

## WEDNESDAY

10:45 a.m. - 11:00 a.m.

### Combining Physical, Intellectual & Creative Assets for Effective KM

**Doug Harris**, President, Engage Thoughtware

Based on a recent white paper, this session examines the tangle between the “physical work realm” and the “intellectual work realm,” and explains how the emergence “creative work realm” reconciles the two into a transcendent organization. It highlights the skills and abilities necessary for success in each realm and uses stories and case studies to illustrate how to make a KM initiative work.

11:15 a.m. - 11:30 a.m.

### Understanding Work Habits & Processes: Key to Implementing Change

**Robert S. Bauer**, Advanced Systems Development Laboratory, Xerox PARC

To successfully implement change within an organization, there must be an understanding of how people work, how they create and share knowledge and the role technology can play in helping them. This session briefly addresses how to analyze current processes and practices, identifying key communication lines as well as where and how technology can be implemented effectively, how to involve people directly affected by process change and design systems to exploit their skills, how to implement and run change management programs, deploy processes that ensure goal congruence across the organization, and establish performance measurements against agreed change objectives.

11:45 a.m. - 12:00 p.m.

### A Unified Approach to Data Searches

**Ray Frugia**, VP, US Marketing, Smartlogik

Several approaches have been used to overcome the challenges of searches that deliver overly-broad and inaccurate results, including natural language search engines, employee search training and new attempts to logically categorize information. Using specific, real-world examples, this session shows how companies, like the BBC, have used a combination of natural language, employee training and logically-grouped data to deliver 90%+ return rates of accurate, appropriate information.

12:15 p.m. - 12:30 p.m.

### Wicked Meetings

**Barbara Blackwell**, Sabre Software Design, Inc.

Join us as we review some of the best ideas in how to unravel a wicked problem, create consensus and capture all the details presented by all the members involved in a meeting. The session demonstrates and discusses ways to visually illustrate potential problems and solutions as they develop in a meeting.

12:45 p.m. - 1:00 p.m.

### Cyborg Categorization: Foundation for Knowledge Retrieval

**Tom Reamy**, Charles Schwab & Co. Inc.

To fulfill its promise, Knowledge Retrieval must rest on a knowledgebase that is the right balance of structured database and unstructured text. A knowledgebase, however, requires a significant categorization effort which must find the right balance of automatic and human categorization. This session looks at the large number of companies that have jumped into this product space with products that offer automatic (or semi-automatic) categorization.

1:15 p.m. - 1:30 p.m.

### e-Learning: Some Things Can Only Be Learned, Not Taught

**Stephen Abram**, Vice President, IHS Group/Micromedia Limited

There is a renaissance in online education—from distance learning initiatives, through the migration of courses to the Web and into modularized, customized and personalized learning. Some are driven by pure need as we face the most massive demographic retirement bulge and workplace knowledge exit in history. This session reviews the types of e-Learning initiatives currently available on the Web and their key role in the knowledge and competency training for an enterprise's employees.

1:45 p.m. - 2:00 p.m.

### KM Education & Certification

**Nick Bontis**, Director, Institute for Intellectual Capital Research & Professor, McMaster University

Interested in formal KM training? An MBA or PhD in KM? Or perhaps KM certifica-

tion? Learn about these types of opportunities from a professor and Member of the Board of Directors of KMCI (Knowledge Management Consortium International).

2:15 p.m. - 2:30 p.m.

### An Evaluation of Modern Categorization Systems

**Andrew Feit**, EVP, Quiver Inc.

This session highlights how the unique combination of auto-categorization with human oversight leads to a more accurate and efficient categorization solution. It includes real world examples and discusses integrating categorization with existing KM platforms.

2:45 p.m. - 3:00 p.m.

### Creating High Impact ROI For Your Unstructured Data Management System

**Nimish Mehta**, President & CEO, Stratify (formerly Purple Yogi)

Your organization realizes that its employees spend a significant amount of their day looking for information to support operational activities and decision making, but management has already spent millions on ERP, data warehousing, document management systems, enterprise portals and search and retrieval technology. The company acknowledges that it can leverage the large corpus of unstructured documents that lie within its grasp, but management requires a clear set of criteria for assessing the ROI that this technology can bring. This presentation reviews the essential points for creating ROI for your corporation while dramatically increasing the power of existing enterprise applications.

3:15 p.m. - 3:30 p.m.

### Value of Taxonomies in KM

**Joseph Schehr**, VP KM Technology, LexisNexis

As companies become more committed to KM initiatives and strive to raise organizational effectiveness, there is a heightened awareness of the need for improved information organization and management. Learn how organizations are working with information and the traditional skills of information organization and taxonomy construction/application to gain increased return on their investments in KM.

