

KM & Collaboration

AUSTRALIA

21 - 23 July 2010

Crystal Palace Luna Park, Sydney

ADVANCED EARLY BIRD OFFER
AUD \$1,195 + GST = \$1314.50

Save \$400

(This invitation expires 30 April 2010,
sorry there will be no extensions)

International keynote presenters:

» Jerry Ash, Freelance Writer/Editor/Publisher;
Former Managing Editor, Inside Knowledge
magazine; Publisher, Smart People magazine; Chief
Executive, Associated Professional Services (USA)

» Howard J Hill, Legal + Compliance & Ethics,
American Express General Counsel's Office (USA)

» Jean-Marc David, Advanced Projects & Master Plan
at the Engineering, Quality & Purchasing IS
Department, Renault

International practitioner case study:

» Siew Hoong Aw, Knowledge Management
Advisor, Shell Global Solutions (Malaysia)

International workshop facilitator:

» Stan Garfield, Community Evangelist,
Global Consulting Knowledge Management
Group, Deloitte Touche Tohmatsu (USA)

Australian case studies:

- » National Australia Bank (NAB)
- » Australia Nuclear Science &
Technology Organisation (ANSTO)
- » Arup
- » Sustainability Victoria
- » CPA Australia

Event contributors:

- » Knowledge Management
Roundtable (KMRt)
- » Intelligent Answers
- » Parsons Brinckerhoff Australia
- » Experience Matters
- » Sensory7

KM & Collaboration Australia will provide opportunities to:

- Hear knowledge management experts delve into the issues of sustainability and prosperity, enterprise-wide collaboration, social networks and Web 2.0, knowledge transfer and continuity
- Gain practical advice from Australian private and public sector practitioner case studies that will equip you with innovative and effective strategies
- Learn through client case studies how solutions providers have applied their technology within organisations
- Share experiences by getting involved in interactive sessions and post-conference workshops
- Identify and examine information and collaborative tools and their practical application within the business
- Enjoy our spacious event layout including cabaret seating
- Gain one on one expert advice from our international KM experts during our interactive post-conference workshops

Silver Sponsor:



Official KM CoPs:



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Solution Hub:



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www.kmaustralia.com

Ark Group is proud to bring you KM & Collaboration Australia

Drawing on the input of knowledge management communities and industry experts, Ark Group has developed KM & Collaboration Australia to cater to the specific needs of Australian industry practitioners. KM & Collaboration Australia 2010 will provide opportunities to:

- » Hear knowledge management experts delve into the issues of sustainability and prosperity, enterprise-wide collaboration, social networks and Web 2.0, and knowledge transfer and continuity
- » Gain practical advice from Australian private and public sector practitioner case studies that will equip you with innovative and effective strategies
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Interactive Highlights at KM & Collaboration Australia

This year at KM & Collaboration Australia, our emphasis is on collaboration – hence the event title! As a result, Ark Group has incorporated several interactive elements into the agenda and event. Innovative inclusions such as cabaret style seating, the Anecdote Circles session, the Reverse Brainstorming Session and the Culture Archetype Cards Activity will facilitate conversations amongst delegates and provide exciting collaborative opportunities!

Anecdote Circles

Delegates will share recent collaboration experiences that they've encountered within their workplace with fellow practitioners at the event. They will delve into what has worked, what hasn't worked and possibilities and solutions for the future. This highly interactive activity will provide a structure and template that will assist delegates in maximising their learnings, relationships and outcomes, and secure valuable take-aways from the event!

Reverse Brainstorming Session

In this session, the concept is simple: rather than brainstorming about something they would like – delegates will instead brainstorm the opposite of what they would like. For example, if a KM practitioner would like their KM project to be a success, they don't ask "How do we ensure our KM project is a success?" but instead "How do we ensure that our KM project is a total miserable failure?"

Participants will be taken through a process of discussing and listing all the things that should be done to ensure that something is NOT successful. They will then prioritise those items and come up with antidotes. Finally, they will have a large group conversation about their possible responses, insights and what they have learnt.

Culture Archetype Cards Activity

During this session participants will use the content developed during the day one Anecdote Circles session together with the Culture Archetype Cards to work in more detail around specific challenges identified around collaboration within their organisations. Delegates will engage in key strategy and planning activities to brainstorm collaboration possibilities and identify training needs within their organisations!

KM Trivia Hunt

This interactive exercise will provide you with new knowledge and an enjoyable experience and the opportunity to win a multitude of prizes. Throughout the two-day event you will need to research and track down the answers the questions listed on the entry form. This interactive exercise will provide you with new knowledge and an enjoyable experience in tracking down all the answers!

