SharePoint
SYMPOSIUM

Renaissance Washington, DC
Downtown Hotel

· · · · ·

NOVEMBER 7–8, 2013

Co-located with

KMWorld 2013

Enterprise **S**earch summit FALL

taxonomy BOOT CAMP ⟩⟩⟩⟩

Evaluating
WHERE, WHEN,
and **HOW** to Use It
in the Enterprise

WWW.SHAREPOINTSYMPOSIUM.COM

SharePoint

SYMPOSIUM

NOVEMBER 7–8, 2013

The SharePoint Symposium is something very different, a conference on the topic of Microsoft SharePoint that does not proselytize. Whether you already have SharePoint in your organization or are looking to acquire it, you will encounter no sales pitches here.

What you will experience are sessions led by true industry experts who lead you through the pros and cons and strengths and weaknesses of SharePoint in practice. From managing (and avoiding) the threat of sprawl and viral growth, to considering cloud alternatives and add-on technologies, all the conference sessions draw from real-life experience and best practices from leading practitioners.

ABOUT THE SHAREPOINT SYMPOSIUM

The Symposium is divided into four half-day tracks, with a mix of analytical sessions, case-studies and audience participation.

❶ **SharePoint in the Bigger Picture**
In many of today's enterprises, SharePoint is a major piece in the technology puzzle. But, how does it fit with other enterprise technologies? And what happens when SharePoint needs to scale to meet the needs of some of the largest enterprises in the world?

❷ **Practical Applications of SharePoint**
Find out the key things you need to know and do to make your SharePoint implementation successful. Learn from consultants who have been in the trenches helping clients tackle some of the toughest SharePoint challenges.

❸ **Critical Questions About SharePoint**
Learn from customers, integrators, and analysts about what works well in SharePoint and what doesn't. We'll ask the difficult, yet critical, questions that every SharePoint customer and potential customer needs to ask.

❹ **The SharePoint Ecosystem**
SharePoint is more than a platform. It's a community of consultants, integrators, trainers, and third-part software vendors all competing for your attention and wallet. Find out what is hype and what you really need to know about the real SharePoint.

CHAIR
Hugh McKellar
Editor-in-Chief,
KMWorld Magazine

CO-CHAIRS

Tony Byrne
President,
Real Story Group

Jarrod Gingras
Director,
Advisory Services,
Real Story Group

Your Registration Includes:

- Access to all SharePoint Symposium conference sessions
- Continental breakfast each morning
- Morning and afternoon breaks
- Attendee luncheons
- Admission to the Enterprise Solutions Showcase, including Grand Opening Reception on Wednesday evening
- Access to the conference presentations online

Registration Hours

Registration will take place on the Ballroom Level of the hotel. Attendees may pick up their registration packets starting on Tuesday, November 5 at 7:30 a.m

Four events, one location. Attend them all with a PLATINUM PASS!

Take advantage of our four closely integrated programs in one location — **SharePoint Symposium,** KMWorld 2013, Enterprise Search Summit Fall, and Taxonomy Boot Camp — by purchasing a Platinum Pass!

Attendees can choose to attend any one of these concentrated programs individually. However, those who seek to create a larger enterprise strategy that incorporates search as part of a larger knowledge management, content management, collaborative, or Enterprise 2.0 strategy and want to better leverage taxonomies in their enterprise search strategy can attend sessions at all four events with a special Platinum Pass option — and at a savings of more than $2,800 over the separately priced events.

A Platinum Pass includes access to *all* **KMWorld 2013, Enterprise Search Summit Fall,** and **SharePoint Symposium** conference sessions *and* two half-day preconference workshops *or* **Taxonomy Boot Camp.** Session times are aligned across all programming and are in close proximity, enabling Platinum Pass holders to derive maximum value — and networking opportunities — as attendees gather for receptions, keynotes, lunch, coffee breaks, and more.

