

Effective Intranet Management

Making the most of your intranet's information, communication and collaboration capabilities

Post-forum workshops: Friday, 5 February 2010

Workshop A: **Implementing Web 2.0 to advance intranet functionality**
Facilitator: *Leanne Fry, Practice Lead - Communications and Collaboration; Stephanie Chung, Business Analyst, e8 Consulting*

Workshop B: **Not to prime is a crime!**
Facilitator: *Jodie Moule, Director, Symplicit*

Hear from our expert panel of speakers:

Vodafone NZ

Kmart Australia

Department of Parliamentary Services

Parsons Brinckerhoff

Step Two Designs

PowerCor Australia

Department of Agriculture, Fisheries and Forestry

Digital Democracy

Department of Environment,
Climate Change and Water NSW

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Effective Intranet Management

Making the most of your intranet's information, communication and collaboration capabilities

A fully functional and innovative intranet is becoming an increasingly vital tool for improved organisational performance. However, the many definitions of what makes for a successful intranet are as varied as the options currently available to practitioners in terms of platforms and features.

Issues of user experience, the incorporation of social media tools, and the implementation of effective management and governance structures are all areas that need to be adequately explored and successfully addressed in order to create and maintain an intranet that delivers long-term business benefits. The value of an intranet as an information and communication tool is also a crucial consideration.

This **two-day connected forum** will identify common problems and solutions related to managing intranets and demonstrating some of the opportunities currently available to intranet practitioners.

You will learn to:

- Implement an intranet that satisfies organisational requirements
- Secure cooperation and buy in from key stakeholders to facilitate new opportunities
- Develop and disseminate relevant, value-added content
- Analyse the specific features of your intranet to create a cohesive application
- Recognise the value of new opportunities for improved intranet management

Who should attend?

Managers, Directors and other Professionals responsible for:

- Intranets
- Intranet Content
- Internal communication
- IT
- Learning and Development
- Strategy Planning
- Project Management
- Knowledge Management
- Content Management
- HR
- Online Services
- Portal Management
- Web/Web Development
- Information Architecture
- Information Systems
- Web Architecture
- Usability

Post-forum workshops: Friday, 5 February 2010

Workshop A: Implementing Web 2.0 to advance intranet functionality

Registration: 9.00 am
Workshop starts: 9.30 am
Workshop ends: 12.30 pm



Facilitated by: *Leanne Fry, Practice Lead - Communications and Collaboration; Stephanie Chung, Business Analyst, e8 Consulting*

About the workshop:

Web 2.0 tools in the enterprise can change the way your employees communicate, engage with each other and collaborate. But how do you cut through the hype? And what do the social networking tools mean for your intranet?

This workshop will take you through the steps required to kick off your Web 2.0 initiatives and give you insights on:

- Gauging the sentiment to Web 2.0 in your organisation
- Understanding the rationale for Web 2.0 tools
- Establishing a framework for the adoption and use of Web 2.0 tools
- Determining and communicating the value of Web 2.0 tools
- Identifying the issues and barriers to adoption, and possible solutions

About your workshop leaders:

Leanne Fry has extensive understanding, knowledge and experience in applying next generation communication and collaboration methods and tools to improve employee engagement. She drove best practice intranet design and development at Lend Lease, and has implemented a number of social networking tools (Enterprise 2.0) for a major financial services client to address information and knowledge management challenges. Leanne is a lawyer by profession, and has worked in senior corporate and business roles for over 20 years with companies such as Reed Elsevier, Lend Lease Corporation and Commonwealth Bank. She brings extensive business experience to working with clients and demonstrating the business benefits of these tools.

Stephanie Chung is an experienced business analyst with extensive skill in gathering the requirements of an organisation through workshop facilitation and individual interviews, to ensure that business goals and needs are aligned for key stakeholders. She understands how to collaborate with business and technical specialists to design solution outcomes, re-design and optimise business processes, and enable implementation. Stephanie has undertaken project engagements for organisations such as Fairfax Business Media, Commonwealth Bank of Australia, Lend Lease, PrimeSafe, Channel 7, First Data, BBY, Enterprise Finance, Solutions, Dust Diseases Boards, Fletchers Insulation, Rexel Group Australia and National Australia Bank.

Workshop B: Not to prime is a crime!

Registration: 1.00 pm
Workshop starts: 1.30 pm
Workshop ends: 4.30 pm



Facilitated by: *Jodie Moule, Director, Symplicit*

About the workshop:

Clearly nowadays we have moved beyond a paradigm of purely assessing 'usability'; usability is now a hygiene factor for all technology (...even if a poorly realised one a lot of the time). We are starting to understand the role of fun and delight in users' interactions - but how do we adequately tap into this mental space? In the world of user experience research, ethnographic or contextual inquiry is what allows us to better understand our users' day to day world. So what should we do? We need to get creative! State governments

This practical workshop will expose you to Symplicit's Priming™ technique that will equip you to get more out of your users when you engage with them; and help you to extend your standard usability methods. This method allows you to gain unique customer insights, which can assist you to innovate in ways that traditional user-based testing alone can't offer.

At this workshop you will be able to:

- Hear project case studies that focus on customer focused innovation, from Symplicit's clients
- Take home simple but effective methods that you can put to use immediately
- Be aware of how to 'dig a bit deeper' with your research and user-based interactions
- Have a clear outline for how you can kick start this new approach now!