## THURSDAY

10:45 a.m. - 11:00 a.m.

### Knowledge Retrieval: Core Dimension of KM

*Tom Reamy, Charles Schwab & Co. Inc.*

With large collections of unstructured text, including databases and text collections, that are too difficult to use to reliably find information, we need to add categorization to text collections. However, categorization is resource intensive. This sessions looks at the large number of companies that have jumped into this product space in the last year with products that offer automatic (or semi-automatic) categorization.

11:15 a.m. - 11:30 a.m.

### An Evaluation of Modern Categorization Systems

*Andrew Feit, EVP, Quiver Inc.*

This session highlights how the unique combination of auto-categorization with human oversight leads to a more accurate and efficient categorization solution. It includes real world examples and discusses integrating categorization with existing KM platforms.

11:45 a.m. - 12:00 p.m.

### Capturing, Understanding and Leveraging Knowledge Capital in the Internet Age

*Rita Gupta, Market Segment Manager,  
Sun Microsystems, Inc.*

The growing ubiquity and sophistication of the Internet, together with an increasingly mobile workforce, has made effective knowledge management a critical component of any business strategy. This session, via case studies, examines knowledge management strategies that corporations can implement to enable them to capture, manipulate, and deploy information residing in their environments and to successfully manage and leverage knowledge and expertise across their global boundaries.

12:15 p.m. - 12:30 p.m.

### Wicked Projects

*Barbara Blackwell, Sabre Software  
Design, Inc.*

Do you have a complex project that defies capture in traditional outline or project software format? Do the tasks bloom into foggy notions and endless discussions that

cover the same ground again and again? Join us for an example of an organization which captures its memory in a visual and immediately distributable format to help move it forward to resolution and project completion.

12:45 p.m. - 1:00 p.m.

### Personal Knowledge Management

*Steve Barth, Ronin Journalist & former  
editor-at-large, KM Magazine*

While KM cannot succeed unless every knowledge worker takes personal responsibility for what he or she knows and doesn't know, management has to take responsibility for cultivating an atmosphere in which everyone has reason to share while building an infrastructure that makes it easy to share. This session provides an overview of critical Knowledge Age competencies for individuals and the organizations to which they belong.

1:15 p.m. - 1:30 p.m.

### KM Education & Certification

*Nick Bontis, Director, Institute for  
Intellectual Capital Research & Professor,  
McMaster University*

Interested in formal KM training? An MBA or PhD in KM? Or perhaps KM certification? Learn about these types of opportunities from a professor and Member of the Board of Directors of KMCI (Knowledge Management Consortium International).

1:45 p.m. - 2:00 p.m.

### Creating High Impact ROI For Your Unstructured Data Management System

*Nimish Mehta, President & CEO, Stratify  
(formerly Purple Yogi)*

Your organization realizes that its employees spend a significant amount of their day looking for information to support operational activities and decision making, but management has already spent millions on ERP, data warehousing, document management systems, enterprise portals and search and retrieval technology. The company acknowledges that it can leverage the large corpus of unstructured documents that lie within its grasp, but management requires a clear set of criteria for assessing the ROI that this technology can bring. This presen-

tation reviews the essential points for creating ROI for your corporation while dramatically increasing the power of existing enterprise applications.

2:15 p.m. - 2:30 p.m.

### Combining Physical, Intellectual & Creative Assets for Effective KM

*Doug Harris, President, Engage  
Thoughtware*

Based on a recent white paper, this session examines the tussle between the "physical work realm" and the "intellectual work realm," and explains how the emergence "creative work realm" reconciles the two into a transcendent organization. It highlights the skills and abilities necessary for success in each realm and uses stories and case studies to illustrate how to make a KM initiative work.

2:45 p.m. - 3:00 p.m.

### Value of Taxonomies in KM

*Joseph Schehr, VP KM Technology,  
LexisNexis*

As companies become more committed to KM initiatives and strive to raise organizational effectiveness, there is a heightened awareness of the need for improved information organization and management. Learn how organizations are working with information and the traditional skills of information organization and taxonomy construction/application to gain increased return on their investments in KM.

3:15 p.m. - 3:30 p.m.

### Bioscience Knowledge Solutions

*Mary Beth O'Conner, Primus Knowledge  
Solutions*

The role of bioscience knowledge tools is foremost to improve the customer experience. To that end, knowledge application software can be used to manage clinical trials, product marketing, product releases and customer support content for optimal results. This talk provides real life examples of how a leading bioscience company is managing knowledge — capturing, sharing and improving knowledge assets — to increase employee productivity, enhance partner relationships and measurably improve customer satisfaction.