

APQC's 16th
Knowledge
Management
Conference
and Training

May 9–13, 2011

Houstonian Hotel, Club, & Spa

Houston, TX

www.apqc.org/kmconf11

APQC®



APQC's 16th

REGISTER NOW

Knowledge Management Conference and Training

Experience APQC for yourself. Whether you are a first time attendee or a regular at our annual conference, this year is not to be missed. Join the biggest names in business for the longest running knowledge management (KM) event being held May 9–13.

APQC's 16th annual KM conference and training will explore how the world's best organizations are leveraging KM approaches to create robust and steadfast organization-wide KM programs.

This year's conference will focus on topics such as:

- Using KM in rapidly changing environments
- Embedding KM in the flow of work
- Incorporating new KM approaches such as social media and mobile technologies
- Positioning communities of practice (CoPs) for success
- KM measurement and maturity

Please [register](#) by the early-bird date of April 4 to save \$200. Also, take advantage of our group discounts when you register two or more individuals from the same organization. Visit www.apqc.org/km11registration, call 800-776-9676 or +1-713-681-4020, or e-mail dnorman@apqc.org to register.

We anticipate that this conference will fill up fast, so register today. Visit www.apqc.org/km11 for more details.

Last year's attendee list included executives from organizations including:

- | | | | |
|---|--|--|---|
| 3M | Deloitte Touche Tohmatsu | Infosys | Shell Oil |
| Abu Dhabi Retirement Pensions & Benefits Fund | Department of Transportation DOT/NHTSA | Johnson & Johnson | Smith International |
| Accenture Ltd. | Dow Corning Corporation | Kulicke & Soffa Industries | SNC Lavalin |
| Affero | Dysart & Jones Assoc. | Kuwait Petroleum Corp. | Spectra Energy |
| AME | Eaton Corporation | L-3 Communications | St. Lawrence Seaway Mngmt. Corp. |
| American Electric Power | Ecopetrol S.A. | LyondellBasell | Starcom Mediavest Group |
| AOL Inc. | Educational Testing Service | Marathon Oil | Sutter Health University |
| Apache Corporation | El Paso Exploration & Production | McDermott Consulting | Syngenta Biotechnology |
| BAE Systems | Environmental Resources Management | Merck & Co., Inc. | Tata Power Company Ltd. |
| Baker Hughes | Ernst & Young | MetLife | Tennessee Valley Authority |
| Battelle | Ethicon Endo-Surgery | Michelin Americas Research | The Clorox Company |
| Bellevue University | ExxonMobil Corporation | MITRE Corporation | The Williams Companies, Inc. |
| BMPC Inc. | General Dynamics Land Systems | Morrison Hershfield Corp. | Turning Technologies |
| Boeing Company | General Electric Corporation | Natura Cosméticos S.A. | United Nations - Dept. Peace Keeping Operations |
| BP PLC | Geostrategy Consulting | Nexen, Inc. | US Army Natick Soldier Systems Center |
| BST America | Gerdau Group | Northrop Grumman | U.S. Army TRADOC |
| Bush Brothers | Giant Eagle | Pertamina | U.S. Navy |
| Business Performance Group | Gryphon Technology | Petrobras | U.S. Navy Carrier Team One |
| Cadbury | GS Caltex Corp. | Pfizer, Inc. | U.S. Department of Veteran Affairs |
| Canadian Electricity Association | H.J. Heinz Company | Praxair, Inc. | Internal Revenue Service |
| Caterpillar | Hatch, Ltd. | PTT Exploration & Production PLC | University of Texas MD Anderson Cancer Center |
| Cisco Systems | Hewlett Packard | Research in Motion Ltd | Vanguard Group |
| ConocoPhillips | Honeywell International Inc. | Rockwell Collins, Inc. | Vitesse Solutions, LLC |
| Corning Inc. | Horizon Wind LLC | Royal College of Physicians and Surgeons of Canada | World Bank |
| Corona Organization | Humana, Inc. | Sandia National Labs | |
| Deere & Company | IBM, Global Business Services | Saudi Aramco | |
| Dell Perot Systems | | Schlumberger | |

Keynote Speakers



Dr. Carla O'Dell
President of APQC
and Co-Author of
The New Edge in Knowledge



Chip Heath
Professor at Stanford
Graduate School of Business
and Co-Author of
Switch and *Made to Stick*



Dan Ranta
Director of Knowledge
Sharing at ConocoPhillips



Pete Miller
Manager of Operations
Excellence, Upstream
Drilling & Production at
ConocoPhillips



