Potential of Knowledge   `C104`

4:15 p.m. – 5:00 p.m.

Boyd Hendriks, *Senior Managing Consultant, Knowledge Management, Cap Gemini Ernst & Young*

Promising results have been booked in measuring the potential of knowledge in a multi-disciplinary environment. Five research institutes and universities joined forces with the aid of a multi-million Euro capital injection to establish a world knowledge center on engineering, based on agreements on the quality of knowledge management and the potential of knowledge. Nine major knowledge management principles were chosen to define 114 key indices measuring the potential of knowledge in the new organization. This session gives an explanation on the what and the how of measuring your organization's KM potential.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

E-LEARNING, CONTENT & KM STRATEGIES TRACK D
Murray Hill Suite

E-learning is Internet-enabled learning — one of the three pillars of KM: content, context, and learning. New Web-based technologies allow for some pretty amazing whiz-bang things to be delivered, from distance learning initiatives, through the migration of courses to the Web and into modularized, customized and personalized learning.

*Organized and moderated by **Stephen Abram**, IHS Group/ Micromedia Limited*

E-Learning: The Basics   D101

11:45 a.m. – 12:30 p.m.

Stephen Abram, *Vice President, IHS Group/Micromedia Limited*
Frank Cervone, *Director, Library Systems, Northwestern University*

This session provides an overview of e-learning basics. Abram reviews the types of e-learning initiatives on the Web and the key concepts and roles in knowledge and competency training for an enterprise's employees. E-learning is already moving into its second generation and specific URLs for further investigation are provided. Cervone addresses the ways organizations can keep up with growing demand for Web-based e-learning by turning to "courseware" to develop and implement training programs. Learn about the four most popular Web course management and development systems — WebCT, BlackBoard, Prometheus, and eCollege. What are their strengths, weaknesses and potential? Find out how you can use these tools to effectively deliver educational programs.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

The Art of Creating Useful Information and Effective Online Learning   D102

2:00 p.m. – 2:45 p.m.

David Guralnick, *President, Kaleidoscope Learning, NY*

Today's Web technology allows unprecedented access to information and training, as well as centralized updating. But the technology is only as good as the end products. To take full advantage of the Web's potential and produce truly useful, effective products, trainers and content creators need methods of producing content appropriate to their goals, the audience, and the medium. This job is as much art as science, and technology can enhance the entire process of creating information and training. Using real world applications to illustrate, this session discusses the "art" of designing information and e-learning, and describes software tools to aid the design and development processes.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference.

Times for each morning's food service are 8:00 to 9:00 a.m. on Tuesday, Wednesday and Thursday.

Setting Context: Personas, Archetypes, and Organizational Engagement   D103

3:15 p.m. – 4:00 p.m.

David Snowden, *Director, Institute for Knowledge Management, IBM*
Mary Lee Kennedy, *Director, Knowledge Network Group, Microsoft Corporation*

Meeting the information needs of an organization has traditionally been a matter of conducting a needs assessment through surveys, interviews, or focus groups. This presentation focuses on alternative strategies for engaging with the organization, such as narrative techniques, which build effective communication environments on the Web, with broader implications to organizational and cultural change.

New Product Development Using KM Strategies   D104

4:15 p.m. – 5:00 p.m.

David L. Gilmour, *President & CEO, Tacit Knowledge Systems, Inc.*

This session describes key strategies for using KM to enhance the product development cycle. It uses a case study approach and illustrates the context in which a pharmaceutical company, focused on one new product development, speeds new drug development by having all interested groups continuously interact during the cycle.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

At-A-Glance

9:00 a.m. – 10:00 a.m.
Opening & Keynote

10:00 a.m. – 10:45 a.m.
Grand Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.
Kick Off Session — Ten Myths of Knowledge Management

11:45 a.m. – 12:30 p.m.
C101 — Designing KM for Diverse Outcomes
D101 — E-Learning: The Basics

12:30 p.m. – 2:00 p.m.
Lunch Break

2:00 p.m. – 2:45 p.m.
C102 — Implementing a KM Initiative
D102 — The Art of Creating Useful Information and Effective Online Learning

2:45 p.m. – 3:15 p.m.
Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.
C103 — Increasing KM's ROI
D103 — Personas, Archetypes, and Organizational Engagement

4:15 p.m. – 5:00 p.m.
C104 — Measuring the Potential of Knowledge
D104 — New Product Development Using KM Strategies

West Ballroom

SPECIAL BREAKFAST PRESENTATION—
Reflections Over Coffee

Ron Dunn, CEO, Academic Group, Thomson Learning

8:00 a.m. – 8:45 a.m.

West Ballroom

KEYNOTE—
The New Dynamics of Decision Support

David Snowden, Director, Institute for Knowledge Management, IBM

9:00 a.m. – 10:00 a.m.

