

KM Asia Pacific 2012 Congress

A u s t r a l i a

24 - 26 JULY 2012 - CRYSTAL PALACE LUNA PARK, SYDNEY



Putting the pieces together

Social Media and Collaboration // Change Management and Culture // Learning and Performance // Content and Information Management // Communication and Leadership

McDermott Consulting (United States of America)
LEGO Group (Denmark)
Toyota (United States of America)
Federal Transit Administration (United States of America)
Federal Aviation Administration (United States of America)
Department of Defence (Australia)
Rio Tinto (Australia)
Queensland Treasury (Australia)
Genea (Australia)
Woods Bagot (Australia)
The Paige Group (Australia)
Anecdote (Australia)
KPMG (Australia)
Telstra (Australia)



Plus a debate on capturing tacit knowledge using social technologies, including:


Objective Corporation
Headshift | Dachis Group
Anecdote
Institute for Knowledge and Innovation Southeast Asia – Thailand Office, Bangkok University
TAFE NSW – Sydney Institute



What is a conversational event?

This congress will follow an interactive conversational format. Each speaker will present a case study for 25 minutes and conclude their presentation with a question to the audience. The remaining 15-20 minutes of each session will be given to the audience to discuss the speakers talk and the question at their tables before going into a traditional Q&A. This conversational format is intended to create an informal, relaxed atmosphere in which you, the conference participants, can get to know each other, learn from each other and build relationships.

DAY ONE – Tuesday, 24 July 2012

- 8.30 Registration and refreshments
- 9.00 Chairperson's opening remarks
Dr Helen Paige, Founder and Director, The Paige Group (Australia)
- 9.15 **International keynote presentation: Free yourself and your staff to think**
 - » Why clever thinking is the only sustainable competitive advantage for knowledge-based organisations
 - » Three ways to reduce the high transaction costs of managing knowledge
 - » How to help your organisation shift its attention from knowledge to how knowledge workers transform that knowledge into insights
 - » Six thinking disciplines to improve how you think
Richard McDermott, President, McDermott Consulting (United States of America)
- 10.00 **Staying relevant through KM in a dynamic and changing world**
 - » Army's current and evolving knowledge management strategy
 - » Ensuring the fusion of current information with future aspirations
 - » Developing a validated 30 plus years forecast
 - » Identifying knowledge management needs for the Army of the future
 - » Introducing new knowledge management requirements into Army
 - » Ensuring the requirements of the human dimension are captured in modernisation
Colonel Michael Rozzoli, Director, Army Knowledge Group, Lieutenant Colonel Malcolm Conway, Staff Officer Grade 1 – Learning, Department of Defence (Australia)
- 10.45 Exhibition break and networking
- 11.15 **Using knowledge as a change lever to create process improvement**
 - » Implementing change in a global virtual world: what works and what doesn't from a knowledge sharing perspective
 - » Creating a continuous improvement and customer service focussed mindset: why collaboration is critical
 - » Using knowledge sharing techniques to create an empowered global team: how knowledge contributes to empowerment
Chandni Kapur, Change Manager, Strategy Execution, Rio Tinto (Australia)
- 12.00 **Addressing the business risk of knowledge loss: a government case study and interactive exercise**
 - » Answering 4 key questions: What is our business critical knowledge? Where does it sit? Where is it at risk? What can we do about it?
 - » Prioritising and mitigating each risk
 - » Developing a business continuity plan for corporate knowledge
Mark Rogers, Director, Human Resources and Communication, Queensland Treasury (Australia)
- 1.00 Extended exhibition break and KM Australia Lego Battle
- 2.00 **Building and developing knowledge sharing initiatives**
 - » A roadmap to success: sharing the lessons learned from implementations of Communities of Practice at Amadeus and Yammer at Genea
 - » Outlining the KPIs that increased the chances of success for these initiatives
Alexandra Lederer, Learning & Development Specialist, Genea (Australia)
- 2.45 **Building social value in LEGO brick by brick**
 - » Enabling the organisation to engage millions of LEGO fans
 - » Setting direction for the company
Lars Silberbauer, Head of Social Media, LEGO Group (Denmark)
- 3.30 Exhibition break and networking  **Featuring wine tasting by Waverley Estate**
- 4.00 **Mobile knowledge management: dealing with tools in the wild**
 - » Understanding how mobile devices are impacting on the access and sharing of knowledge
 - » Managing the storage of knowledge and information on third-party devices
 - » Developing a strategic framework for mobile knowledge management
Felicity McNish, Global Knowledge Manager, Woods Bagot (Australia)
<< Woods Bagot is winner of a 2011 Asian Most Admired Knowledge Enterprises (MAKE) Award >>
- 4.45 Chairperson's closing remarks and end of day one
- 5.00 Networking drinks

