

**Two-day conference and workshops:  
20-23 May 2008, Rydges World Square, Sydney**

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# 6th Annual Re-designing Your Intranet

**KEEPING UP WITH THE EVOLVING  
CONCEPTS, DESIGNS AND TECHNOLOGY**

This conference will provide opportunities to deepen your knowledge of how to:

- Secure management support for a re-design
- Organise and manage intranet content
- Adopt a user-centred approach when re-designing an intranet
- Enhance information and knowledge sharing with the adoption of evolving technologies

**Post-conference workshops: Friday, 23 May 2008**

**Workshop B: Conceptual design: the bridge between requirements and solution**

*Facilitated by: Stephen Zafir, Design Director, Stamford Interactive*

**Workshop C: Wikis for intranets**

*Facilitated by: James Matheson, Consultant, Saikore*

**Hear from  
Global  
Intranet  
Innovations  
Award  
Winners**

**Participate in  
interactive  
sessions on hiring  
consultants and  
managing the  
re-design  
process**

**Hear about  
emerging  
Web 2.0  
technologies  
and  
capabilities**

**Hear from  
speakers representing:**

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National Australia Bank  
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Lotterywest  
University of South Australia  
Department of Human Services VIC  
Stamford Interactive  
Queensland Health  
Tatts Group  
Opticon  
CitiPower and PowerCor  
Kells the Lawyers  
Macquarie Group  
QBE Insurance Group  
Sensis

**Pre-conference workshop: Tuesday, 20 May 2008**

**Workshop A: Developing an effective business case**

*Facilitated by: Sheryl Mapp, Program Manager, Department of Justice*

**Participate in a skill building workshop on developing an effective  
business case.**

***Suitable for techies and non-techies alike***

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6th Annual

# Re-designing Your Intranet

KEEPING UP WITH THE EVOLVING  
CONCEPTS, DESIGNS AND TECHNOLOGY

Intranets have become an important communication, knowledge and information sharing tool to most organisations over the past decade. Well-structured content and a customised and user-focused design are widely recognised as crucial factors that determine the success of an intranet and the resulting business benefits. However many organisations are still facing challenges with their intranet such as staff retention, usability, accessibility and content classification and management.

The more recent introduction of Web 2.0 and social networking tools and technologies has opened up a new world to information and knowledge sharing and collaboration between employees.

A shift to the deployment of these new tools is at hand, but many

organisations are still reluctant to change and are left with questions on how to use these tools and how to classify and manage information in Web 2.0 solutions.

This two-day conference will update you with the constantly evolving concepts, designs, and technology within the industry and arm you with techniques for:

- Designing award-winning intranet sections
- Achieving organisation-wide support and engagement
- Increasing intranet accessibility and security
- Effectively classifying, publishing and securing content
- Dealing with the change to Web 2.0 and mobile technologies
- Adopting different intranet design approaches

## Pre-conference Workshop: Tuesday, 20 May 2008

Workshop A - Full Day

### Developing an effective business case

#### Facilitated by:

Sheryl Mapp, Program Manager, Department of Justice

Registration: 9.00 am  
Workshop starts: 9.30 am  
Workshop ends: 4.00 pm

**About the workshop:** A business case is prepared either to authorise that a project or an initiative be undertaken, or to secure funding for it. In many cases it does both. However, once the business case is completed and approved, the actual implementation of the business case is managed via project planning and project management.

This workshop teaches attendees how to prepare and use a business case.

- The purpose of a business case (it is the 'why' not the 'what and how' of an initiative)
- The design of a business case (inputs and outputs; structure)
- Getting management and stakeholder support for the business case
- Preparing a business case (research/analysis/options)
- Writing a business case (content/review)
- Obtaining approval for the business case
- Use of the business case throughout the life of the project (are the goals being met)
- The role of the business case versus other project documents (e.g. project initiation document; project plan)
- The role of the business case in project management

#### About your workshop leader:

Sheryl Mapp is a program manager currently developing and introducing a project management framework for Corrections Victoria, part of the State Government of Victoria's Department of Justice portfolio.

She has worked with some of the leading Australian and international organisations and governments including ANZ Bank, Hong Kong Bank, Merrill Lynch, State Library of Victoria, Tenix Defence Systems, New Zealand Parliament, and State Government of Victoria.

In addition to her role with the Department of Justice, Sheryl is a sessional lecturer with the RMIT University in Melbourne and is also on the executive of the Victorian branch of the Institute for Information management (IIM).

