



CONNECTING MEETINGS

**PRESENTS:**

# ADVANCED INTRANET & PORTALS

**27 & 28 May, 2010  
Amsterdam**



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# ADVANCED INTRANET & PORTALS

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## Confirmed speakers from leading companies



**Paul Miller**  
CEO & Founder  
**INTRANET  
BENCHMARKING  
FORUM**



**Cornelis Van Der Brugge**  
Head of Collaboration  
Platforms  
**NOKIA**



**Tom Pryzgoda**  
Senior Director, Global  
eMarketing  
**ABBOTT  
LABORATORIES**



**Andrea Bargetzi**  
VP, Intranet Manager  
**CREDIT SUISSE**



**Amy Kornbluth**  
Head of Employee  
and Client  
Communications-  
EMEA  
**CITIGROUP**



**Terry Coates**  
Dir. IS Corporate Affairs,  
Law and Info. Knowledge  
Management  
**PHILIP MORRIS  
INTERNATIONAL**



**Galina Solopova**  
Account Manager  
**INOGATE**



**Jan Anders Solvik**  
Group Assistant VP  
**ABB**



**Stacy Monarko**  
Director of Product  
Management  
**VIVISIMO, Inc.**



**Hans Koeleman**  
Director Corporate  
Communications  
**KPN ROYAL DUTCH  
TELECOM**



**Jerzy Karpel**  
Intranet Program  
Manager  
**MARS**



**Mark Morrell**  
Intranet Manager  
**BT GROUP**



**Soud Eriqat**  
Engineer  
**AvePoint**



**Adriaan Blindenbach**  
Lead SharePoint  
Architect  
**PHILIPS  
INTERNATIONAL  
B.V.**



**Paul Leemans**  
Director, BPM People  
Excellence  
**PHILIPS  
INTERNATIONAL  
B.V.**



**Hubertus Kuelps**  
Head of Communications  
**ALLIANZ OF  
AMERICA**



**Stephan P. Fischer**  
Editorial & Information  
Management, Group  
Communications  
**ROCHE**

### OBTAIN NEW INSIGHTS DURING PLENARY AND INTERACTIVE SESSIONS ON THE FOLLOWING:

- > Creating a company-wide effective governance strategy for your Intranet and Portal
- > Successfully increasing your user adoption rate when deploying new tools or platforms
- > Examining how you can take your company to the next level through your intranet and portal
- > Maximising collaboration online and collaborative tools on your intranet and portal
- > Utilising intranet and portal usability for increased user engagement
- > Creating the most successful multi-language policy for your intranet and portal

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## DAY 1, 27 May, 2010

08:45 WELCOME & OPENING

ICE-BREAKING SPEED NETWORKING  
- GETTING TO KNOW EACH OTHER

09:00 OPENING REMARKS FROM THE CHAIRPERSON

Paul Miller, CEO & Founder  
INTRANET BENCHMARKING FORUM

09:15 OPENING PRESENTATION

MAXIMISING COLLABORATION ONLINE AND COLLABORATIVE TOOLS ON YOUR INTRANET AND PORTAL

- > Understanding how new ways of working impact the Intranet and collaboration tools
- > Driving business growth, innovation and enhancing the collaboration through Web 2.0 and social media tools and technologies
- > Increasing business benefits and success by turning your Intranet into a collaborative platform
- > Providing governance and guidelines to manage and balance collaborative freedom with control

Cornelis Van Der Brugge, Head of Collaboration Platforms  
NOKIA

10:00 KEYNOTE CASE STUDY

SUCCESSFULLY INCREASING YOUR USER ADOPTION RATE WHEN DEPLOYING NEW TOOLS OR PLATFORMS

- > Exploring implementation and user adoption rates from a technical, cultural and communications perspective
- > Overcoming adoption difficulties when integrating new social media and Web 2.0 tools
- > Maximising user adoption of platform introductions quickly and sustainably by promoting new Intranet features efficiently
- > Ensuring high user adoption rates through change management and communications
- > Investigating additional solutions to increase adoption rates company wide

Tom Pryzgoda, Senior Director, Global eMarketing  
ABBOTT LABORATORIES

10:45 KEYNOTE CASE STUDY

EXAMINING HOW YOU CAN TAKE YOUR COMPANY TO THE NEXT LEVEL THROUGH YOUR INTRANET AND PORTAL

- > Driving real business decisions by taking advantage of abilities such as knowledge sharing, collaborative working and new innovative applications
- > Ensuring your Intranet and Portal is a business tool rather than a leisure application to keep it business related
- > Gaining full support for the Intranet and Portal from top/senior management for increased business success and relevance
- > Creating more interactivity, collaboration and integrating workflows to drive the business further

