

Intranets, EDRMS & Knowledge Management Training



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Managing and Growing Your Intranet

28 & 29 October 2010, Auckland
4 & 5 October 2010, Wellington

Ensure your intranet is a practical and useable business tool for your organisation

Dorje McKinnon



Records Management and EDRMS

4 & 5 October – Wellington

Latest trends in EDRMS and what is the best fit for your organisation

Paul Jonson



Knowledge Management Best Practice

NEW for 2010!

29 & 30 September 2010, Auckland
21 & 22 September 2010, Wellington

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Helen Baxter



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Managing and Growing Your Intranet

28 & 29 OCTOBER 2010, MERCURE HOTEL, AUCKLAND • 4 & 5 OCTOBER 2010, MUSEUM HOTEL, WELLINGTON



COURSE OUTLINE

Intranet Assessment: Providing a Platform from which to Grow

- Discussion: Resources available
- Pole position - Where is your intranet is now
- The who, what, where, when and why of 'how to grow your intranet'
- Causeway bridge or space shuttle - Options for getting your intranet in to the future

Decisions: Taking us To and From the Future

- Assessment framework- A way to make sure you keep making wise choices
- Organisational alignment - Ensure your intranet is and continues to be a 'Very useful engine'
- Giving and taking: How intranet teams balance the time benefit scales
- Buy in, opt in, fly in: How to get buy-in from the senior management team
- How to engage staff without becoming the ball and chain

Square Pegs and Round Holes: The Right Tool for the Job

- How to say no
- Deciding if a solution, tool, or product is effective and adding value
- Open Source Solutions - How are they different from any other solution
- MS SharePoint -The elephant in our kitchen, tools and resources that help

Fundamentalist Leanings: Identifying and Delivering the Pillars on which your Organisation's Intranet will Flourish

- Something for nothing - Partnering the IT team
- Knowing what you've got for free - those responsible and how diligent they are
- Employee directories - The ten year overnight success
- How to make Search a feedback loop

Putting Yourself in their Shoes: Understanding What Staff Really Need

- Survey techniques
- Card sorting physically and virtually
- Page layout testing
- Staff interviews and contextual enquiry

Reaching In and Out: Making an Intranet Work for Staff

- Collaboration, from white boards to team sites - How intranet teams can help their organisations work together more efficiently
- Social media - Co-opting where appropriate
- Enterprise 2.0 - More than RSS in a tuxedo

Useful Usable and Used

- Maximising & Optimising User Interviews - The Who, What, Where, When and Why
- Testing testing 1 2 3 4 - The benefits of testing to your bottom line
- One button US\$300,000,000 usability and how walking the walk not just talking the talk pays dividends
- Innovation
- Holding hands - How working with staff can help intranets work for staff

How do We know if We've Got to the Future

- Options and metrics
- The little boy who cried wolf – Identifying and knowing what is important
- "I am coffee" – Ways to ensure you're speaking the organisation's language
- Asset or liability - Ensuring your intranet is a strategic asset.



OTHER COURSES YOU MAY ALSO BE INTERESTED IN:

Managing Multiple Priorities – September/October

Management Skills for New Managers – October



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Records Management and EDRMS

4 & 5 OCTOBER – DUXTON HOTEL, WELLINGTON



COURSE OUTLINE

Approach to Records and Document Management

With the volume of information ever increasing it is becoming increasingly important for organisations, both private and public office, to effectively manage their information. This could be in an effort to eliminate inefficiencies, improve quality of service and achieve industry or legislative compliance to name a few drivers.

- Introduction
- Identify what your sources and uses of information are
- Understand how you are currently using and managing this information
- Identify areas of improvement

Business Case for an Information Management Project

On the assumption that there are areas that can be improved, then a project needs to be established so that the programme of work is structured, logical and reportable, so that the ultimate solution can be successfully implemented.

Project Planning

In order to manage the programme of work as a project there are specific factors that need to be included in the project's planning to ensure that it provides the right amount of rigour, both for the project itself and for the organisations ability to absorb it.

- Preparation of a Project Management Plan
- Timeframes
- Roles and responsibilities
- Project governance
- The approach to the project
- Change management

Legislative Compliance

Before proceeding further it is important to identify any areas of compliance. For public offices this would include the Public Records Act, Electronic Transactions Act, Resource Management Act, to name a few.

Getting Senior Management Buy-in

The successful implementation of any solution requires senior management buy-in. Without it, some areas of the organisation may "opt" to use another solution. This session will cover ways to ensure senior management support the project and final solution, and likely consequences without SMT support.

Choosing the Right Solution

Once you have identified business issues and likely solutions (in the form of products and/or technologies) it may be relevant to undertake a selection process where you test the market for possible solutions.