If you are interested in attending the full event, select the Platinum Pass option on the registration form. To view the entire programs for the individual events, visit these websites:

www.sharepointsymposium.com
www.enterprisesearchsummit.com/fall

www.kmworld.com/kmw13
www.taxonomybootcamp.com

Who Should Attend

Anyone revisiting or updating their enterprise SharePoint strategy who wants unbiased information on the platform, including:

- **Business Analysts**—to learn what SharePoint does and doesn't offer out of the box.
- **Information and Knowledge Managers**—to understand how SharePoint fits alongside information and knowledge management tools in your enterprise.
- **SharePoint Project Managers, Senior Architects, and Lead Developers**—to understand how others have fared with the latest version of the platform.
- **SharePoint Evaluation Teams**—to level-set understanding and terminology among the team, and make more informed choices about whether and where to employ SharePoint.
- **Enterprise Architects and IT Managers**—to better guide business colleagues about choices and impacts before they try to dive into SharePoint initiatives within the organization.
- **Consultants and System Integrators**—to understand where SharePoint works well and where it does not, providing more value to clients.

Enterprise Solutions Showcase

The Enterprise Solutions Showcase will feature the top companies in the KM, CM, search, taxonomy, and intranets marketplace, offering attendees an opportunity to explore all of the latest in product and service solutions. If you are looking for a particular product, evaluating competing systems, or keeping up with the latest trends and developments, you can't afford to miss the Enterprise Solutions Showcase!

Showcase Hours

Wednesday, November 6 ....5:00 p.m. – 7:00 p.m.
Grand Opening Reception

Thursday, November 7 ....10:00 a.m. – 4:30 p.m.

Friday, November 8 ....10:00 a.m. – 2:00 p.m.

Get Connected on **twitter**

Join the conversation by following **@SharePointSym** and using **#SharePointSym** in your tweets.

WEDNESDAY, NOVEMBER 6

5:00 p.m. – 7:00 p.m.	**GRAND OPENING RECEPTION** in the Enterprise Solutions Showcase

THURSDAY, NOVEMBER 7

8:00 a.m. – 8:45 a.m.	**CONTINENTAL BREAKFAST**
8:45 a.m. – 9:45 a.m.	**KEYNOTE • Big Data Vs Human Data** • Dave Snowden
9:45 a.m. – 10:00 a.m.	**KEYNOTE • Enterprise Search in Virtual Environments** • John Patzakis
10:00 a.m. – 10:45 a.m.	**COFFEE BREAK** in the Enterprise Solutions Showcase

TRACK 1 • SharePoint in the Bigger Picture

10:45 a.m. – 11:45 a.m.	**KEYNOTE • SharePoint and Beyond: A New Emerging Digital Workplace?** • Tony Byrne
12:00 p.m. – 1:00 p.m.	**KEYNOTE • Customer Panel: SharePoint at Scale** • Jerry Boyle, Andy Zimmerman & MaryGael Timberlake
1:00 p.m. – 2:00 p.m.	**ATTENDEE LUNCHEON** in the Enterprise Solutions Showcase

TRACK 2 • Practical Applications of SharePoint

2:00 p.m. – 2:45 p.m.	**Mastering Findability in SharePoint** • Shawn Shell
3:00 p.m. – 3:45 p.m.	**SharePoint in the Cloud: A Critical Assessment** • Jill Hannemann & Adam Levithan
3:45 p.m. – 4:15 p.m.	**COFFEE BREAK** in the Enterprise Solutions Showcase
4:15 p.m. – 5:00 p.m.	**Stump the SharePoint MVP**

FRIDAY, NOVEMBER 8

8:00 a.m. – 8:45 a.m.	**CONTINENTAL BREAKFAST**
8:45 a.m. – 10:00 a.m.	**KEYNOTE • Transforming the Way We Collaborate** • Carla O'Dell
10:00 a.m. – 10:45 a.m.	**COFFEE BREAK** in the Enterprise Solutions Showcase

TRACK 3 • Critical Questions About SharePoint

10:45 a.m. – 11:30 a.m.	**Industry Analyst Debate: 5 Critical Questions You NEED to Answer About SharePoint** • Rob Koplowitz & Tony Byrne
11:45 a.m. – 12:45 p.m.	**The Federal Government Experience With SharePoint** • Dan Elam
12:45 p.m. – 2:00 p.m.	**ATTENDEE LUNCHEON** in the Enterprise Solutions Showcase