Andrea Bargetzi, VP, Intranet Manager, CREDIT SUISSE

11:30 NETWORKING BREAK

12:00 KEYNOTE CASE STUDY

CONVERGING INTRANET PLATFORMS TO DRIVE BUSINESS VALUE

- > Socialising with senior management and bringing businesses on board
- > Demonstrating the business benefits of your Intranet by calculating the ROI
- > Utilising internal social media and business relevance to attract and maintain the interest of your employees
- > Converging different platforms over time to maximise the potential of your Intranet

Amy Kornbluth, Head of Employee and Client Communications-EMEA  
CITIGROUP

12:45 KEYNOTE CASE STUDY

IMPROVING AND MAXIMISING ENTERPRISE SEARCH ON YOUR INTRANET AND PORTAL

- > Fulfilling and supporting employees' needs by providing access to all company wide documents
- > How can you ensure both a complete corporate search and one single search to the whole repository of your company's documents successfully when documents are stored in several document management systems?
- > Examining the role information structure plays on search optimisation and usability
- > Improving document and knowledge management through search for more efficiency internally
- > Investigating real case studies of how organisations have implemented search improvements
- > Discussing whether internal search can ever work like Google

Terry Coates, Dir. IS Corporate Affairs, Law and Info.Knowledge Management, PHILIP MORRIS INTERNATIONAL

13:30 SPONSOR LUNCH

Galina Solopova, Account Manager  
INOGATE

13:45 CONNECTING LUNCH

14:45 KEYNOTE CASE STUDY

USING SIMPLE INTERACTION METHODS TO IMPROVE CONTENT AND INCREASE EMPLOYEE ENGAGEMENT

- > Addressing the challenges of implementing comments and ratings in an intranet page, and using the results to indicate an individual article's quality and relevance
- > Adding "web polls" to enable quick feedback on relevant questions
- > Installing a "tip of the day" on your portal pages to promote employee awareness on hot topics
- > Reusing external content on your intranet, adding internal information and enabling comments & rating

Jan Anders Solvik, Group Assistant VP, ABB

15:30 PARTNER SESSION

INFORMATION OPTIMISATION: SHARING INFORMATION AND EXPERTISE THROUGH SECURE UNIFIED ACCESS

Large corporations constantly struggle to make optimal use of the information and expertise that is held in their own internal systems and staff. Employees often don't know that it exists or cannot locate it in a timely manner, and end up "re-inventing the wheel" or making critical decisions based on incomplete data. This presentation will provide case studies and methodologies that you can use to evaluate how well your organisation uses the information and expertise already in-house, and will show you how you can apply the principles of Information Optimisation to improve your organisation's ROI and mission success without disrupting existing systems

Stacy Monarko, Director of Product Management, VIVISIMO, Inc.

16:15 NETWORKING BREAK

16:45 INTERACTIVE TALKING CIRCLES

DISCUSSING THE FUTURE DEVELOPMENTS AND TRENDS FOR ADVANCED INTRANETS AND PORTALS

During this interactive session all the attendees will have the opportunity to brainstorm in small groups on some of the following issues:

- > Exploring insights and trends on future developments regarding advanced processes and technologies
- > What are the next steps and future phase for your Intranet and Portal?
- > Learning from and overcoming current challenges to prepare for future successes
- > What business value will Intranets and Portals bring in the future and what role do they play in the whole infrastructure?
- > Discussing strategic, advanced and mature Intranet and Portal developments and how to take them further
- > Bringing more emotion to the Intranet and Portals to ensure greater employee engagement

Paul Miller, CEO & Founder  
INTRANET BENCHMARKING FORUM

18:15 CLOSING REMARKS FROM THE CHAIRPERSON

19:00 CONNECTING FUN & SOCIAL NETWORKING

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## DAY 2, 28 May, 2010

### 09:00 OPENING REMARKS FROM THE CHAIRPERSON

**Stacy Monarko, Director of Product Management  
VIVISIMO, Inc.**

### 09:15 KEYNOTE CASE STUDY

#### CREATING ONE OPEN INTERNAL COMMUNICATION PLATFORM WITH NEW TECHNOLOGIES

- > Developing an internal communications strategy within KPN
- > Choosing the right form of communication to create:
  - alignment of employees with company strategy
  - interaction on implementation of strategy
  - further increase of employee engagement
- > In-depth analysis of the use of chat and social media for internal communications

