

# KNOWLEDGE MANAGEMENT

SEPARATELY BOOKABLE SEMINARS

**Train Your Team**  
see group discount details on back page

## Knowledge Management Best Practices

20 & 21 September 2011 – Wellington  
26 & 27 September 2011 – Auckland

- Leverage the expertise between internal and external individuals
- Manage intellectual capital and intellectual assets in the workforce

## Open Data, Content and Collaboration in the Cloud For Public Sector

18 & 19 October 2011 – Wellington

- Learn how to connect and engage online with diverse stakeholder groups
- Develop a strategy around open data, social media, idea and innovation flows

*Specially customised for public sector*

**Helen Baxter**



## Open Data, Content and Collaboration in the Cloud

25 & 26 October 2011 – Auckland

- Understand how open innovation can benefit your organisation
- Develop a strategy around open data, social media, idea and innovation flows

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Interactive

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# Knowledge Management Best Practices

20 & 21 SEPTEMBER 2011 – MUSEUM HOTEL, WELLINGTON • 26 & 27 SEPTEMBER 2011 – MERCURE HOTEL, AUCKLAND



## COURSE OUTLINE

### KM Theory & Strategies:

#### 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 and Practice

- Knowledge audits & mapping
- Incentivising knowledge capture
- KPIs for knowledge management
- Push vs. Pull approaches to KM
- Accessing knowledge
- Motivating knowledge sharing
- Storytelling
- Change management
- Cross-project learning
- Bench-marking and assessment
- Measuring intellectual capital

#### KM Strategies and Structures

- Planning a KM Strategy
- Communities of Practice
- Grassroots KM
- Expert directories
- Best practice transfer
- Mentoring
- Usage analytics
- Cross-generational teams
- Competence management
- Proximity and architecture
- KM standards
- Business processes
- KM case studies and exercises

### KM Technologies

- KM software
- MS SharePoint as a KM Tool
- Open standards
- Intranets and extranets
- Collaborative and Cloud-Based Technologies
- Enterprise 2.0
- Distributed team management
- Communities of practice
- Content management systems
- Shared bookmarking and annotation
- Social media tools and networks
- Wikis, Blogs and RSS

### Metadata and Search

- Taxonomies and folksonomies
- The semantic web
- Personalised search
- Filtering and 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



### IN-COMPANY TRAINING SOLUTIONS

If six or more staff in your organisation would benefit from training, you should consider our customised in-house solution.

#### Some of the benefits of our in-house events include:

- Cost effective: Save up to 40% on costs over public training
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- Tailored to your needs: You can provide input into the content in accordance with your unique training needs
- Interactivity: You can participate in discussion of day-to-day experiences and organisational problems in confidence
- Packed with valuable advice from our highly trained instructors

To find out more, please call (09) 912 3610 or email [mike@brightstar.co.nz](mailto:mike@brightstar.co.nz)



### GROUP DISCOUNTS

Register any two people on any two 2-day courses from your organisation and get a **\$500** discount off the combined ticket price or register 3 people on any two 2-day courses and **save \$1000** off the combined ticket price.

# Open Data, Content and Collaboration in the Cloud For Public Sector

18 & 19 OCTOBER 2011 – MUSEUM HOTEL, WELLINGTON

Specially  
customised for  
public sector



## COURSE OUTLINE

### Open Innovation

- What is innovation and why it's used to describe vastly different things
- Open Government - freedom of information
- The Cathedral vs. the Bazaar - closed v open systems
- Wikinomics - mass collaboration, peer production and open-source technology

### Collaboration

- Motivations for sharing knowledge and ideas
- Collaboration Cafes - connecting ideas and resources, online and offline
- Organisational workflows - maximising the efficiency of internal collaboration
- systems
- Activity streams - through enterprise social networking tools
- Inter-agency networks - ways of connecting and collaborating with distributed
- partnerships
- Shared bookmarking - between internal and external teams
- Videoconferencing, streaming and live webinars
- Podcasting - audio and video content
- Wikis - collaborative documentation systems

### Community Engagement

- Branding and identity in an online world
- Motivations for engagement and active participation
- Trust, credibility and authenticity as social currency
- Social media networks for two-way communication flows
- Matching channels to stakeholder groups
- Policy documentation
- Developing cross channel campaigns
- Live consultations vs. on demand
- Metrics and management
- KPIs
- Community engagement toolkit

### Content Management

- Authenticity - Developing an authentic, trusted voice
- Developing content management strategy

- Managing multimedia (text, audio, video)
- Metadata and hashtags
- Aggregation and syndication
- RSS & Feeds
- Copyright & Creative Commons
- Content remixing and re-use
- Media alerts and analytics
- Content publishing toolkit

### Dynamic Data

- Data visualisation platforms and tools
- Geotagging and location based data
- Turning data into explanatory infographics
- Interoperability - moving data sets between platforms
- Open data for sharing re-mixing and re-use
- NZ GOAL - standardising government data for re-use by third parties
- Mix & Mash - examples from Digital NZ's annual mix and mashup competition
- International and NZ case studies

### Ideas Management

- Crowdsourcing - outsourcing ideas from stakeholders and community groups
- Enabling ideation flows for innovation
- Brainstorming and mind mapping
- Executing open ideas and innovation platforms
- Integrating existing platforms and social media channels
- International and NZ case studies