TRACK 4 • The SharePoint Ecosystem

2:00 p.m. – 2:45 p.m.	**Spotlight on Solutions** • MODERATOR: Hugh McKellar
3:00 p.m. – 3:45 p.m.	**Best Practices in Enterprise SharePoint Info Architecture** • Robert Dornbush & Stephanie Lemieux
4:00 p.m. – 4:45 p.m.	**CLOSING KEYNOTE AND TOWN-HALL DISCUSSION • What Did We Learn?** • Jarrod Gingras

THURSDAY, NOVEMBER 7

8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST

K E Y N O T E

8:45 a.m. – 9:45 a.m.
Big Data Vs Human Data
Dave Snowden, *Founder & Chief Scientific Officer, Cognitive Edge*

Will information come from the misty mountains of the internet or the cloud with no human engagement as Big Data suggests? Don't we need human sensors to share knowledge? Our popular and provocative speaker discusses the cycles of techno-fetishism that try and ignore the importance of human intelligence, seeking to create the great algorithm which will answer the question of life, the universe, and everything else. Big data is important, but it's only the start of the journey and savvy organizations realize they need a synthesis of machine and human intelligence. Get lots of insights and ideas to take home to your organization.

K E Y N O T E

9:45 a.m. – 10:00 a.m.
Enterprise Search in Virtual Environments
John Patzakis, *President & CEO, X1*

Virtualized data centers, cloud infrastructures and virtual desktop environments are gaining critical mass in the enterprise. While there are many compelling benefits associated with this trend, one emerging and serious challenge is the search and retrieval of large data sets residing in enterprise private clouds and other virtual environments. Hear how organizations are solving these challenges and driving revenues for their organization.

10:00 a.m. – 10:45 a.m.
COFFEE BREAK in the Enterprise Solutions Showcase

TRACK 1 • SharePoint in the Bigger Picture

K E Y N O T E

10:45 a.m. – 11:45 a.m.
SharePoint and Beyond: A New Emerging Digital Workplace?
Tony Byrne, *Founder and President, Real Story Group*

It is now a truism that SharePoint is not an end in itself, but a means to an end. What's the larger goal here? Today, savvy enterprise leaders are trying to craft a new digital workplace that allows digital workers to perform without barriers. Where does SharePoint fit into the equation? Where does SharePoint come up short? How should you revisit your strategies in light of SharePoint 2013?

K E Y N O T E

12:00 p.m. – 1:00 p.m.
Customer Panel: SharePoint at Scale
Jerry Boyle, *SharePoint Delivery Manager, HJ Heinz*
Andy Zimmerman, *Senior Intranet Strategy Manager, McKesson Corporation*
MaryGael Timberlake, *Director, EY Knowledge, Ernst & Young LLP*

What happens when you deploy SharePoint in the world's largest enterprises? This special keynote panel brings together SharePoint program managers from large enterprises from varying industries to discuss their experiences and lessons.

1:00 p.m. – 2:00 p.m.
ATTENDEE LUNCHEON
in the Enterprise Solutions Showcase

TRACK 2 • Practical Applications of SharePoint

2:00 p.m. – 2:45 p.m.
Mastering Findability in SharePoint
Shawn Shell, *Vice President, Microsoft Platform, Hitachi Consulting*

SharePoint search simultaneously is both a sought-after and reviled feature. Sometimes called a "random document generator," organizations of all shapes and sizes struggle to "get search right." However, what if search was not the solution? What if find was the solution and search was simply one of many components? During this talk, Shawn Shell, vice president of Hitachi Consulting's U.S. Microsoft Platform Practice in the Midwest, demonstrates innovative ways to create information findability using a variety of methods, including search. Using real-world examples, Shell shows you how to create successful SharePoint solutions where users can actually find what they're looking for.

3:00 p.m. – 3:45 p.m.
SharePoint in the Cloud: A Critical Assessment
Jill Hannemann, *Director of Advisory Services, &*
Adam Levithan, *Senior Consultant, Portal Solutions*

It seems like everyone is talking about moving to the cloud. What does "cloudification" mean for SharePoint owners? In this lively session, two consultants debate the pros and cons of using SharePoint in the cloud versus using SharePoint in a traditional, on-premise installation.