DAY TWO - Wednesday, 25 July 2012

- 8.30 Registration and refreshments
- 9.00 Chairperson's opening remarks 
Dr Helen Paige, Founder and Director, The Paige Group (Australia)
- 9.15 **Making your knowledge strategy stick**
Considerable effort can go into developing your KM strategy. But does anyone know what it is? This presentation will describe how you can use storytelling to engage your stakeholders in the strategy and ensure everyone who needs to know really understands it. A knowledge strategy is worthless unless it can be recounted when it counts, that is, when decisions are being made.
Shawn Callahan, Founding Director, Anecdote (Australia)
- 10.00 **Integrating knowledge strategy and delivery in a global framework**
 - » Connecting the capability of people and knowledge to deliver value to clients through KPMG's global network of professional services firms
 - » Leveraging opportunities to collaborate and share knowledge globally while meeting local and regional business needs
 - » Enabling a knowledge-sharing culture supported by change management, services, systems and new ways of working
Helen Mitchell, Senior Manager, Knowledge Management, KPMG (Australia)
- 10.45 Exhibition break and networking
- 11.15 **Creating a KM culture to leverage technology: the FTA transit knowledge portal (TransPort)**
 - » Learn how FTA nurtured knowledge sharing habits through KM tools and procedures
 - » Understand why these habits were crucial for ensuring technology was found to be a tool, not a hindrance
 - » Examine the FTA lessons learned in creating the roll out plan
 - » Hear what comes next for FTA: their path for the future
Susan Camarena, Chief Knowledge Officer, Federal Transit Administration (United States of America)
- 12.00 **Interactive debate: Making tacit knowledge explicit with collaborative technologies?**
The debaters will each put forward their arguments on capturing implicit knowledge in a public forum debate format, before going in a crossfire.
We should and we CAN!
AARON EVERINGHAM, Industry Solution Manager, Objective Corporation;
JAMES DELLOW, Social Business Design Consultant, Headshift | Dachis Group
 **Facilitated by: Jacqui Thorburn, Manager, Knowledge Systems, TAFE NSW – Sydney Institute (Australia)**
We shouldn't and we CAN'T!
SHAWN CALLAHAN, Founding Director, Anecdote;
DR VINCENT RIBIERE, Managing Director, IKI-SEA, Bangkok University (Thailand)
- 1.00 Extended exhibition break and KM Australia Lego Battle
- 2.00 **Using digital devices for knowledge transfer and training**
 - » Understanding how members of different age groups communicate and share knowledge with others within their group, and communicate and transfer knowledge to others in other groups
 - » Using mobile devices as a platform for next-generation training
 - » Outlining the difference between the Generation X and Millennials in their preference for training using smart mobile devices
Giora Hadar, Knowledge Architect, Federal Aviation Administration (United States of America)
- 2.45 **Genchi Genbutsu - The Japanese art of learning transfer**
 - » Sharing the learning transfer methodology that has been effectively implemented and rooted in the corporate culture of Toyota
 - » Achieving operational efficiencies, cost savings and increased employee engagement
Erin Ilgen, Manager, Strategic Projects, Global Knowledge Center, Toyota Motor Sales Inc (United States of America)
- 3.30 Exhibition break and networking  **Featuring wine tasting by Waverley Estate**
- 4.00 **From knowledge to wisdom: KM case studies from Telstra**
 - » Typical business issues and opportunities addressed by knowledge management
 - » Making the business case to pursue knowledge management
 - » Approaches to knowledge management at Telstra
 - » What's worked well and what hasn't
Jason Sharpe, General Manager of Systems Business Strategy & Requirements, Telstra (Australia)
- 4.45 Chairperson's closing remarks and end of congress



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

For more information on our workshop facilitators please visit the workshop tour now showing at www.kmaustralia.com or email aga@arkgroupasia.com

POST-CONGRESS WORKSHOPS: Thursday, 26 July 2012

Workshop A How to think like an expert



Registration: 9:00am
Workshop starts: 9:30am
Workshop ends: 12:30pm
Facilitated by: Richard McDermott, President, McDermott Consulting (United States of America)

The objective of this interactive workshop is to help you understand how to develop your own expertise. The first part explores the nature of expertise, how world-class experts develop their thinking, and how experts apply their expertise to solve difficult technical problems. The second part helps you understand how to identify what aspects of your expertise to develop, specific methods you can use to deepen and develop your expertise, to e areas of expertise to develop, what you can do to make those . Through a set of interactive exercises and discussions you will have the opportunity to think through the cutting edge of your own expertise and methods you can use to deepen and develop it. The ideas in the workshop are based on a significant research project on expertise development and draw from Richard's forthcoming book, *How to Think Like an Expert* (Harvard University Press).

Workshop B What is your critical knowledge?