### eParticipation

- Creating transparent systems
- Motivations for civic engagement
- Frameworks for policy and measurement
- Participatory government
- Enabling e-consultation through mobile and web technologies
- Managing social media and reputation systems
- International and NZ case studies



## OTHER COURSES YOU MAY ALSO BE INTERESTED IN:

**Clear Business Writing**  
- November 2011

**Finance for Non Financial Managers**  
- November 2011

# Open Data, Content and Collaboration in the Cloud

25 & 26 OCTOBER 2011 – MERCURE HOTEL, AUCKLAND



## COURSE OUTLINE

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### Enterprise 2.0

- Open enterprise - collaborating, sharing and organising information
- Creating transparent systems
- Motivations for customer engagement
- Frameworks for policy and measurement
- Participatory governance
- Enabling consultation through mobile and web technologies
- Managing social media and reputation systems
- International and NZ case studies

## 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.



## ABOUT THESE COURSES

### Knowledge Management Best Practices

**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.

### Open Data, Content and Collaboration in the Cloud for Public Sector

Public sector and enterprise are facing new challenges and opportunities with the growing number of new tools and channels for civic engagement, online participation and open innovation management. Learn how to engage with communities and special interest groups using online tools and social networks, to encourage feedback, idea sharing and active participation.

This two day seminar will cover open innovation, dynamic data and collaboration tools, community engagement, content management and eParticipation programmes specific to the public sector. Learn through exercises in developing a strategy, framework and policy for adopting new tools and practices within your organisation and case studies outlining examples of successful eParticipation projects.

### Open Data, Content and Collaboration in the Cloud

Enterprises are facing new challenges and opportunities with the growing number of new tools and channels for stakeholder and customer engagement and open innovation management. Learn how to engage with diverse stakeholders, internal and external customers using online tools and social networks, to encourage idea sharing, interaction and conversation.

This two day seminar will cover open innovation, dynamic data and collaboration tools, community engagement, content management and crowdsourcing programmes. Gain greater insights into the development of strategy and frameworks towards successful open innovation projects.

## TRAINING METHODOLOGY

All seminars will combine presentations, case studies and conversations, with interactive learning exercises, strategy, toolkit and action planners. All attendees will be provided with a workbook.

### Helen Baxter



Helen Baxter is Managing Directrix of Mohawk Media, a futurist, strategist, international keynote speaker, and reporter for the g33k show. She is a regular judge in the Yahoo! NZ Digital Strategy Awards, the annual Mix & Mash NZ remix competition, a XMediaLab mentor, and sits on the advisory boards of Creative Commons Aotearoa and Digital New Zealand. Helen is also a digital columnist for the Big Idea, a Teaching Fellow for the Bachelor of Design Innovation at Victoria University of Wellington, and lectures in Visual Media Technologies at Unitec.

Helen was founding Editor of KnowledgeBoard.com, an award-winning Innovation & Knowledge Management 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).

Priority Booking Code

Customer Number

## KNOWLEDGE MANAGEMENT

### Knowledge Management Best Practices

### Open Data, Content and Collaboration in the Cloud For Public Sector

### Open Data, Content and Collaboration in the Cloud



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

### First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Knowledge Management Best Practices Open Data, Content and Collaboration in the Cloud for Public Sector  Please indicate cityOpen Data, Content and Collaboration in the Cloud  Auckland  Wellington 

### Second Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

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### Third Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

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### Company Details

Company Name \_\_\_\_\_

Postal Address \_\_\_\_\_ City \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Booking Contact \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

### Course Information

#### EARLY-BIRD SPECIAL

Registrations received/paid before below dates

#### STANDARD PRICE

Registrations received/paid after below dates

	EARLY-BIRD SPECIAL Registrations received/paid before below dates	STANDARD PRICE Registrations received/paid after below dates
Knowledge Management Best Practices (TE050)	\$1895 plus GST <b>SAVE \$200</b> (2 August 2011)	\$2095 plus GST (2 August 2011)
Open Data, Content and Collaboration in the Cloud For Public Sector (TE063)	\$1895 plus GST <b>SAVE \$200</b> (30 August 2011)	\$2095 plus GST (30 August 2011)
Open Data, Content and Collaboration in the Cloud (TE070)	\$1895 plus GST <b>SAVE \$200</b> (6 September 2011)	\$2095 plus GST (6 September 2011)

### FIVE EASY WAYS TO REGISTER TODAY!

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**BY PHONE:** (09) 912 3616

**BY EMAIL:** Send to [register@brightstar.co.nz](mailto:register@brightstar.co.nz) including all of the information included on the registration form

**BY POST:** Return completed registration form together with payment to:  
Conferenz Ltd, Freepost 83430, PO Box 31 506, Auckland 0741

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### HOW TO PAY

Payment must be received before the course to guarantee your place. Individual registrations are unable to be shared.

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#### What happens if I have to cancel?

You have several options:

- 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.

#### Incorrect Mailing

If you are receiving multiple mailings or would like us to change any details or remove your name from our database, please contact our Database Department on (09) 379 5692 quoting your customer number.

#### Your Privacy

Personal data is gathered in accordance with the Privacy Act. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the following circle.

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

### Train the team and save

Register on any two 2-day courses and **save \$500** off the full price or any three 2-day courses and **save \$1000** off the full price. For larger bookings call (09) 912 3610 or email [mike@brightstar.co.nz](mailto:mike@brightstar.co.nz) to discuss further in-house or group training options.