DAY ONE

Wednesday, 21 July 2010

- 8.15** Registration and refreshments
- 8.45** Chairperson's opening remarks
- 9.00** International keynote address: *Managing knowledge in an uncommitted relationship*
- People are no longer employed for life
 - People are no longer committed to an employer for life
 - Downsizings and layoffs lay question to the notion of job security
 - People now look for another job before they lose the one they have
- Jerry Ash, Freelance Writer/Editor/Publisher; Former Managing Editor, Inside Knowledge magazine; Publisher, Smart People magazine; Chief Executive, Associated Professional Services (USA)*
- 9.45** Platinum sponsor keynote
- 10.30** Exhibition break
- 11.00** Practitioner case study: *Best practice communication and culture*
- Motivating employees: making KM a priority
 - Transitioning corporate goals to personal goals
 - Why are there opportunities in these areas?
 - Successful approaches
 - Ethics in KM
- Dr Colin Henson, Principal, Arup*
- 11.45** Interactive Session: *Anecdote circles*
- In this session you will share the collaboration experiences you've encountered within your workplace with other practitioners at the conference. What has worked? What hasn't worked?
- This highly interactive activity will provide a structure and a template that will assist delegates in maximising their learnings, relationships and outcomes and secure valuable take-aways from the event!
- Facilitated by: Michelle Lambert, Convenor, Knowledge Management Roundtable (KMRT); Cory Banks, Knowledge Manager, Parsons Brinckerhoff Australia*
- 12.45** Extended exhibition break
- 1.45** Practitioner case study: *Connecting KM with the business strategy and operations*
- Making KM an enterprise-wide initiative
 - Practical solutions around KM
 - Combating negative attitudes towards implementing new KM initiatives
 - Engaging employees who prioritise themselves before the organisation
- Michael Beckett, CIO, Information Management Services, Australia Nuclear Science & Technology Organisation (ANSTO)*
- 2.30** Gold sponsor session
- 3.10** Exhibition break
- 3.40** International practitioner address: *Return to yesterday: the Shell Global Solutions knowledge sharing story*
- Its mode of operation and its key ingredients
 - What went right and what didn't turn out as expected
 - The future of knowledge sharing at Shell
- Siew Hoong Aw, Knowledge Management Advisor, Shell Global Solutions (Malaysia)*
- 4.25** Silver sponsor session
- 5.00** Interactive session
- Reverse brainstorming session: how do you destroy collaboration in and across the organisation?*
- In this session, delegates will engage in roundtable discussions to brainstorm and identify things that would destroy collaboration and interactions in and across the workplace.*
- The session will build towards the session on day 2 where groups will work on more specific challenges that they encounter within their organisations.*
- Delegates will learn unexpected lessons and gain valuable insights from this unconventional activity!*
- Facilitated by: Michelle Lambert, Convenor, Knowledge Management Roundtable (KMRT); Cory Banks, Knowledge Manager, Parsons Brinckerhoff Australia*
- 6.00** Chairperson's closing remarks and end of day one

DAY TWO

Thursday, 22 July 2010

- 8.15** Registration and refreshments
- 8.45** Chairperson's opening remarks
- 9.00** International keynote address: *Looking ahead to 2011 and beyond*
- How new hardware, software and services will help shape KM and the knowledge manager's role
 - Free information: how it's driving information providers to add value to their product
 - Clever ways which search engines are being enhanced to maximise relevancy
 - Social networking arrives in the workplace
- Howard J Hill, Legal + Compliance & Ethics, American Express General Counsel's office (USA)*
- 9.45** Diamond sponsor keynote
- 10.30** Exhibition break
- 11.00** Practitioner case study: *Knowing who your experts are*
- How do you find the experts in your organisation and why is it important to do so?
 - Do you have a clear picture of the breadth and depth of this expertise?
 - A practical example demonstrated through a pilot, of how mapping expertise can help you address gaps, transfer knowledge, plan for succession and better engage with stakeholders
- Sha Reilly, Manager, Knowledge & Stakeholder Information, Sustainability Victoria*
- 11.45** Gold sponsor session
- 12.30** Extended exhibition break
- 1.45** International keynote address: *Enhancing collaboration in worldwide organisations*
- Building the foundations for efficient collaboration across the extended enterprise
 - Supporting virtual teams, spread all over the world
 - Developing communities for exchanging knowledge and replicating best practices
 - Improving decision making
 - Developing collaborative innovation
- Jean-Marc David, Advanced Projects & Master Plan at the Engineering, Quality & Purchasing IS Department, Renault*
- 2.15** Practitioner case study: *Embracing customer knowledge in the design process*
- The importance of a customer journey framework
 - Knowing your customer segments and selecting the right persona
 - Using visualisation techniques to bring detail to life for requirements gathering
 - Using iterative prototyping to de-risk before you build
 - Valuation techniques for user experience
- Christine Burton, Business Consultants, National Australia Bank (NAB)*
- 3.00** Exhibition break
- 3.30** Practitioner case study: *Connecting people with knowledge: how CPA Australia uses social media for learning, communities and collaboration*
- Ensuring high-level organisational support: aligning social media with business goals, strategies and plans
 - Developing a knowledge centred social media strategy
 - The role of communities of practice and social media
 - Engaging your audience and creating the right environment for collaboration
 - Business impact: cost frameworks to enable Web 2.0 tools and collaboration
 - Getting the most benefit out of social media tools
- Tony Gleeson, Executive General Manager, Member Knowledge; Helen Mitchell, General Manager, Knowledge Networks, CPA Australia*
- 4.10** Interactive session: *Culture archetype cards activity*
- During this session participants will use the content developed during the day one Anecdote Circles session together with the Culture Archetype cards to work in more detail around specific challenges identified around collaboration within their organisations.*
- You will engage in key strategy and planning activities to brainstorm collaboration possibilities and identify training needs within your organisation.*
- Facilitated by: Michelle Lambert, Convenor, Knowledge Management Roundtable (KMRT); Cory Banks, Knowledge Manager, Parsons Brinckerhoff Australia*
- 5.30** Chairperson's closing remarks and end of conference