Registration: 9:00am
Workshop starts: 9:30am
Workshop ends: 12:30pm
Facilitated by: Dr Vincent Ribiere, Managing Director and Co-Founder, Institute for Knowledge and Innovation Southeast Asia – Thailand Office, Associate Professor, Director of the KIM Ph.D. Program, Bangkok University (Thailand)

It is almost impossible to manage the entire knowledge capital of your organisation. So where should you start? Identifying the critical knowledge of your organisation can be a solution. By identifying the different factors associated with the levels of scarcity, of usefulness and the levels of difficulty of acquisition and of use of your knowledge domains, you will easily identify the knowledge which is at risk and that should first get your attention.

In this workshop, you will be presented with a methodology (MASK II) and tools (Domain Knowledge Mapping and the Critical Knowledge Factor Analysis) that will help you identify the critical knowledge of your organisation. The MASK II methodology and tools have been extensively used and validated in various international organisations.

Workshop C Knowledge management in the public sector: solutions to overcome government unique challenges



Registration: 9:00am
Workshop starts: 9:30am
Workshop ends: 12:30pm
Facilitated by: Susan Camarena, Chief Knowledge Officer, Federal Transit Administration (United States of America)
Giora Hadar, Knowledge Architect, Federal Aviation Administration (United States of America)

Government organisations understand the need to manage their knowledge capital, yet are faced with challenges that are seen to be different than those found in the private sector. If this is really the case, what can be done to promote KM efforts and ensure the organisation understands and embraces the benefits of KM?

During this interactive workshop, participants will discuss:

- » What drives KM in government organisations?
- » How are the challenges different than those faced in the private sector?
- » What techniques can be used to make the most of limited resources and changing priorities
- » How do organisations measure success?

Workshop D Applying the Plan Do Check Act (PDCA) concept to knowledge management projects



Registration: 1:00pm
Workshop starts: 1:30pm
Workshop ends: 4:30pm
Facilitated by: Erin Ilgen, Manager – Strategic Projects, Global Knowledge Center, Toyota Motor Sales Inc (United States of America)

This workshop is designed to give you a better understanding of the Plan Do Check Act (PDCA) process for problem solving and project management in knowledge management. It provides learning of the concept and an interactive, engaging activity that demonstrates the principles for team-building, motivation and illustrates many management and organisational principles in action.

Workshop E How to elicit the knowledge of your experts?



Registration: 1:00pm
Workshop starts: 1:30pm
Workshop ends: 4:30pm
Facilitated by: Dr Vincent Ribiere, Managing Director and Co-Founder, Institute for Knowledge and Innovation Southeast Asia – Thailand Office, Associate Professor, Director of the KIM Ph.D. Program, Bangkok (Thailand)

Eliciting the knowledge of your experts so it can be shared with their colleagues or transferred to the next generations, is a way to reduce the risks of knowledge loss. Different methods can be used to elicit/capture the knowledge of an expert. In this workshop you will be presented with the MASK method (Method for Analysing and Structuring Knowledge) originally developed in France for the needs of the CEA (Center for Atomic Energy). This methodology was successfully used in various International companies. It allows representing the knowledge of any expert using 6 models, which will lead to the creation of a "knowledge book" (Web based system). Such dynamic system can be used for training or as reference for other employees in the field.

Workshop F Developing and nurturing communities of practice and networks



Registration: 1:00pm
Workshop starts: 1:30pm
Workshop ends: 4:30pm
Facilitated by: Jacqui Thorburn, Manager, Knowledge Systems, TAFE NSW – Sydney Institute;
Nicky Hayward-Wright, Advisor, Knowledge Management, GS1 Australia (Australia)

The workshop leaders will share their experience creating, facilitating and supporting groups in the private and public sector. They will explore why some communities and networks thrive and others are less robust. There will be an opportunity to focus on delegates' communities and networks, and create an action plan to help with your next steps, including ideas to help you:

- » Stimulate your groups through professional development
- » Create a sustainable learning environment
- » Get quality output for the business
- » Support your knowledge management strategy

To maintain an interactive environment there are only 15 spots available for each workshop.

SO - ARK

Workshops (select A / B / C / D / E / F)

	Given Name	Surname	Job Title	Email Address	Congress 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)

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.

Congress	
Standard	● \$1695 + GST = \$1864.50
Early Bird (exp: 29/06/12)	● \$1495 + GST = \$1644.50
Member (exp: 29/06/12)	● \$1445 + GST = \$1589.50 <small>The member discount is available to members from our supporting organisations listed at www.kmaustralia.com</small>

Half Day Post-Congress Workshops	
Workshop A	● \$695 + GST = \$764.50
Workshop B	● \$695 + GST = \$764.50
Workshop C	● \$695 + GST = \$764.50
Workshop D	● \$695 + GST = \$764.50
Workshop E	● \$695 + GST = \$764.50
Workshop F	● \$695 + GST = \$764.50

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ACS Members can claim 6 CPD Hours per day by attending this event. Once the event has concluded, go to <http://tiny.cc/c1e0v>, My CPD Log and submit this event.

For complete workshop and programme details please visit www.kmaustralia.com or contact Ark Group Australia on:
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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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