3:45 p.m. – 4:15 p.m.
COFFEE BREAK in the Enterprise Solutions Showcase

4:15 p.m. – 5:00 p.m.
Stump the SharePoint MVP
For those of you unfamiliar with this format, the concept is simple: Bring your toughest, thorniest, most intractable SharePoint conundrum or challenge and a team of experienced SharePoint MVPs will compete to offer you the best advice in 2 minutes or less. But there's a twist … we'll use noise-canceling headphones to make sure the MVPs can't hear the answers that the other MVPs give. Come and get insightful, likely controversial, and sometimes entertaining answers to your most pressing questions.

8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST

K E Y N O T E

8:45 a.m. – 10:00 a.m.
Transforming the Way We Collaborate

Carla O'Dell, *CEO, APQC*

External forces are transforming how knowledge managers formulate strategies and value propositions for their programs. New technologies and disciplines are constantly influencing the portfolio, use and value of available KM approaches. Based on 20 years of KM leadership by APQC, O'Dell discusses how to harness these forces while also dealing with the consumerization of IT, how and when to apply social media tools to collaborative work, and how to use analytics to set the KM agenda.

10:00 a.m. – 10:45 a.m.
COFFEE BREAK in the Enterprise Solutions Showcase

TRACK 3 •
Critical Questions About SharePoint

10:45 a.m. – 11:30 a.m.
Industry Analyst Debate: 5 Critical Questions You NEED to Answer About SharePoint

Rob Koplowitz, *Vice President, Principal Analyst Serving CIOs, Forrester Research*
Tony Byrne, *Founder and President, Real Story Group*

Featuring analysts from Real Story Group and Forrester, this world-class panel shares their thoughts on SharePoint today and its impact on the technology sector. Each analyst explains and debates the five critical questions that you need to answer about SharePoint. Find out what about SharePoint is hype and what is real, the highs and lows of the SharePoint experience in the cloud.

11:45 a.m. – 12:45 p.m.
The Federal Government Experience With SharePoint

Dan Elam, *Executive Director, Techead*

How is SharePoint similar or different in the government space? Veteran consultant Dan Elam moderates a panel of SharePoint users and managers who explain where Share-Point can be successful and where it has caused issues.

12:45 p.m. – 2:00 p.m.
ATTENDEE LUNCHEON
in the Enterprise Solutions Showcase

TRACK 4 • The SharePoint Ecosystem

2:00 p.m. – 2:45 p.m.
Spotlight on Solutions

MODERATOR: *Hugh McKellar,* *Chair, SharePoint Symposium, Editor-in-Chief,* KMWorld

Top SharePoint solution providers and their customers share successful deployments built on what is arguably the industry's most versatile platform.

3:00 p.m. – 3:45 p.m.
Best Practices in Enterprise SharePoint Info Architecture

Robert Dornbush, *Senior Information Architect, UX Design, Earley & Associates*
Stephanie Lemieux, *President and Principal Consultant, Dovecot Studios*

The way you organize your content can dramatically impact your SharePoint project's success. In this session, two experienced SharePoint IA consultants reveal real-life tips to improve your SharePoint implementation's usability.

C L O S I N G   K E Y N O T E

4:00 p.m. – 4:45 p.m.
Town-Hall Discussion: What Did We Learn?

Jarrod Gingras, *Director, Real Story Group*

We end wrapping up the key takeaways that we have learned at this year's SharePoint Symposium. We also field any lingering questions from you to make sure all of your pressing SharePoint questions have been answered.

Register on or before October 4th and
SAVE $100
on your conference registration!

SharePoint SYMPOSIUM

follow → find → connect

Start networking before the conference begins!

Enhance your experience at SharePoint Symposium by connecting with other attendees and speakers today. Follow **@SharePointSym** and use **#SharePointSym** in your tweets. Start making connections today!

Your choice of two half-day preconference workshops on **TUESDAY, NOVEMBER 5** is included when you register for the **PLATINUM PASS WITH WORKSHOPS** option. Below is a complete list of workshops offered, highlighting the four that are of special interest to SharePoint specialists. For full workshop descriptions, go to our website.

MORNING WORKSHOPS
9:00 a.m. – 12:00 p.m.

