

- * Integrating social media
- * Responsible intranet governance

- * Enhancing user engagement
- * Effective content management



Early Bird (Save \$200)
Before 21 October 2011

Beyond The Desktop

Dynamic and Intuitive Intranets

Good Governance/ Identifying & Reacting to Change

One-day connected forum and workshops
23-24 November 2011
Mercure, Brisbane

A

Creating an intuitive intranet structure
Facilitated by: Janet Brimson, *Managing Director, InfoRED*

B

Employee provisioning and business process automation in 2011
Facilitated by: James Milne, *Chief Technology Officer, Myriad Technologies*

Hear from our expert panel of speakers:

TAFE NSW

Energex

Moreton Bay Regional Council

Parsons Brinckerhoff

Department of Public Works

Microz Australia

Echo Entertainment Group

Step Two Designs

Collaborative Intelligence Partners:

Presented by:





Connected Forum— Wednesday, 23 November 2011

Intranets are an increasingly important part of organisations' internal information and communication systems.


Intranets provide a platform for the centralised distribution of news, information, communication and knowledge sharing between users across the organisation. A thriving intranet promotes organisational efficiencies by streamlining business processes, encouraging project collaboration and facilitating cultural change.

The success of an intranet, however, is dependent upon an intranet professional's ability to maintain the relevance and accuracy of content, garner support from executive management, respond to competing user demands, incorporate technological advances for increased user interaction, and exercise good governance strategies.

At this connected forum, delegates will learn to:


- Effectively manage content to ensure relevance and accuracy
- Use the intranet to encourage collaboration and communication across the organisation
- Move beyond the desktop model and encourage broader user adoption
- Quantify the productive value of a successful intranet to gain management support for development projects

8:30 Registration and refreshments


9:00  **Chairperson's opening remarks**
Rebecca Rodgers, Senior Consultant, Step Two Designs

9:15 Creating a mobile intranet: beyond the desktop

- Moving away from desktop specific intranet models
- Responding to shifting technological expectations
- Designing for accessibility on mobile devices
- Expanding an intranet across geographical barriers

 **Janet Kirkwood, Coordinator Online Services, Moreton Bay Regional Council**

10:00 Interactive panel discussion: Proving the value of your intranet

 *Delegates will have the opportunity to meet the panellists and engage in an interactive discussion about proving the value of and the need for investment in your organisation's intranet.*

- Identifying and responding to business needs
- Internal marketing strategies
- Demonstrating the value of intranet investment


Panellists: *Brett Anderson, Senior Communications Officer, Department of Public Works; Peter Richards, Intranet Manager, Echo Entertainment Group; Simon Rawson, Principal, Microz Australia*

Facilitated by: *Cory Banks, Executive Knowledge & Business Systems, Parsons Brinckerhoff*

10:45 Morning refreshments and networking


11:15 Renovating or moving house: intranet improvements and upgrades

- Deciding when to go and what to go to
- Managing the change from old to new
- Finding the balance between migration and archiving

 **Cory Banks, Executive Knowledge & Business Systems, Parsons Brinckerhoff**

12:00 Considering social media integration


- Identifying a need for social media on your intranet
- Encouraging users to care and share
- Avoiding the common pitfalls of social media integration

 **Peter Richards, Intranet Manager, Echo Entertainment Group**

12:45 Networking lunch

1.45 Developing effective content management procedures

- Maintaining the quality, relevance and accuracy of content
- Encouraging content contribution across your organisation
- Embedding sustainable content contribution practices

 **Jacqui Thorburn, Manager Knowledge and Information Services, TAFE NSW**

2:30 From FrontPage to SharePoint: an Energex case study


- Designing a user-centric intranet structure
- Managing a change of platform
- Lessons we have learned in a system redesign

 **Kristy Long, Intranet Manager, Energex**


3:15 Afternoon refreshments and networking

3:45 Responsible governance: who owns your intranet?


- Establishing and maintaining a governance strategy
- Balancing business and technological governance perspectives
- Governing integrated social media

 **Simon Rawson, Principal, Microz Australia**

4:30 Interactive discussion: Engaging users and increasing intranet usage

 *Listen to a brief introduction from Jacqui Thorburn, and discuss methods of engaging users and increasing intranet adoption within your organisation with other delegates.*

- Increasing user adoption with effective training
- Integrating communication tools for project collaboration
- Developing and enhancing intranet personalisation

 **Facilitated by: Jacqui Thorburn, Manager Knowledge and Information Services, TAFE NSW**

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



Post-forum workshops: Thursday, 24 November 2011

Creating an intuitive intranet structure

A

Registration: 8:30am

Workshop time: 9.00am - 12:00pm

Facilitated by: *Janet Brimson, Managing Director, InfoRED*

About the workshop:

Organisations produce mountains of information every day. Trying to find that information is often a mystery tour. The job of structuring an intranet or portal environment to make it highly usable is part science, part intuition and sometimes just trial and error. Balancing information architecture tasks against stakeholder expectations and internal marketing often makes life for the information architect stressful and highly complicated.

In this workshop Janet will show you several different information architecture models for structuring internal information collections ensuring they are functional for end users. She will show you ways to structure formal navigation, pages and define information domains. You will see how artefact modelling and metadata enriches information architecture results.

You will walk through some recent large Government and smaller business and not-for-profit case studies including new site creations, a major Government agency separation (1800 internal sites) and complex portal design. Janet will also discuss how to incorporate social media and Web 2.0 techniques in the intranet to make the most out of your business intelligence, knowledge management and collaboration environments.

About the workshop leader:



Janet Brimson is the Managing Director for consulting firm InfoRED Consulting. Janet is an experienced enterprise, information and knowledge architect. Her solution designs are user-centred and provide strategic value to organisations. Her designs include portals, metadata/content type designs, knowledge systems, websites, digital learning environments, performance support solutions and information asset management systems. The majority of her projects focus on improving information and knowledge access, use, valuation and control. She is a solutions innovator, providing targeted insights into information process improvement.

B

Employee provisioning and business process automation in 2011

Registration: 12:30pm

Workshop time: 1.00pm - 4.00pm

Facilitated by: *James Milne, Chief Technology Officer, Myriad Technologies*

About the workshop:

Employee provisioning is a popular business process that presents a number of challenges that are commonly underestimated by many organisations. This session will discuss the challenges that companies face when undertaking the automation of their key business processes such as employee provisioning processes.

Organisations grapple with the business complexities which make up the associated business processes that are related to employee provisioning. Attendees will learn how to achieve this overall solution using SharePoint as a platform.

During this session James will demonstrate the technologies that are available today to make this solution a reality. The session will include a discussion around the "tricks and traps" from both a technical and business perspective.

About the workshop leader:



James Milne is a Principal SharePoint Consultant (MCTS, MCSE, MCT, MVP) with over 16 years of direct IT experience. James has spent the last eight years working exclusively with enterprise level SharePoint solutions. Prior to this James spent a number of years working for a leading integration company based in Silicon Valley. While working directly with large customers such as Intel and Siebel, James gained an in-depth knowledge of middleware, workflow and business intelligence. Today, James consults on large scale Portal deployments and publicly evangelises SharePoint within the community.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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Dynamic and Intuitive Intranets

AB - WEB

23-24 November 2011, Mercure, Brisbane

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- All speakers are correct at the time of printing, but are subject to variation without notice.
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- 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 Mercure, Brisbane. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

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