About your workshop leaders:

Jodie Moule, Director, Symplicit is a passionate user experience advocate. She is Director at Symplicit, a user experience design consultancy that focuses on assisting clients to create great experiences for their customers. Her background as a psychologist means understanding human behaviour is a core philosophy. She is interested in how to combine understanding of human behaviour with good design thinking, to help change business models and create innovation for Symplicit's clients. Jodie is excited to be showcasing Symplicit's Priming™ technique at this ARK Group workshop; and to share some of the project's case studies where this technique has assisted Symplicit's clients innovate and break new ground, thanks to a focus on customer centred innovation. You can find Jodie on Twitter as @jodiemoule or follow the team @symplicit.

DAY ONE: Wednesday, 3 February 2010

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

Setting the groundwork for effective intranet development

9.30 Choosing your intranet solution

- What makes up an Intranet?
- Looking at usability considerations, in-house competence and support resource availability
- Scoping available models and developing an implementation plan

Joel Niran, Senior A/P Marketing & Web - Kmart IT, Kmart Australia

10.15 Recognising the value of effective change management strategies

- Understanding how change methodologies can aid an intranet to roll out
- Ensuring all relevant parties are kept abreast of all changes and their impact
- Putting a positive spin on resistance to change

Cory Banks, Knowledge Manager, Parsons Brinckerhoff

11.00 Morning refreshments and networking

11.30 The seven rules for intranet success

This session will take a case study approach to demonstrate the value of the seven rules of intranets in projects undertaken by Step Two

- Understanding how the seven rules can improve your intranet in 2010
- Techniques for benchmarking your current intranet activities against the seven rules
- Case studies and examples of the seven rules in large and small organisations

Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

Managing stakeholder expectations

12.15 Creating a more intuitive site experience for users

- Translating corporate goals and user needs into a successful information architecture
- Understanding information flows and avoiding departmental silos
- Setting priorities and building in flexibility to accommodate ongoing change

Tim Pullen, Senior Publishing Officer - Applications, Department of Environment, Climate Change and Water NSW

1.00 Networking lunch

2.00 Interactive session: giving users an Intranet 2.0 experience

This session will take a closer look at the social media juggernaut and how it can successfully be applied to your intranet.

Learn how to:

- Establishing how social media can enhance your intranet
- Taking successful aspects from popular Web 2.0 tools and developing them in an enterprise context
- Recognising the value of video, blogs and wikis in intranet development and employee engagement

Facilitator TBC

3.30 Afternoon refreshments and networking

4.00 Improving collaboration opportunities through your intranet

- Recognising opportunities for online collaboration
- Discovering collaboration tools that suit your organisation
- Establishing teamsites to improve collaboration on a project level

Catherine Carrier, Intranet Manager, Transfield Services

4.45 Chairperson's closing remarks and end of day one



DAY TWO: Thursday, 4 February 2010

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

Objectives of successful intranets

9.30 Providing a valuable information resource

- Identifying the right information to host on the intranet
- Meeting requirements around people, process and technology
- Compiling metadata to enhance information analysis

Catherine Gilbert, Intranet/Portals Manager, Department of Parliamentary Services

10.15 Managing your authorship base

- Identifying, supporting and mentoring content authors
- Establishing an appropriate authoring model: centralised, decentralised or hybrid
- Pushing for greater recognition of author contribution

Wolf-Christian Vaross, IT Specialist, Audi Australia

10.45 Morning refreshments and networking

11.30 Using your intranet as an internal promotion and communication tool

- Moving beyond the newsletter: identifying new communication opportunities for your intranet
- Driving business initiatives through the intranet
- Advancing reach and understanding between the communication team and the business

Rick Khinda, Director, Marketing and Communications Australia and New Zealand, Adecco

Advancing established intranets

12.15 Staging an intranet recovery

- What's in a recovery plan? Identifying what went wrong so that it can be resolved
- Recognising key ingredients of success and refocusing a business back to the intranet
- Managing and maintaining trust: working with the internal communication, department stakeholders and users
- Getting people on board to own and maintain content

Mark Harrison, Intranet Manager, Vodafone NZ

1.00 Networking lunch

2.00 Undertaking an intranet redesign

- Recognising your organisation's intranet lifecycle
- Pulling together hybrid architectures and intranets
- Driving intranet innovation through redesign

Cathy Wells, Web Team Leader, Department of Agriculture, Fisheries and Forestry

2.45 Content Governance for end users and content authors using SharePoint

- What is content governance and why is it important?
- Identifying controlled versus uncontrolled content
- Using SharePoint to build the intranet for content authors and end users- make it easy!

Taino Cribb, Intranet and Extranet Manager, PowerCor Australia

3.30 Afternoon refreshments and networking

4.00 Panel discussion: preparing for the new wave of intranet development

You will leave the event enthused with new ideas from this highly interactive session with intranet managers currently involved in innovative intranet developments. Discuss issues including:

- Moving beyond Web 2.0: what's next on the horizon?
- Advancing persona development
- Selling new developments to users and management

*Panelists: Jenni Beattie, Director, Digital Democracy;
Jodie Moule, Director, Symplicit*

Moderated by: Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

4.45 Chairperson's closing remarks and end of connected forum



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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Effective Intranet Management 3-5 February 2010, Rydges World Square, Sydney

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If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Aimee Rootes

Phone: 1300 550 662

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