W1 • KM 101
Stan Garfield, Deloitte Consulting LLC

W2 • Riding the Current: Techniques for Knowledge Workers
Madelyn Blair, Pelerei, Inc. & Author

W3 • Change Management for Knowledge Managers
Gordon Vala-Webb, Dynamic Adaptation

W4 • Adding Semantics to Enterprise Search
Tom Reamy, KAPS Group

W5 • SharePoint Governance
Susan Hanley, Susan Hanley LLC
Governance is definitely the hot topic for SharePoint intranet deployments. A good governance plan is "necessary but not suf-ficient" to ensure solution success. You still have to ensure that the governance plan is applied, which means your plan needs to be realistic and "consumable." This workshop provides a practical approach for developing successful intranet and col-laboration solution governance plans, step-by-step guidance to make sure you cover all your bases, suggested approaches for delivering consumable guidance, and templates, and examples you can immediately apply in your own organization.

W6 • Annual Impact Reflection: Knowledge Sharing Practice
Bridget Snell & Haneen Malallah, Oxfam America

W7 • Building an Effective Mentoring Program for Knowledge Transfer
Art Murray, Applied Knowledge Sciences, Inc.
Francesco Calabrese, ExMG, Inc.

W8 • SharePoint 2013 KM Update
Ben Curry, Summit 7 Systems & Author
This workshop provides an up-to-the-minute update on the SharePoint 2013 features of most interest to knowledge man-agers: collaboration and social tools, community of practice structures, information architecture, search and discovery, and more. It discusses the changes from the earlier version, shares opportunities to improve knowledge flows, provides tips for improving performance, and suggests ways that this tool can enable your KM program.

W9 • Digital Workplace Strategies: Why & How
Jane McConnell, Net Strategy/JMC

W10 • SharePoint: Shaping Information Architecture for Scale
Helen Bennett, Information Leadership
How you translate your taxonomy and metadata into Share-Point site collections, sites, libraries, folders and columns is not a "one size fits all". As volumes and usage grows, many organisations find they have no architecture for scale and this creates huge issues and possibly a re-start. The workshop will cover the traps, rules of thumb and innovative design pat-terns so you setup right for a wide variety of SharePoint infor-mation and knowledge management uses.

AFTERNOON WORKSHOPS
1:30 p.m. – 4:30 p.m.

W11 • Creating a KM Strategy
Dave Snowden, Cognitive Edge

W12 • Enterprise Social Networking Strategy in a Box
Gordon Vala-Webb, Dynamic Adaptation

W13 • Sparking Innovation: Creative KM
Stephanie Barnes, Missing Puzzle Piece Consulting

W14 • Cultivating Communities of Practice: The 2013 Upgrade
Susan Hanley, Susan Hanley LLC & Author
Richard McDermott, McDermott Consulting & Author

W15 • Selecting the Right Digital Workplace Technologies
Jarrod Gingras & Tony Byrne, Real Story Group

W16 • The Human Side of KM: Strategies that Work
Michael Prevou, Strategic Knowledge Solutions, Inc.

W17 • Transferring Specialized Knowledge to Accelerate Expertise Development
Holly Baxter, Strategic Knowledge Solutions, Inc.

W18 • Leveraging Knowledge from Failure to Success
Lynda Moulton, LWM Technology Services
Larry Chait, Chait and Associates, Inc.

W19 • SharePoint Strategy & Roadmap
Meta Mair, Information Leadership
SharePoint's versatility makes it the ideal tool for managing a wide range of information, knowledge, and business processes. Learn from an expert with more than 50 successful SharePoint implementations how to translate ideas into actions, principles, and decisions that will drive your implementation forward and keep it focused on what the business values. The workshop provides the strategy and roadmap for using SharePoint and shares many real-world examples and practices.

W20 • Developing an Enterprise Search Strategy
Martin White, Intranet Focus & Author

RECEPTION
6:00 p.m. – 7:00 p.m.

WEDNESDAY, NOVEMBER 6

5:00 p.m. – 7:00 p.m.
**GRAND OPENING RECEPTION
in the Enterprise Solutions Showcase**
Join us on Wednesday evening for cocktails and hors d'oeuvres as we celebrate the grand opening of the Enterprise Solutions Showcase.