Murray Hill Suite

Opening Session

Organizational Strategies for Adapting to Changing & Competitive Environments

10:45 a.m. – 11:30 a.m.

Steve Denning, *author of* The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations

The number one problem of today's managers is the difficulty in getting their organizations to adapt to a competitive environment that is neither stable nor predictable. This session explains how springboard storytelling can communicate complex new ideas and spark rapid energetic action towards their implementation. Drawing on his experience as Program Director, Knowledge Management at the World Bank from 1996-2000, our entertaining speaker describes springboard storytelling, and shows how to identify, craft and perform springboard stories to introduce knowledge management programs.

Networking Break – Visit the Exhibits
10:00 a.m. – 10:45 a.m.

E-GOVERNMENT & KM APPLICATIONS
TRACK C
Gibson Suite

Electronic government initiatives are in demand around the world, and some countries are mandating that government departments be fully electronic by 2003. This full-day of programs provides frameworks and real world examples of organizations that are structuring information for agency-wide sharing, using interesting models and tools, and providing networks and communities for practitioners. It is not only valuable to those who are practicing KM in governments but is also mandatory for any organization that wants to know in what types of projects governments are engaged.

*Organized & moderated by **Donna Scheeder**, Congressional Research Service, Library of Congress*

E-Government — Models and Strategies   C201

11:45 a.m. – 12:30 p.m.

Donna Scheeder, *Congressional Research Service, Library of Congress*
Boyd Hendricks, *Senior Managing Consultant, Knowledge Management, Cap Gemini Ernst & Young*

This overview session looks at the strategies, progress, and plans within the governments of the U.S., the European Community, and Canada. It focuses on key developments and applications, models and future directions.

Lunch Break – Visit the Exhibits
12:30 p.m. – 2:00 p.m.

InfoToday 2002 is organized by Information Today, Inc., publisher of *Information Today.*

KM in Government: NASA Case Study   C202

2:00 p.m. – 2:45 p.m.

Jay Liebowitz, *Knowledge Management Officer, NASA Goddard Space Flight Center, and author of* Knowledge Management Handbook

This session focuses on the challenges of implementing KM in the government, and discusses the KM initiatives underway at NASA Goddard Space Flight Center with respect to systematically capturing knowledge, creating a unified knowledge network, and strengthening incentives to reuse knowledge.

Networking Break – Visit the Exhibits
2:45 p.m. – 3:15 p.m.

KM in Action   C203

3:15 p.m. – 4:00 p.m.

Joaquin Delgado, *CTO, TripleHop Technologies*
Raul Valdes-Perez, *President, Vivisimo, Inc.*

Based on learnings from implementing KM initiatives, our speakers share successes and challenges as they describe case studies of real applications. They talks about the strategies and approaches used, good practices and bad practices, technology underpinnings and more.

Collaboration and Knowledge Sharing for National Security   C204

4:15 p.m. – 5:00 p.m.

Guy St. Clair, *SMR International*
Nimish Mehta, *CEO, Stratify*

How do multi-disciplinary groups, information-intensive groups and information-sensitive groups share information? What policies, procedures and practices make it happen when many diverse interests are involved? How do they handle the management of unstructured data — the organization, classification, and presentation of information? What software helps them drill through the mountains of information available to get

to the nuggets which let them achieve their goals? This panel explores the relationship between emerging technologies and practices and national security. Hear examples from several organizations.

KM AND CONTENT MANAGEMENT
TRACK D
Murray Hill Suite

To remain competitive and profitable in today's dynamic e-business environment, organizations are trying to capture, configure, manage, and retrieve content and business knowledge for corporate advantage. This track looks at the concepts, architecture, (including XML), and techniques to make this happen.

The Knowledge Architect:
Content in Context   `D201`

11:45 a.m. – 12:30 p.m.

Tom Reamy, *Knowledge Architect/Intranet Consultant*

Knowledge architecture, based on a solid information architecture, is primarily concerned with adding context to information. These contexts include locating information within an intellectual, a personal, and an interpersonal context. Locating information within all three contexts requires a careful blending of informational and personal taxonomies. A good knowledge architecture integrates a well-thought-out characterization of content (information architecture) with a well-thought-out (and more dynamic) characterization of users and tasks (knowledge architecture).

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

XML that Pays Off for
Your Content Database   `D202`

2:00 p.m. – 2:45 p.m.

Lisa Bos, *VP, Consulting Services, Really Strategies Inc., PA*

Today most people agree that the combination of a database and XML with a development environment for creating user interfaces provides a great foundation for a content management system. However, there are a wide variety of ways to combine XML with a database. How much of the content is stored as XML, and how much is broken down into its component parts in the database? And is the database hierarchical or relational? Or is it really a repository that is specifically designed to store XML? And exactly how many databases are we talking about, anyway? Are there times when storing content on a file system is just fine? Choosing the answer that works best with your content, your editorial processes, your budget, and your ability to maintain the resulting system can be difficult. This presentation walks through some of the options and the business scenarios that each supports.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning from 10 a.m. to 11 a.m.