**Hans Koeleman, Director Corporate Communications  
KPN ROYAL DUTCH TELECOM**

### 10:00 KEYNOTE CASE STUDY

#### SETTING UP THE WEB 2.0 ENTERPRISE STRATEGY: AN OVERVIEW OF ARCHITECTURE OF PARTICIPATION IN MARS

- > Securing the budget and sponsorship to create a first-class intranet
- > Creating a new intranet using open source software and low cost vendors
- > Understanding the importance of intranet personas and their implication on Intranet Portal functionality and design
- > Examining the importance of Enterprise 2.0 tools adoption in realising projects
- > Mars / Wrigley Inc Architecture of Participation / Web 2.0 tools Intranet Demonstration

**Jerzy Karpel, Intranet Program Manager, MARS**

### 10:45 KEYNOTE CASE STUDY

#### SUCCESSFULLY TRANSFORMING USING SOCIAL MEDIA

- > Analysing the need to use social media tools and knowing how to get it adopted in your organisation
- > Drawing up guidelines to minimise the information, security, legal and brand risks
- > Selecting an effective governance strategy that minimises risk and increases adoption
- > Studying whether a social media working group and/or Chief Social Media Officer will enhance internal promotion, adoption rates and general management
- > Meeting the demand from younger and new users
- > Overcoming internal barriers and resistance
- > Weighing up the benefits from social media

**Mark Morrell, Intranet Manager, BT GROUP**

### 11:30 NETWORKING BREAK

### 12:00 PARTNER SESSION

#### BEST PRACTICES FOR ARCHITECTING, DEPLOYING, AND OPTIMISING DATA IN SHAREPOINT 2010

- > Architecting and deploying a successful SharePoint information management platform
- > Ensuring SharePoint governance through efficient user and securities management
- > Strategies to optimise and expand SharePoint's storage architecture
- > Delivering intelligent SharePoint content lifecycle management and archiving

**Soud Eriqat, Engineer, AvePoint**

### 12:45 KEYNOTE CASE STUDY

#### GETTING READY TO MIGRATE TO SHAREPOINT 2010

- > Creating a global digital workplace with an optimal, integrated user experience
- > Understanding that social media is integral part of your intranet
- > Reinforcing your company as a world-class employer by focusing on workplace innovation via your Intranet
- > Keeping costs down by reducing fragmentation and platform consolidation

**Paul Leemans, Director, BPM People Excellence  
Adriaan Blindenbach, Lead SharePoint Architect  
PHILIPS INTERNATIONAL B.V.**

### 13:30 NETWORKING LUNCH

### 14:45 INTERACTIVE DISCUSSION - PANEL & DEBATE

#### SUMMARISING AND UNDERSTANDING THE "BIGGER PICTURE"

In this interactive panel discussion we will recap on the main issues that were discussed over the past two days and how they can be translated and incorporated into strategies for you to take back to your business. Our panel of experts will go deeper into some of the areas that were difficult to understand and overcome in daily business. They will also summarise issues discussed on the forum and how we can create a "whole picture" out of the topics discussed in the presentations as well as make conclusions based on the content.

#### FACILITATOR:

**Jan Anders Solvik, Group Assistant VP, ABB**

#### PANEL MEMBERS:

**Paul Leemans, Director, BPM People Excellence**

**PHILIPS INTERNATIONAL B.V.**

**Mark Morrell, Intranet Manager**

**BT GROUP**

### 15:45 NETWORKING BREAK

### 16:15 KEYNOTE CASE STUDY

#### IT'S STILL ALL ABOUT CONTENT - DRIVING TRAFFIC WITH MESSAGING THAT YOUR EMPLOYEES WANT TO READ

- > Setting your intranet up to compete against the worldwide web
- > Keeping your employees engaged while presenting corporate content
- > Working around your technical limitations
- > Communicating with three generations of employees effectively

**Hubertus Kuelps, Head of Communications**

**ALLIANZ OF AMERICA**

### 17:00 KEYNOTE CASE STUDY

#### USING STRATEGIC MESSAGING TO EMBRACE THE NEXT LEVEL OF INTRANET AND PORTAL

- > Supporting real business decisions by taking advantage of abilities such as knowledge sharing, collaborative working and new innovative approaches
- > Ensuring the intranet is a business tool rather than a leisure application to keep it business related
- > Gaining continued support from top/senior management for increased business success and relevance
- > Creating more interactivity, collaboration and integrating workflows to drive the business further

**Stephan P. Fischer, Editorial & Information Management,**

**Group Communications**

**ROCHE**

### 17:45 CLOSING REMARKS FROM THE CHAIRPERSON & FROM CONNECTING MEETINGS