SharePoint
SYMPOSIUM

Renaissance Washington, DC
Downtown Hotel

· · · · ·

NOVEMBER 7–8, 2013

**Four events, one location.
Attend them all with a
PLATINUM PASS!**

REGISTRATION INFORMATION

		EARLY RATE (UNTIL 10/4/13)	LATE & ONSITE RATE (AFTER 10/4/13)
❏ **SHAREPOINT SYMPOSIUM CONFERENCE PASS** Admission to Keynotes and all SharePoint Symposium conference sessions	11/7–8	$995	$1,095
❏ **PLATINUM PASS** Includes access to all KMWorld 2013, Enterprise Search Summit Fall, and SharePoint Symposium conference sessions AND two half-day preconference workshops OR Taxonomy Boot Camp. Please choose your two-half day workshops below or Taxonomy Boot Camp. **AM** ❏ W1 ❏ W2 ❏ W3 ❏ W4 ❏ W5 ❏ W6 ❏ W7 ❏ W8 ❏ W9 ❏ W10 **PM** ❏ W11 ❏ W12 ❏ W13 ❏ W14 ❏ W15 ❏ W16 ❏ W17 ❏ W18 ❏ W19 ❏ W20 ❏ I select Taxonomy Boot Camp	11/5–8	$1,995	$2,095
❏ **GOLD PASS** Includes access to all KMWorld 2013, Enterprise Search Summit Fall, and SharePoint Symposium conference sessions.	11/6–8	$1,595	$1,695
❏ **SHOWCASE ONLY**	11/6–8	FREE	$25
NOTES: All prices are per person. Faculty and schedules are subject to change; registrants should visit www.SharePointSymposium.com for updates.	**TOTAL:**		

NAME, ADDRESS, & PAYMENT INFO

Name _____
              FIRST   LAST

Company _____

Job Title _____

Address _____

City _____ State/Province _____

ZIP _____ Country _____

Phone (_____)_____ Fax (_____)_____

Email _____

☐ PAYMENT ENCLOSED. Make checks payable to Information Today, Inc.

CHARGE TO: ☐ MasterCard ☐ VISA ☐ AmEx ☐ DISCOVER

Credit Card # _____ Exp. Date _____

Signature _____

DISCOUNTS: Organizations sending more than one registrant can benefit greatly by using our discount rates. Receive a $100 discount per person on 2 to 4 registrations from the same company for a Platinum, Gold, or General Conference Pass. (All forms must be submitted on the same day.) For groups of 5 or more, please call 800-300-9868 for special rates. Discounts are not applicable for preconference workshops.

Hotel Reservations

**Renaissance Washington, DC
Downtown Hotel
999 Ninth Street NW
Washington, DC 20001**

Discounted guest room rates of $299 for a single/double room (plus applicable taxes) at the Renaissance Washington, DC Downtown Hotel have been arranged for attendees who book through the official conference housing bureau, Meeting & Travel Consultants, Inc. (MTC). Rates are exclusive through MTC and will not be extended by the hotel directly. Rates will remain in effect until Tuesday, October 15, 2013, subject to availability. Early booking is suggested. Credit card information is required to confirm all reservations.

**Book today with MTC!
ONLINE:** www.mtcreservations.com
EMAIL: bookit@mtcreservations.com
PHONE: 732-549-3985/3986 or
          866-549-3985

Confirmation: All registrants will receive confirmation of their registration by email unless otherwise requested. Registration packets may be picked up at the Registration Desk beginning at 7:30 a.m. on Tuesday, November 5.

Cancellations received prior to October 4, 2013 will receive a full refund minus a $50 processing fee. There will be no refunds for cancellations made after October 4, 2013.

Information Today, Inc.
143 Old Marlton Pike • Medford, NJ 08055

SharePoint
SYMPOSIUM

Renaissance Washington, DC
Downtown Hotel

NOVEMBER 7–8, 2013

Register by
October 4th and
SAVE $100!

4 EASY WAYS TO REGISTER

GO TO: www.sharepointsymposium.com
When registering on the website, please refer to the priority code above your name on your mailing address label.

PHONE: (800) 300-9868 or (609) 654-6266

FAX REGISTRATION FORM WITH CREDIT CARD # TO: (609) 654-4309, Att: Registrar

MAIL REGISTRATION FORM WITH PAYMENT TO:
Registrar, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055