## Post-conference Workshops B & C: Friday, 23 May 2008

Workshop B - Half Day

### Conceptual design: The bridge between requirements and solution

#### Facilitated by:

Stephen Zafir, Design Director, Stamford Interactive

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

**About the workshop:** A formal concept should represent the power core of any good design and yet conceptual design is often completely passed over in the rush from requirements analysis to detailed design. In this idealised phase, a project's requirements are imagineered into a high level solution which then forms the basis of understanding and structure for the ensuing design.

This workshop examines the period between requirements analysis and detailed design of an intranet, comparing the design evolution of projects which include conceptual design with those that don't. Participants will then participate in scenario-based exercises to translate a set of requirements into a concept, whereby the freedoms, techniques and constraints of this process may be examined firsthand.

#### About your workshop leader:

Stephen has over 12 years experience in digital communications and user centred design spanning information and system architecture, conceptual and interaction design, and design programme management in the U.K. Germany, the USA and Australia. Major global players such as British Telecom, Yahoo and Siemens have entrusted Stephen with design leadership on key future products.

#### Who should attend?

Intranet Managers, Web Managers, Online Services Managers, Intranet Content Managers, Internal Communication Managers, Portal Managers, Web Developers, Information Architects, Information Systems Managers, Web Architects, Webmasters, Usability Managers and Knowledge Managers.

Workshop C - Half Day

### Wikis for intranets

#### Facilitated by:

James Matheson, Consultant, Saikore

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

**About the workshop:** Wikis are spreading rapidly throughout organisations in many ways, but many companies have found that the unique features of wiki software are particularly suited to building or enhancing their intranet. The collaborative and social nature of wiki software can help to create a dynamic intranet that is relevant and up to date. This workshop will work through some of the issues that arise in setting up wikis and will help you use them to get the most benefit for your staff and your organisation.

The workshop will address the following topics:

- What is the current status of wiki software in enterprise use?
- What are the specific features of wiki software and how are they relevant for an intranet?
- What are the cultural changes required for working with wiki software? What rules and guidelines can help?
- What are the challenges to adoption?

#### About your workshop leader:

James Matheson runs his own consultancy company which has been establishing wiki and blog technology in a wide range of business domains, including education, publishing, corporate security, mining and manufacturing. James has run a number of briefings, workshops and courses in wikis and blogs for various audiences, from CEOs to migrant students.

## DAY ONE: Wednesday, 21 May 2008

### 8.30 Registration and refreshments

### 9.00 Chairperson's opening remarks

Stephen Zafir, Design Director, Stamford Interactive

#### Utilising the intranet to its full potential

### 9.15 The intranet versus other information and communication systems

- Outlining the ways of getting the right information to the right people at the right time
- Understanding the intranet scope and goals
- Identifying the benefits of the intranet as a communication and information channel
- Using hard copies, internet, email and Web 2.0 tools in addition or as a substitute to the intranet

Karen Kelaher, Senior Manager Intranet and Information Services, Macquarie Group

### 10.00 Getting the most out of your intranet

- Determining critical success factors of a good intranet
- Maximising communication, collaboration and (re)use of information
- Balancing business and user requirements
- Reviewing and re-developing your intranet

Fiona Caldwell, Business Systems Manager, Tatts Group

### 10.45 Morning refreshments and networking

#### Managing stakeholder issues

### 11.15 Changing your site, engaging your staff

- Determining and influencing needs, objectives and purpose
- Demonstrating the return on investment (ROI) of a managed intranet
- Selling to the masses: WIIFM (what's in it for me?)
- Changing models

Steven Kent, Web Manager, Clinical and Statewide Services Division, Queensland Health

### 12.00 Establishing increased user participation

- Testing, analysing and monitoring current intranet usage
- Consulting end-users to identify their needs for a new intranet
- Overcoming cultural and language differences between users
- Coping with different technical abilities amongst staff

Helen Bengel, Knowledge Manager, Kells the Lawyers

### 12.45 Networking lunch

### 1.45 Interactive panel discussion: Managing the transformation of your intranet

In this session a panel of experts will provide you with an insight on the aspects you need to consider when going through the change management process of an intranet re-design. You'll be able to pose your questions and gain a better understanding of the intranet transformation process.