Taxonomies, Lexicons, and
Organizing Knowledge   `D203`

3:15 p.m. – 4:00 p.m.

Wendi Pohs, *Iris Associates*

Pohs discusses the processes and tools necessary for taxonomy creation — from defining meaningful categories to using automatic document clustering techniques. She talks about how to build a carefully crafted content map to enhance your users' search experience and enable you to uncover hidden themes in existing corporate data. During the session, she provides real life taxonomy examples from her years of experience in the software industry.

Managing Knowledge in Context:
CAKE @ Fisher-Price   `D204`

4:15 p.m. – 5:00 p.m.

Matt Hummel, *Senior Director, Business Development, Ariel Performance Centered Systems, Inc.*

This case study focuses on how Fisher-Price operationalized their knowledge through a process and project management system called C.A.K.E. (Cool Access to Knowledge Everyday). It covers how they teamed with Ariel Performance Centered Systems to integrate knowledge and learning directly into the context of the toy designers' work.

At-A-Glance

9:00 a.m. – 10:00 a.m.
Opening & Keynote

10:00 a.m. – 10:45 a.m.
Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.
Opening Session — IC What You See: The Intellectual
         Capital of Nations

11:45 a.m. – 12:30 p.m.
C201 — E-Government — Models and Strategies
D201 — The Knowledge Architect: Content in Context

12:30 p.m. – 2:00 p.m.
Lunch Break

2:00 p.m. – 2:45 p.m.
C202 — KM in Government: NASA Case Study
D202 — XML that Pays Off for Your Content Database

2:45 p.m. – 3:15 p.m.
Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.
C203 — KM in Action: CKOs Speak
D203 — Taxonomies, Lexicons, and
         Organizing Knowledge

4:15 p.m. – 5:00 p.m.
C204 — Collaboration and Knowledge
         Sharing for National Security
D204 — Managing Knowledge in Context:
         CAKE @ Fisher-Price

Opening Keynote

West Ballroom

Publishing Today and Tomorrow

9:00 a.m. – 10:00 a.m.

The Honorable Pat Schroeder, *President & CEO, Association of American Publishers, and former Congresswoman*

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

COLLABORATION, COMMUNITIES, AND KM
TRACK C
Gibson Suite

What's at the heart of KM in organizations? People. How they communicate, work together, and share knowledge. The presentations in this track reveal how organizations are integrating KM into their cultures and communities through various forms of collaboration.

Moderated by **Renee Massoud,** *Director, Business Research Services, KPMG*

Knowledge Communities: Strategies for Building Successful Communities of Practice   `C301`

10:45 a.m. – 11:30 a.m.

Kathy Valderrama, *Knowledge Manager, Cap Gemini Ernst & Young*

Recently recognized by the American Productivity & Quality Center (APQC) for its Communities of Practice, CGEY has discovered the criteria for making these groups successful. When aligned with business goals and objectives, these communities can make an organization thrive, both in productivity and efficiency. This session explains how CGEY has created and sustained their Communities of Practice, as well as how they maximize their value overall. Valderrama provides the essentials for starting these communities and discovering their potential for making a positive impact within your organization.

Communities of Practice: Building and Sustaining Knowledge Networks to Drive Business Results   `C302`

11:45 a.m. – 12:30 p.m.

Reid G. Smith, *Vice President, Schlumberger Knowledge Management*
Bob Newhouse, *Senior KM Consultant, Schlumberger Knowledge Management and the American Productivity & Quality Center (APQC)*

How do complex, global, and fast changing organizations identify experts, share knowledge, and innovate? Communities of Practice (COPs) have become the core knowledge strategy for many organizations. COPs give organizations the structures and processes to identify and exchange valuable knowledge capital. This interactive session will explore how COPs are formed, what roles and responsibilities exist within communities, and how momentum is maintained to drive business results. It will draw on lessons from Schlumberger's implementation of global knowledge networks and best practice findings from APQC's recent study "Building and Sustaining Communities of Practice."

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Collaborative Intranets: Integrating KM with Culture, Content and Technology   `C303`

2:00 p.m. – 2:45 p.m.

Fredda Lerner, *Associate, Booz-Allen and Hamilton*
Grey Burkhart, *Booz-Allen and Hamilton*

In today's fast-paced business environment, managing projects in a dynamic organization can change with each new employee or assignment. To successfully oversee such project changes, organizations must develop processes that foster collaboration and build best practices. The most successful projects are those based on repeatable processes that have a proven delivery methodology that is subject to interpretation and continuous improvement by those who strategically deliver and manage them. This session explores the application of Web-based communities of practice that foster the delivery and continuous improvement of project methodology in a dynamically changing environment. Enabling technologies for virtual communities and their application to methodology-based communities of practice are discussed.