- Evaluation criteria
- Defining functional and system requirements
- RFI, RFP, GETS / closed tender
- Evaluating vendor responses

- Short-listing
- Site visits / vendor presentations
- Negotiating vendor contract and Service Level Agreement

Configuring the Chosen Solution

It is likely that any solution that is selected will be 100% applicable of the shelf. Therefore some measure of configuration is likely to be required. Depending on the nature and size of organisation this exercise could be very simple or very complex.

- Business classification structure
- Metadata
- Disposal schedules
- User access / permissions

Solution Testing and Piloting

Your solution is now all configured and ready to "go-live". Before you do this it is essential that it undergoes sufficient and appropriate testing against the functional and system requirements. This will aid with maintaining user buy-in and assist with a trouble free implementation. It may also be prudent to undertake a pilot to validate the implementation approach and the solution's capabilities.

- User Acceptance Testing
- Sign off process
- Undertaking a pilot

Implementation

You've reached the point of actually rolling out your final solution. The approach you take to implementation will be pivotal to the success of the user adoption.

- User training
- Initial support
- Ongoing support / helpdesk
- Induction

Post Implementation Tasks

Once the roll out is complete there are certain mechanisms that need to be established to ensure continued user acceptance. It is also likely that after a certain period that users may identify areas or functionality that could be improved. It is imperative that a process is established to manage the changes and for these changes to be implemented without disruption to the business. The solution's performance and "health" also need to be monitored so that you are in a position of pro-activity rather than re-activity. This session will include:

- Change request process
- Establishing a "play-pen" or development environment
- Monitoring the solution's performance
- Ongoing user assistance

Knowledge Management Best Practice

NEW for 2010!

29 & 30 SEPTEMBER 2010, MERCURE HOTEL, AUCKLAND • 21 & 22 SEPTEMBER 2010, DUXTON HOTEL, WELLINGTON



COURSE OUTLINE

Day One - KM Theory & Strategies:

The first day will concentrate on KM Theory and Strategies, working through the cultural, psychological and implementation issues around turning tacit into explicit knowledge. We look at processes for creating sustainable internal and external knowledge ecosystems with exercises in knowledge mapping, case studies and key metrics for success.

Introduction to KM

- What is KM?
- Motivations for KM
- The Business Case for KM
- Frameworks for effective KM
- From Data to Knowledge
- Tacit Knowledge vs Explicit Knowledge
- Knowledge Creation and Transfer

KM Theory & Practice

- Knowledge Audits & Mapping
- Incentivising Knowledge Capture
- KPIs for knowledge management
- Push vs Pull approaches to KM
- Accessing knowledge
- Motivating knowledge sharing
- Trust
- Storytelling
- Change Management
- Cross-project learning
- Bench-marking and assessment
- Measuring intellectual capital

KM Strategies & Structures

- Planning a KM Strategy
- Communities of Practice
- Grassroots KM
- Expert directories
- Best practice transfer
- Mentoring
- Usage Analytics
- Cross-generational teams
- Competence management
- Proximity & architecture
- KM Standards
- Business Processes
- KM Case studies & exercises

Day Two - KM Skills & Technologies

Day two will cover the KM Skills required to become an effective Knowledge Manager, plus KM & Collaborative Technologies to help enable a culture of knowledge sharing, communication and innovation. We investigate the use of enterprise solutions, communities of practice and social media tools to create two-way knowledge flows, and increase organisational productivity and profitability.

- KM Technologies
- KM Software
- MS SharePoint as a KM Tool
- Open Standards
- Intranets & Extranets
- Collaborative & Cloud-based Technologies
- Enterprise 2.0
- Distributed Team Management
- Communities of Practice
- Content Management Systems
- Shared Bookmarking & Annotation
- Social media tools & networks
- Wikis, Blogs and RSS

Metadata & Search

- Taxonomies & Folksonomies
- The Semantic Web
- Personalised search
- Filtering & recommendation
- Geo-tagging
- Data Mining
- Boolean queries
- Full text search
- Business intelligence
- Knowledge brokers

Third Party Content

- Policy, Procedures and Protocols
- Authoritative vs Transactional Content
- Templates
- Forms
- Brochures
- FAQs
- Seminar Wrap up, Questions and Answers

COURSE TIMES

Day 1 8.30am Registration & Coffee

Days 1 & 2 9.00am Start - 5.00pm Finish

Refreshment breaks, lunch and workbook material will be provided.



INSTRUCTOR PROFILES

Dorje McKinnon



Dorje McKinnon has presented, spoken, chaired and agitated in the intranet space for, as he was recently reminded, one quarter of his life. He works as the 'Intranet Overseer' for a division of a large global corporate from Christchurch New Zealand.

Dorje is heavily involved in the intranet world online and in person. He was the chairperson for the 2008 Strategic Intranet Summit in Wellington. Dorje is also a regular peer reviewer of Jane McConnell's 'Global Intranet Trends report'. He is also a guest blogger of the Intranet Benchmarking Forum's 'Intranets Live' events.