- Building on a business case
- Understanding and planning the project phases of a re-design
- Formulation and executing the implementation plan
- Reviewing and renewing your intranet

Facilitated by: Stephen Zafir, Design Director, Stamford Interactive



#### Intranet design components

### 2.30 Designing your intranet staff directory and news section

- Enhancing your staff directory to match the staff usage needs
- Sustaining a staff directory: maintaining high levels of accuracy
- Improving the effectiveness of internal communication through the intranet news section

- Maintaining the illusion of a fresh intranet, even if it isn't

- Adding the fun factor to make your intranet sticky

Michael Cleland, Website Coordinator, City of Casey Intranet Innovations Award Winner 2007 for Staff Locator

### 3.15 Afternoon refreshments and networking

### 3.45 How QBE developed a consistent methodology to instruct investigators

- How to better manage instructions to investigators in the insurance environment
- Mapping and choosing the solutions
- Using the intranet as a platform for the Investigator Wizard
- Summarising the feedback on QBE's intranet re-design
- Identifying the added value features of QBE's intranet

Geoff Bown, Technical Adviser (Fraud and Investigations), QBE Insurance Group Intranet Innovations Award Winner 2007 for Investigator Wizard

### 4.30 Adopting a user-centred design approach

- Conducting extensive research to identify end-user needs
- Designing to achieve high levels of usability
- Involving staff in design and testing activities throughout the process
- Ensuring maintained user interest, satisfaction and engagement after a re-design

Glenn Williams, Team Leader Systems Development, Lotterywest

### 5.15 Chairperson's closing remarks and end of day one

## DAY TWO: Thursday, 22 May 2008

### 8.30 Registration and refreshments

### 9.00 Chairperson's opening remarks

Stephen Zafir, Design Director, Stamford Interactive

### 9.15 Employing an experience design focus

- Describing the need for experience design
- Introducing the importance of design thinking in the process of experience design
- Enquiring how this can co-exist within a technology-centric project/organisation

Dr Melis Senova-Tapp, Emerging Technology Manager, Experience Design Group, Telstra

#### Governing the classification and publishing of content

### 10.00 Organising corporate content in a logical way

- Dealing with structured and unstructured information
- Implementing an efficient classification scheme
- Understanding the advantages and disadvantages of taxonomies and folksonomies

■ Increasing the ease of navigating and retrieval of information  
Steven Haby, Manager Headings, Rules and Standards, Sensis

### 10.45 Morning refreshments and networking

### 11.15 Managing internal information

- Processing and delivering content: deciding what should be published
- Keeping the content up-to-date and relevant
- Centralising or decentralising: who has authority to manage content?
- Training and trusting staff in publishing and participation

Damien Ellis, Information Technologist, University of South Australia

### 12.00 Interactive discussion: Taking on a consultant for your intranet re-design

This interactive session will allow attendees to participate in discussion and experience sharing on hiring the right consultant for your intranet re-design.

- Advantages and disadvantages of outsourcing a re-design
- Finding the right intranet consultant: what to look for?
- Ensuring you'll get value for money
- Making the shift to new technologies?

Facilitated by: Stephen Zafir, Design Director, Stamford Interactive



### 12.45 Networking lunch

#### Dealing with the change in technology

### 1.45 Deploying Web 2.0 technologies to enhance knowledge sharing and collaboration

- Clarifying the term Web 2.0
- Illustrating the capabilities of Web 2.0 technology
- Understanding and communicating the Web 2.0 opportunities for your organisation
- Empowering users in the 'writable intranet'

Benn Glazier, Head of E-business Marketing - Australasia, Russell Investments

### 2.30 Managing the evolution to intranet 2.0 in a controlled manner

- Moving the organisation towards intranet 2.0: deploying wikis, blogs and podcasts

- Defining the skills sets required for intranet managers

- Replacing the old intranet by Web 2.0 technologies?

- Establishing the culture shift to using Web 2.0 solutions in your organisation

Christine Burton, Learning Technologies Manager, POD People Platform, National Australia Bank

### 3.15 Afternoon refreshments and networking

### 3.45 Intranet 2.0: dealing with data security and information access issues

- Security, usability, accessibility and collaboration: the pragmatic approach
- Protecting your corporate information from external and internal risk
- Sensitive content delivery to authorised users
- Legislative and corporate compliance: yet another risk?

Igor Aleksenitser, Principal Architect, Department of Human Services and independent consultant

### 4.30 Developing an effective strategy for upgrading your intranet

This session will explore a case study of CitiPower and PowerCor's intranet strategy

- Understanding the business value of the intranet and linking this to the strategy

- Managing a diverse and multi-level stakeholder environment

- Addressing the governance model for managing intranet

- Approaches to stakeholder engagement for managing change

Helena Wong, Knowledge Manager and Senior Consultant, Opticon and Taino Cribb, Intranet Redevelopment Project Manager at CityPower and Powercor

### 5.15 Chairperson's closing remarks and end of conference



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# 6th Annual Re-designing Your Intranet

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