For more details on our workshop facilitators please visit
the workshop tour now showing at www.kmaustralia.com

Post-conference workshops

Friday, 23 July 2010

Morning

Workshop A

When words matter: knowledge sharing made better
8.30 – 11.30

Facilitated by: Jerry Ash, Freelance Writer/Editor/Publisher; Former Managing Editor, Inside Knowledge magazine; Publisher, Smart People magazine; Chief Executive, Associated Professional Services (USA)

About the workshop:

With instant messaging, blogging, Twittering and knowledge sharing at work, everybody's now a communicator! You may know a lot about your subject, but how much do you know about communicating what you know?

You have a passion for your subject, and your mind is bursting with things to say. But how do you boil your message down to its most powerful? Your professional colleagues understand you perfectly, but how do you relate to outsiders? How do you get their attention? When do you speak their language? Where? And how? Everyone needs an editor. Always. Is it ever okay to put your name to sloppy writing? What does your writing say about you?

Workshop B

Enhancing collaboration in world-wide organisations
8.30 – 11.30

Facilitated by: Jean-Marc David, Advanced Projects & Master Plan at the Engineering, Quality & Purchasing IS Department, Renault

About the workshop:

In this workshop, Jean-Marc will use the Collaborative Engineering Project as a basis to discuss several initiatives that are currently under way at Renault. The Collaborative Engineering Project is part of a breakthrough program and is dedicated to improving responsiveness and efficiency of global engineering teams by taking advantage of new IS/IT collaborative tools.

During the last couple of years, Renault Engineering has shifted from a centralised organisation to a worldwide, decentralised organisation. Global engineering teams bring together actors from Corporate; Renault Technical Centres located in Romania, Korea, India, South America, etc; partners such as Nissan or other OEM, and suppliers. Enhancing collaboration among these global engineering teams has been identified as key to achieving efficiency and agility.

Jean-Marc will address several of the themes covered by the project: support of **virtual teams** (projects, task forces, etc), spread all over the world; **knowledge sharing** and **innovation** among engineering teams and communities; **decision making** - with both the collaborative process of building a proposal and the workflow process of validating the proposal.

Workshop C

Leveraging cultural diversity to enhance knowledge flows
8.30 – 11.30

Facilitated by: Arthur Shelley, Founder, Intelligent Answers

About the workshop:

This interactive workshop will explore some new concepts around how to stimulate cross cultural interactions to enhance the performance of how knowledge is applied and shared in organisations. Using conversation as a tool to leverage diversity of thinking and approaches, we will generate ideas on how to develop a range of initiatives which utilise your cultural diversity to create more robust and engaging solutions.

You will:

- Learn how to leverage cultural differences to find creative solutions
- Understand how behaviour, attitudes and environmental aspects influence culture and decisions
- Explore cultural impacts on decisions and performance outcomes
- Discuss the practical implications of successful cultural interactions

Participants will engage in "conversations that matter" around what will work best for you in your own context. You will investigate how to use the knowledge framework and how it can be applied to enhance cultural interactions within your organisation.

Afternoon

Workshop D

Web 2.0 and KM today
12.30 – 3.30

Facilitated by: Howard J Hill, Legal + Compliance & Ethics, American Express General Counsel's Office (USA)

About the workshop:

In this workshop, we will explore how knowledge managers can take the principles of leading social networks and "Web 2.0" to further enhance knowledge capture and sharing. We have seen, particularly in the last two years, the massive harnessing of collective intelligence (like how product reviews now seem ubiquitous, even on YouTube), and how new data sources can get ever more useful as more people use them (Facebook and Twitter to name a few). More than ever before, the end-user is being seen as a vital partner in KM. Tap into this energy and unlock something vital.

