



Email Management

Promoting innovative email use, storage
and organisational application

Hear case studies from:

Suncorp
Public Record Office of Victoria
University of South Australia
Knowledge Management Roundtable (KMRT)
Dairy Food Safety Victoria
Department of Education, Tasmania
AcKnowledge Consulting

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**Workshop: Solving the email jigsaw: fitting the pieces
together to form a complete solution**

Facilitated by: *James Price, Managing Director;*
Evelyn Shams, Senior Consultant; Experience Matters

Recognise the impact
ineffective email
practices are having
on your organisation

Hear case studies
and participate in
discussions that will
help you improve
your own approaches
to email

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Email Management

14 -15 December 2009, Oaks on Collins, Melbourne

Email has become one of the most widely used methods of communication within the business world, with users now spending an average of more than two hours daily managing their inbox. However, many organisations often do not have an adequate plan to manage the increasing volume of electronic information that passes through via email, or suffer from a lack of employee support for current initiatives.

Recent events such as the 'Utagate' affair have brought the value of email management back into the foreground and shown some of the implications of policies that fail to adequately address email usage, not only in terms of organisational efficiency and development, but also in regards to legal responsibilities and compliance.

These growing issues are providing practitioners who are responsible for email management with the opportunity to reassess their strategies and create plans that adequately address the information onslaught, providing effective email archiving solutions that engage users and utilise the information stored within email to its full organisational potential.

This one-day connected forum will provide insights into how effective email management can assist in furthering communication, collaboration and compliance within your organisation. You will learn now to:

- Craft an email strategy that meets organisational and user objectives
- Utilise email as a more effective organisational tool
- Migrate information stored within emails to an effective EDRM system
- Recognise the legal implications of the use and management of emails

Post-forum workshop: Tuesday, 15 December 2009

Workshop: Solving the email jigsaw: fitting the pieces together to form a complete solution

Facilitated by: *James Price, Managing Director; Evelyn Shams, Senior Consultant, Experience Matters*

Registration: 9.00am
Workshop Starts: 9.30am
Workshop Ends: 12.30pm

About the workshop:

Now that the forum has set out the pieces of the email management jigsaw puzzle, this workshop will take you through to the next step, which is to fit each of the pieces together to create a big picture solution that works.

In this workshop, Evelyn and James will take you through a commonsense approach that brings the pieces together. Specifically they will:

- Set out how the IT, document management, recordkeeping, staff efficiency and cultural issues can be addressed in the one comprehensive plan
- Show how to build a comprehensive email management plan to suit your organisation's requirements
- Discuss possible email protocols to reduce the volume of email and time spent in the email program
- Help you ensure that the right people and functions within the organisation have the appropriate roles and responsibilities in the solution
- Help you to manage the inter-relationships between key players such as IT and Records Management

This workshop will take a rolled-up sleeves approach with no silver-bullet software required. It is a must for anyone serious about fixing their organisation's email problems.

About your workshop leaders:

James is Experience Matters' Founder and Managing Director. His key skills and experience are in information and knowledge management including the management of data, documents, content and knowledge for compliance, risk management, productivity and organisational learning. James and his team have delivered major information and knowledge management projects for Government and private sector organisations.

Evelyn is an expert in EDRMS business analysis, metadata development, business process improvement and workflow development. Evelyn is also a highly accomplished technical writer of business process documentation, policies and procedures. Evelyn has assisted organisations implement various EDRMS solutions in both public and private sectors.

Who should attend?

Email Managers, Records Managers, Document Managers, EDRM/S Managers, Digital Preservation Managers, Information Managers, Managers of Information Services, Content Managers, Knowledge Managers, Data Managers, Archivists, Intranet Managers, Recordkeeping Specialists, Heads of Cataloguing, Library Managers, Research Managers, Librarians and Library Service Professionals, Risk and Compliance Managers, CIOs, Project Managers and Change Managers.

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

Keith De La Rue, Director, AcKnowledge Consulting

Recognising and selling the value of effective email management

9.15 The trouble with email: battling organisational email addiction

- Understanding the reasons and issues generated by increasing reliance on email
- How email addiction impacts on productivity
- Identifying solutions to manage and reduce the effects of email addiction

Michelle Lambert, Convenor, Knowledge Management Roundtable (KMRT)

10.00 Engaging users to create successful email management strategies

- Encouraging users to take an enterprise view of email management
- Addressing the people and change issues associated with achieving effective email management
- Gaining user perspectives on the most effective methods of implementing and maintaining email policies

Tania Soler, IT & Knowledge Manager, Dairy Food Safety Victoria

10.45 Morning refreshments and networking

Implementing appropriate procedures

11.15 Using metadata to improve information access

- Creating effective email metadata
- Enlisting email metadata as a tool to check information integrity and accuracy
- Improving discovery through the use of metadata

Adelaide Parr, Archives and Records Analyst, Public Record Office of Victoria

12.00 Documenting and archiving business critical information generated through email

- Adopting and adhering to appropriate retention and disposal policies
- Deciding between a specific email archiving application or incorporating into an EDRM system
- Tagging and classifying information from emails within management systems to improve access

Professor Paula Swatman, Professor of Information Systems, University of South Australia

12.45 Networking lunch

1.45 Implementing an EDRMS to manage email

- Developing practical policy and process
- Creating and refining disposal schedules within an EDRMS
- Managing email specific business processes
- Training and support for email management

Allegra Huxtable, Manager Information Support Services, Department of Education, Tasmania

2.30 Email management lessons for eDiscovery

David will present some hypothetical eDiscovery scenarios which demonstrate how initial email management can adversely impact this process. These scenarios come from a variety of areas including government, insurance, banking and engineering, and will cover issues including:

- Recognising how eDiscovery is changing the face of litigation and forcing corporations to rethink information management practices
- Acknowledging email is a key focus of litigation in its role as a primary communication tool
- How existing email storage and management practices can cause headaches when it comes to collecting and reviewing emails for discovery

David McGrath, Director, eLitigation Solutions

3.15 Afternoon refreshments and networking

Advancing email practices to drive organisational development

3.45 Email: beyond the filing cabinet

- Realising the ever increasing business requirements around communication
- How your email system is the gateway for communication
- Understanding that email management is only part of the picture
- Selling these services to business partners

Frank Pahor, Team Leader - Messaging and Collaboration, Suncorp



4.30 Interactive Q&A session: Looking at new ways of organisational communication

For many organisations, the way in which email is being managed is changing rapidly. Adding to this is the proliferation of other communication instruments that can be used in place of email to prevent overflowing inboxes. This session will allow delegates to pose questions and brainstorm ideas around topics including:

- The value of cloud computing to support email management
- Increased use of Twitter, Facebook and other social media tools in the place of email
- Using new opportunities to regenerate the role of email within the organisation

Facilitated by: *Keith De La Rue, Principal Consultant, AcKnowledge Consulting*

5.15 Chairperson's closing remarks and end of connected forum

**Register for the forum and
receive the new report from
Dr Tom Jackson for only
\$395 plus gst**

**E-mail Management - The Complete Practical Guide
By Dr Tom Jackson**

This report provides a phase and stage approach. There are four phases and nine stages that are needed to achieve long lasting e-mail optimisation within an organisation. It also provides mechanisms to enable this to happen in the form of an e-mail optimisation toolkit.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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AG-WEB

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Yes, I would like to purchase the 'The Email Management - The Complete Practical Guide' report as a registered delegate: \$395 + GST

Delegate	Name	Job title	Email address
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I have read and accepted the booking conditions

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

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- 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.
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- 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

Event venue and accommodation

Preferential rates are available at the Oaks on Collins.

Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

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