Closing Keynote

3:00 p.m. – 4:00 p.m.

Gloria Gery, *Principal, Gery Associates*

Workshops at *InfoToday* 2002

Don't miss these highly targeted, half- and full-day special events on a variety of topics in the fields of electronic information and knowledge management.

Monday:
Content Management, Knowledge Sharing, and Information Portals Strategies

Howard McQueen, *CEO, McQueen Consulting*

Friday:
Searcher's Academy

Host: **Mary Ellen Bates,** *Bates Information Services,*

Gary Price, *Co-Author,* The Invisible Web,
Creator of Price's List of Lists & Direct Search
Chris Sherman, *Co-Author,* The Invisible Web
Bill Spence, *Chief Technology Officer, Information Today*
Ran Hock, *Online Strategies & author of*
The Extreme Searcher's Guide to Web Search Engines

KM AND CONTENT MANAGEMENT TRACK D
Murray Hill Suite

With managing content at the core of KM, this track focuses on the tools, best practices, and case studies of content management in action.

Managing Content: Trends & Tools   D301

10:45 a.m. – 11:30 a.m.

Stephen Arnold, *President, Arnold Information Technology*

Content management has become a key issue for the KM world. This session identifies and discusses the three drivers most important to content management: constant updating by different people from different locations and keeping the approvals and changes synchronized; the exploding demand for rich media, including audio, video, and dimension-simulating function within dynamic content; and the usage tracking for copyright and security purposes. What tools are available to assist? Hear this veteran of the information industry as he focuses on the challenges for content management and discusses the technology components and software solutions.

Managing Content and Knowledge: Best Practices   D302

11:45 a.m. – 12:30 p.m.

Farida Hasanali, *KM Consultant, American Productivity & Quality Center*
Qusai Mahesri, *Chief Knowledge Officer, Xpediant Solutions*

This session is based on a recent benchmarking project by APQC on CM which focused on understanding the intricacies involved in each step of the CM process, from identifying the content to be managed to disseminating the right information to the right people at the right time and in the right context. This presentation reports the key findings of this project and features an assessment of leading portal and CM vendors.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Content, Context & Collaboration: KM in Practice   D303

2:00 p.m. – 2:45 p.m.

Jim Shelhamer, *Director of Engineering, SiteScape, Inc.*

The quickened pace of business necessitates enterprise knowledge sharing to enable global project teams and the extended enterprise to work together more efficiently for better client service and improved business processes. This session presents real working solutions and applications. It describes case studies of collaboration in action, points out critical success factors, and the tools used in each solution. Examples include companies who are developing ROIs, and saving both time and money: Shell, Siemens, Constructiva, the International Standards Organization, and others.

Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning from 10 a.m. to 11 a.m.

Closing Keynote

Murray Hill Suite

Operationalizing Knowledge Management: Integrating Support for Work, Learning, and Knowledge

3:00 p.m. – 4:00 p.m.

Gloria Gery, Principal, Gery Associates

To be more than a goal, KM must be operationalized. It requires systematic integration of support for work processing with knowledge, data, tools, communications, and knowledge capture mechanisms. Gery, a consultant in knowledge management, business learning, and performance support, discusses and demonstrates a range of alternatives that actively support the natural "Doing, Learning, Referencing Cycle" involved in daily work performance. She addresses design and development requirements as well as the political, logistical, and economic support necessary to achieve this in affordable and timely ways.

EXHIBIT HOURS

Tuesday, May 14 . . . . .10:00 a.m. – 6:00 p.m.	
Reception . . . .*5:00 p.m. – 6:00 p.m.*	
Wednesday, May 15 . . . . . .10:00 a.m. – 6:00 p.m.	
Thursday, May 16 . . . . . . .10:00 a.m. – 3:00 p.m.	

At-A-Glance

9:00 a.m. – 10:00 a.m.
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C301 — Knowledge Communities: Strategies for Building Successful Communities of Practice
D301 — Managing Content: Trends & Tools

11:45 a.m. – 12:30 p.m.
C302 — Communities of Practice: Building and Sustaining Knowledge Networks to Drive Business Results
D302 — Managing Content and Knowledge: Best Practices

12:30 p.m. – 2:00 p.m.
Lunch Break

2:00 p.m. – 2:45 p.m.
C303 — Collaborative Intranets: Integrating KM with Culture, Content and Technology
D303 — Content, Context & Collaboration

3:00 p.m. – 4:00 p.m.
Closing Keynote — Operationalizing Knowledge Management: Integrating Support for Work, Learning, and Knowledge