

**Two-day masterclass
19 - 20 August 2009
Rydges World Square, Sydney**

**Book before
31 July 2009**
to receive your
early bird discount

Strategic Email Management

A strategic approach to a key information asset – how increasing your email maturity can change your organisation

Masterclass leader:



Marc Diffen
**Information Management Strategist and
Technology Change Expert**

Gain practical
skills through
hands-on and
interactive
sessions

Benefit from
the experience
of a leading
technology
change expert!

This masterclass will guide you through a critical analysis of email by examining the following areas:

- Discerning the difference between misuse and strategic use of email
- Repositioning email as a corporate and strategic tool
- Identifying the mechanisms required to help staff move from being information creators to information managers
- Transforming the email culture within your organisation
- Planning for the future of email within your business

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Please note: Due to the interactive nature of this event numbers are strictly limited

Strategic Email Management

A strategic approach to a key information asset

– how increasing your email maturity can change your organisation

Why is this masterclass relevant to you?

In the not too distant past, email training was greeted with cries of “why would I send an email when it would be quicker to walk to their desk or use the phone?”. Now someone five metres away asks if I have read the email they sent 30 seconds ago... and drowning has taken on a whole new meaning.

In the blink of an eye, email has become a different beast to how it began. In the beginning, email was rarely on the radar as a strategic corporate tool and in the absence of a clear corporate direction, personal habits and preferences took over. While information is

a key business asset, most of it is sitting in hundreds of electronic ‘messy desks’. The dog now can’t find the email about what its tail is doing.

This situation is not sustainable. With legal, IT, records management and HR all pushing email into a corner, combined with the business imperatives for efficiency, effectiveness and risk minimisation, organisations must start to move to a higher level of email maturity. It’s time to consider the long term, take control of email and transform it into a clear strategic tool.

Who should attend?

- Email Managers
- Email Project Managers
- Information Managers
- CIOs
- IT Managers/Professionals
- Systems Managers
- Managers of Information Services
- Knowledge Managers
- Risk Managers
- Compliance Managers
- Communication Professionals
- Change Managers
- Project Managers
- Channel Managers
- Compliance Managers
- EDRM Professionals

About your masterclass leader:



Marc Diffen
Information Management Strategist
and Technology Change Expert

Marc Diffen specialises in connecting people and technology during change. In particular, he has been at the interface between people and messaging systems since email was first introduced into the corporate world. His expertise lies in understanding the disconnection between the many elements that make up information management and how to bring them together as a complete solution.

Marc works on corporate and government information management change projects; navigating between IT and records; legal and HR; executives and administration staff and somehow finding a way to create a win for all. He brings a unique understanding to changing how individuals work, and in a way that real change is also made at the organisational level.

Preparation for the masterclass

Look around your organisation. Notice the way email has become part of how your organisation works. Reflect on where email seems to work and where it doesn't. Write down any points that come to mind and bring them to the masterclass. This preparation will add depth to your own learning.

DAY ONE

Wednesday, 19 August 2009

8.45 Registration and refreshments

9.15 Introduction and welcome

Marc will introduce the masterclass objectives and discuss how the day will proceed. Attendees will participate in a "getting to know you" exercise, to share backgrounds, experiences and expectations of the masterclass.

9.30 Breaking email down

At its best, what is email and more importantly what is it not? Can email be a strategic tool? What does that even mean?

This session will focus on getting out of our inboxes and putting email under the spotlight.

- Why should we be looking at email as a strategic business tool?
- What would a strategic approach to email look like?
- What do we actually use email for, and how much of that is good practice?

12.30 Networking lunch

1.30 Putting email back together as a strategic tool

In this session we will go back to the future and 're-introduce' email into the workplace, but this time with a business, and not just an IT hat on. If we want to get a different result we need to do things differently – what should we do?

- What do we need to define?
- How do we keep it practical and realistic?
- How do we develop an information management strategy?

4.30 Wrap-up and end of day one

DAY TWO

Thursday, 20 August 2009

8.45 Registration and refreshments

9.15 Recap and introduction to day two

Marc will introduce the objectives for the second day and outline today's proceedings. Attendees will re-cap their learnings from the previous day and detail their expectations for the day to come.

9.30 Building the change plan foundations

Email is an area dominated by personal habits and preferences. How do we then bring email back to a corporate rather than personal agenda?

In this session we will create the foundations for our plan to change the email culture.

- Where are you on the email maturity journey and where are you going?
- What are the competing interests and how do we connect them?
- What resistance should we expect and how do we handle it?

12.30 Networking lunch

1.30 How to implement?

We've seen the future and understand what our next level of email maturity looks like. We understand the people, process and technology aspects of creating that change. When someone presses the 'GO' button, the reality of implementation is next.

This session will delve into the details of implementation.

- Where to start... and finish
- The people required to make it work
- How to sustain the changes

4.30 Wrap-up and end of masterclass

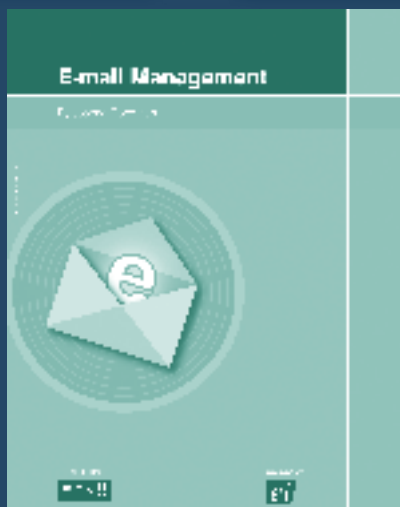
E-mail Management

Author: Joanna Goodman

Pages: 102

Price: A\$ 195 + GST*

This report aims to encapsulate some of the latest thinking, expert guidance and best practices that help successful organisations avoid the dangers of unstructured data, and leverage what has become the critical business tool to drive efficiency and productivity and maximise business opportunity and success.



***Delegates at this masterclass are entitled to receive a substantial discount on this report. You can register using the 'Masterclass + Report' package**

SAVE \$200

Please see registration page for details.

Ask the expert



Attendees are invited to submit specific email management challenges that they would like to have addressed during the masterclass.

Please email your challenges to arootes@arkgroupasia.com at least one week prior to the masterclass. If you do not want your organisation identified, use a pseudonym such as BigBankCo, or SmallRetailCo to indicate the industry involved and the size of the organisation.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

EMAIL: aga@arkgroupasia.com

WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Strategic Email Management

AG-WEB

19 - 20 August 2009, Rydges World Square, Sydney

PUT YOUR DETAILS HERE:

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	Masterclass	Masterclass + Email Management Report
Standard Pricing	<input type="checkbox"/> \$2395 + 10% GST = \$2634.50	<input type="checkbox"/> Save \$200 \$2590 + 10% GST = \$2849
Early Bird (exp: 31/07/2009) Not valid with any other offer	<input type="checkbox"/> Save \$200 \$2195 + 10% GST = \$2414.50	<input type="checkbox"/> Save \$400 \$2390 + 10% GST = \$2629
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2nd			
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4th - FREE			

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

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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.

Event venue and accommodation

Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges World Square, Sydney

389 Pitt Street
Sydney NSW 2000
Telephone: +61 2 8268 1888
Book online at: www.rydges.com/cwp/arkgroup

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1 300 550 662

Email: mmoorcraft@arkgroupasia.com

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