Workshop E

Implementing a successful knowledge management program
12.30 – 3.30

Facilitated by: Stan Garfield, Community Evangelist, Global Consulting Knowledge Management Group, Deloitte Touche Tohmatsu (USA)

About the workshop:

Knowledge management fosters the reuse of intellectual capital, enables better decision making and creates the conditions for innovation. Among the many reasons for implementing a KM initiative are to prevent redundant effort, avoid repeating past mistakes, and to take advantage of what others already know. KM allows people to share what they have learned, created, and proved; innovate to be more creative, inventive, and imaginative; reuse what others have already learned, created, and proved; collaborate with others to take advantage of what they know; and learn by doing, from others, and from existing information.

This workshop will help you plan, develop and implement a knowledge management program through the following steps:

- Identifying the drivers for a KM plan
- Answering the nine key questions that will define the parameters, tools and requirements of your KM programme
- Using those answers to plan your new KM strategy
- Providing a detailed list of commitments you must gain from senior management to ensure buy-in at every level of the organisation
- Demonstrating how to create and execute your implementation plan
- Looking in-depth at all of the people, process and technology components you will need to utilise

Workshop F

Making your knowledge management initiatives work
12.30 – 3.30

Facilitated by: James Price, Managing Director, Experience Matters; Suzette Bailey, Director, Sensory7

About the workshop:

Practitioners and advocates of knowledge management instinctively appreciate the value of leveraging information and expertise, but don't believe that others, including the organisation's senior management and decision-makers do. What isn't measured ends up being ignored and the truth is that most firms still have no lines in their balance sheet for intellectual assets. Knowledge management will only become a daily reality within your organisation when the initiatives you propose are clear, workable, affordable, and demonstrate business value to senior decision makers.

This workshop will provide insights and tools on how to approach and execute the following critical tasks:

- Clarifying which knowledge and expertise is worth leveraging and how
- Developing the business case for your information and knowledge management initiatives
- Identifying and persuading the people whose support and approval you need
- Showing how the funds you will invest will deliver business value.

Organisation Name

Postal Address

State Postcode

Fax Phone

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th – FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

D022

KM AUSTRALIA Advanced Early Bird

Two-day conference
offer strictly ends (30 April 2010)

\$1195 + GST = \$1314.50
(Total Saving: \$400)

This offer is non-transferable and can not be used in conjunction with group bookings or any other offer or discount. This strictly limited offer expires 30/04/2010.

Event venue and accommodation details

Conference/Exhibition venue

Crystal Palace, Luna Park
1 Olympic Drive
Milsons Point NSW 2061
Ph: 02 9033 7540
www.crystalpalacesydney.com

Workshop venue

Vibe Hotel North Sydney
88 Alfred Street
Milsons Point NSW 2061
Ph: 02 9955 1111
www.vibehotels.com.au

Preferential accommodation rates are available at the Vibe Hotel. Please book directly with hotel quoting "Ark Group".

**To sponsor and exhibit at
KM & Collaboration Australia**

**Phone 1300 550 662 or email
aga@arkgroupasia.com**

5 WAYS TO BOOK YOUR PLACE AT KM AUSTRALIA:

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

EMAIL: aga@arkgroupasia.com

WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060


4 ways to book :




 Fax back this form on
 +61 1300 550 663


 Tel: +61 1300 550 662


 aga@arkgroupasia.com
 www.arkgroupaustralia.com.au


Ark Group Australia Pty Ltd
 Main level, 83 Walker Street,
 North Sydney, NSW 2060
 Australia

	Given Name	Surname	Job Title	Email Address	Conference please tick	Workshops (select A / B / C / D / E / F)
Delegate 1	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 2	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 3	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 4	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 5	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 6	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 7	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Delegate 8	_____	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

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Morning post-conference workshops A B C (please circle)	<input type="checkbox"/> \$695 + GST = \$764.50
Afternoon post-conference workshops D E F (please circle)	<input type="checkbox"/> \$695 + GST = \$764.50
We recommend to book early as places at our workshops are strictly limited to enable a high level of interactivity amongst delegates and the workshop facilitators	

Event venue details

Conference/Exhibition venue Crystal Palace, Luna Park 1 Olympic Drive Milsons Point NSW 2061 Ph: 02 9033 7540 www.crystalpalacesydney.com	Workshop venue Vibe Hotel North Sydney 88 Alfred Street Milsons Point NSW 2061 Ph: 02 9955 1111 www.vibehotels.com.au
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Event accommodation details

Preferential accommodation rates are available at the Vibe Hotel. Please book directly with hotel quoting "Ark Group".