

# Effective Intranet Management

Company-wide collaboration, change and content



## Panel discussion:

Kick off the connected forum with intranet insights from a panel of experts!



## Interactive discussion:

Delve into the world of cloud computing and its place with your intranet

Hear from our expert  
panel of speakers:

BHP Billiton

KPMG Australia

Qantas

Seek Ltd

HotelClub

CSC Global Business Services

Minter Ellison Lawyers

Inchcape Australia Ltd

UsabilityOne

## Post-forum workshops

Wednesday, 29 September 2010

- A** Intranet design philosophies and governance: making your organisation more productive  
Simon Rawson, Director and Senior Consultant, Synergy Corporate Technologies
- B** Knowing whether or not your intranet is successful  
Meaghan Waters, Lead User Experience Consultant, ThoughtWorks

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Intranets have become integral to the workings of both large and small organisations. They have become not only primary locations for storing and holding important information, but efficient tools for internal communication. In keeping up with recent technological trends, many organisations have implemented the capabilities of Web 2.0 into their intranets, relying on these infrastructures as essential parts of daily business processes.

However, maintaining a reliable and up-to-date intranet depends on many factors. It requires the work of full time professionals, certain skill sets and resources. It also requires understanding and insight from various people within the organisation. In order to effectively manage a company-wide intranet, a strategic approach needs to be taken to prevent wasting time, resources and effort!

Throughout this one-day connected forum attendees will gain in-depth insights into:

- Maximising the possibilities of Web 2.0 for your organisation's intranet
- Gaining the support you need for successful intranet change and management
- Choosing the right content management system for your organisation

## CONNECTED FORUM - Tuesday, 28 September 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

*Shefik Bey, Managing Director, UsabilityOne*

### Managing your intranet communication and engagement

9:15 Interactive panel discussion: Utilising the organisation's intranet for internal communication

Have your questions answered by industry experts *Michael Curry, Vanessa Toholka and Isis Abbott*

- Collaboration: the intranet as the virtual meeting room
- Using the intranet to traverse geographical differences for the organisation's communication
- Ensuring all employees understand how to use your organisation's intranet

**Panellists:** *Michael Curry, Senior Advisor Online Communication, Qantas; Vanessa Toholka, Know-How Consultant, Minter Ellison Lawyers; Isis Abbott, Corporate HR and Internal Communications Manager, Inchcape Australia Ltd*

**Facilitated by:** *Shefik Bey, Managing Director, UsabilityOne*

10:00 Gaining support for your intranet via the right people

- Convincing high-level management of your intranet's importance
- Considering other employees whose support you may need
- Ensuring you notify the right people first about the intranet's change and maintenance

**Isis Abbott, Corporate HR and Internal Communications Manager, Inchcape Australia Ltd**

10:45 Morning refreshments and networking

11:15 Utilising your organisation's intranet to drive employee engagement

- Examining how an intranet can be used as part of a communications strategy
- Measuring the intranet's effectiveness in terms of engagement
- Key lessons that can help you from start to finish

**Glen Cameron, Senior Project Manager, Seek Ltd**

### Managing intranet technology

12:00 Ensuring your intranet technologies align with your organisation's strategy

- Considering the newest technologies available to intranets and intranet practitioners
- Examining Web 2.0 and its place in your intranet: is it necessary?
- Developing a strategy for Web 2.0 and your intranet

**Vanessa Toholka, Know-How Consultant, Minter Ellison Lawyers**

12:45 Networking lunch

1:45 Interactive discussion: Intranets in the cloud



Hear a short presentation from *Robert Love*, then have your questions answered

- What is the "cloud"? What does it mean for your intranet?
- Examining the advantages and disadvantages to having your intranet held in the cloud
- The importance of having a strategy before moving to a cloud intranet
- The future of intranets: is it held in the cloud?

**Facilitated by:** *Robert Love, UI Team Leader, HotelClub*

### Managing the content on your intranet

2:30 Examining content management systems

- Deciding what your organisation's needs are in order to choose a suitable content management system
- Ensuring your content management system is aligned with your current business strategy

**Alexandra May, Content Coordinator (Portal and Intranet), KPMG Australia**

3:15 Afternoon refreshments and networking

### Managing intranet change and implementation

3:45 Recognising what resources are necessary to successfully change your intranet

This session will examine a case study of *BHP Billiton's intranet endeavours*

- Understanding how your intranet resources fit together
- Developing an intranet strategy, based on communication and information
- Successfully implementing the changes made to your intranet

**Jon Catling, Architect Consultant, CSC Global Business Services**

4:30 Intranet enablement and training

- Taking employees and co-workers on the "change journey": guiding employees through intranet change
- Examining why training is needed when creating and implementing a new company intranet
- What are some best approaches to training for intranets?

**Michael Curry, Senior Advisor Online Communication, Qantas**

5:15 Chairperson's closing remarks and end of connected forum

# Effective Intranet Management

28 - 29 September 2010, Rydges World Square

## POST- FORUM WORKSHOPS

### Wednesday, 29 September 2010

Workshop A: Intranet design philosophies and governance: making your organisation more productive

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

Facilitated by: *Simon Rawson, Director and Senior Consultant, Synergy Corporate Technologies*

#### About the workshop:

Intranets have evolved from purely unstructured information management, to being a collaborative tool in support of business processes, and even a platform for building line of business solutions. They have moved from being support tools, containing information about an organisation and its processes, to being active tools used in the execution of business processes. As they have done so, intranets have become a critical part of knowledge infrastructure. As such, intranet governance, information architecture, and design philosophy have assumed greater importance.

In this workshop we will examine and discuss models for:

- Business process-centric design
- Information lifecycle management
- Building line of business applications using ECM technologies
- Managing feedback, customer satisfaction, and ongoing innovation
- Governance and the components of your governance plan
- Roles and skill sets needed to make it happen

Examples of information management policies, taxonomies and folksonomies, design principles, and ECM based line of business solutions will be demonstrated using SharePoint 2010.



#### About your workshop leader:

**Simon Rawson** has worked as an ECM specialist for over ten years. He was formerly the technical director for Stellant (acquired in 2006 by Oracle) in the Asia Pacific region. Since then he has consulted to ECM vendors, advising them on product development, and is currently a director of a number of technology companies. His focus at the moment is on SharePoint, document and records management and compliance.

Workshop B: Knowing whether or not your intranet is successful

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

Facilitated by: *Meaghan Waters, Lead User Experience Consultant, ThoughtWorks*

#### About the workshop:

One of the key factors in managing a successful intranet is being able to know where you are successful and where you're not - and what to do about it. During this workshop we'll cover:

- Defining success: metrics to put into place to show if your goals are being met or not. What metrics are being used by other companies?
- Surveys
- Using your analytics
- Contextual interviews/observation: usability testing
- Expert reviews: using persona and tasks to give you a more realistic understanding of your intranet
- An overview of what kinds of changes can be made to bring you closer to your measures of success
- Behavioural changes
- Organisational changes
- Interaction design changes
- Technical changes



#### About your workshop leader:

**Meaghan Waters** is a user experience advocate, with over 15 years' experience in user-focused design methodologies and research. One of the cornerstones of user experience is being able to measure, understand, analyse and act on user behaviours. Meaghan's experience is extensive and varied and has spanned across many sectors, including financial institutions, telecommunications companies, software houses, web development companies and government agencies.

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## Effective Intranet Management

**28 - 29 September 2010, Rydges World Square, Sydney**

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**D041**

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**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 Sophia Bailey  
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