Dorje started and facilitates the Kiwi Intranets online forum for intranet professionals based in New Zealand. He regularly contributes to projects in related fields, such as Optimal Usability's recent product, Optimal Chalk and Michael Sampson's latest book 'Seamless Teamwork: Using Microsoft SharePoint Technologies to collaborate, innovate and drive business in new ways'

Paul Jonson



Paul Jonson has consulted in the area of Information Management for over 15 years. He has a wealth of experience as a business consultant, gained across many sectors, including central and local Government and the private sector.

Recent engagements have seen Paul develop a Public Records Act compliance roadmap. This involves analysing an agency's current recordkeeping

practice - both from a physical and digital perspective, and defining their footprint. He has also been involved with the re-design of Recordkeeping Classifications, re-configuration of Document and Records Management Systems and implementation of EDRMS solutions. Paul is highly experienced in the entire EDRMS process; from business requirements through to evaluation, selection and implementation.

Paul is a member of the PMI, RMAA and has an active relationship with Archives New Zealand.

Helen Baxter



Helen Baxter is Managing Directrix of Mohawk Media consultancy & training, an international keynote speaker, and XMediaLab mentor. She reports on technology in the g33k show weekly, and is a judge in the NZ Yahoo!Xtra Digital Strategy Awards. Helen has been a strategist and columnist for the Big Idea, a Teaching Fellow at Victoria University of Wellington, lectured in Emerging

Technologies in Screen Arts at Unitec, and Professional Practice in Digital Media at Natcoll.

She was the founding Editor of KnowledgeBoard.com, an award-winning Knowledge Management & Innovation community run by the European Commission. KnowledgeBoard was voted the 'Best on the Web KM Portal' by the Harvard Business Review (2002), and won 'Best User Experience' in the International Information Industry Awards (2003). Helen has also worked as an online community producer for a international web agency, and wrote 'All You Need to Know About the Internet' (Digital Cognition, 1997).



ABOUT THESE COURSES

Managing and Growing Your Intranet

Managing and Growing your Intranet provides you and your organisation with the skills and abilities essential to further your organisation's goals, while taking advantage of the opportunities an intranet provides.

Managing and Growing your Intranet will help you take your organisation's intranet to the next level. You'll come away having had your intellect challenged and your mind stimulated. You'll even pick up some tips on how to recession proof your intranet.

Whether or not you are in a government department, corporate body, large or small organisation, this two day course will leave you invigorated as you return to work. You will gain useful professional skills and tools in each session to ensure you come away with the ability to make informed decisions that benefit your organisation.

Records Management and EDRMS

Both public and private sector organisations need to be aware of the value of the information or knowledge that they hold and its potential. A practical session with implementable techniques and solutions, Records Management and EDRMS won't bog you down in theoretical details. Designed to be hands-on with several interactive sessions and one-on-one support, come prepared to roll your sleeves up and get stuck into this course.

You will emerge from the course with a comprehensive action plan, templates and techniques that you can use immediately upon returning to your organisation.

Knowledge Management Best Practice

Knowledge management (KM) comprises a range of strategies and practices used in an organization to identify, create, represent, distribute, and enable adoption of insights and experiences. Such insights and experiences comprise knowledge, either embodied in individuals or embedded in organizational processes or practice.

Knowledge Management Best Practice is a two day, vendor and product neutral training seminar that will give you the tools and techniques to ensure that Knowledge Management at your organisation is up there with the best.

Who Should Attend?

- Information Managers
- Knowledge Managers
- Content Managers
- Internal Communications Managers
- Records Managers
- Archives Managers
- IT Managers
- Anyone with an interest in knowledge management, EDRMS or Intranets!

Training Methodology

These intensive 2-day master classes will combine tutorial sessions and case studies with interactive learning exercises. All attendees will be provided with a workbook and a certificate of completion.

Priority Booking Code	Customer Number
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Intranets, EDRMS & Knowledge Management Training

Managing and Growing Your Intranet
Records Management and EDRMS
Knowledge Management Best Practice



Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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- Send a substitute delegate in your place
 - Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

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Please Note: Bright*Star reserves the right to make any amendments that we may deem to be in the best interest of the seminar

Course Information	EARLY-BIRD SPECIAL Registrations received/paid before below dates	STANDARD PRICE Registrations received/paid after below dates
Managing and Growing Your Intranet (TD028)	\$1895 plus GST SAVE \$100 (16 August 2010)	\$1995 plus GST (16 August 2010)
Records Management and EDRMS (TD030)	\$1895 plus GST SAVE \$100 (23 August 2010)	\$1995 plus GST (23 August 2010)
Knowledge Management Best Practice (TD047)	\$1895 plus GST SAVE \$100 (3 August 2010)	\$1995 plus GST (3 August 2010)

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