Cindy Hubert
Executive Director at APQC
and Co-Author of
The New Edge in Knowledge

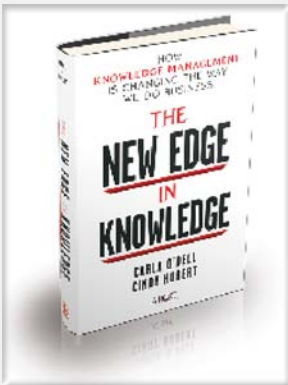


Michael McMillan
Author of *Pink Bat*
and *Paper Airplane*



Jeanne Holm
Evangelist for Data.Gov and
Chief Knowledge Architect
at NASA's Jet Propulsion
Laboratory

www.apqc.org/kmconf11



The Eagerly Anticipated Follow-Up to *If Only We Knew What We Know*

Get your copy provided compliments of IBM

Based on 15 years and work with 350 companies, *The New Edge in Knowledge* captures the most innovative practices to ensure organizations have the knowledge they need in the future and, more importantly, to connect the dots to succeed today.

Authors **Carla O'Dell** and **Cindy Hubert** will personally autograph complimentary copies for all conference attendees.



APQC's 16th

REGISTER NOW

Knowledge Management Conference and Training

May 9–11: Pre-Conference Training and Workshops

Maximize your conference experience by attending pre-conference training courses, taught by experienced APQC staff.

Space is limited, so register early to guarantee your seat for courses in these areas:
Building and Sustaining Communities of Practice • Applying Benchmarking Skills in Your Organization • Knowledge Mapping Workshop • KM: Strategies and Tactics for Business Results • Knowledge Management in a Day • Measuring the Impact of Knowledge Management

Visit www.apqc.org/kmconf11 for a full description of this year's training courses.

May 12–13: Conference

APQC's KM conference continues to be the best value anywhere! Our conference agenda presents breakout sessions of interest to KM practitioners looking for the strategic principles needed to achieve impressive results.

Our speakers—including senior executives from major corporations as well as exceptional thought leaders in KM and other disciplines—have been explicitly selected to expand the perspectives and skills of our attendees.

This year's breakout session speakers include: Alcoa World Alumina, APQC, A.T. Kearney, CEMEX, Deloitte Touche Tohmatsu Limited, El Paso Exploration & Production, Fluor Corporation, Marathon Oil, MWH, Pfizer, Rockwell Collins, Inc., Shell Exploration & Production, Singapore Armed Forces, Tata Chemicals Limited, U.S. Army TRADOC, U.S. Navy Carrier Team One.

Week at a Glance

MONDAY, MAY 9

8:00 a.m. Training Registration and Continental Breakfast
8:30 a.m. Training Sessions
12:00 p.m. Lunch
1:00 p.m. Training Sessions
5:00 p.m. Training Sessions Adjourn

TUESDAY, MAY 10

8:00 a.m. Training Registration and Continental Breakfast
8:30 a.m. Training Sessions
12:00 p.m. Lunch
1:00 p.m. Training Sessions
5:00 p.m. Training Sessions Adjourn

WEDNESDAY, MAY 11

8:00 a.m. Training Registration and Continental Breakfast
8:30 a.m. Training Sessions
12:00 p.m. Lunch
1:00 p.m. Training Sessions
5:00 p.m. Training Sessions Adjourn

THURSDAY, MAY 12

7:30 a.m. Training Registration and Continental Breakfast
8:15 a.m. Welcome and Introduction
8:30 a.m. Keynote Presentation
9:30 a.m. Keynote Presentation
11:00 a.m. Breakout Sessions
12:00 p.m. Birds-of-a-Feather Lunch
1:30 p.m. Breakout Sessions
2:45 p.m. Breakout Sessions
4:15 p.m. Keynote Presentation
5:30 p.m. Networking Reception

FRIDAY, MAY 13

7:30 a.m. Training Registration and Continental Breakfast
8:30 a.m. Welcome
8:45 a.m. Keynote Presentation
9:45 a.m. Keynote Presentation
11:00 a.m. Breakout Sessions
12:00 p.m. Birds-of-a-Feather Lunch
1:30 p.m. Keynote Presentation
2:30 p.m. Conference Adjourns



APQC's 16th Knowledge Management Conference and Training

Learn how knowledge management is changing the way we do business.

[Register](#) for the 2011 knowledge management conference today!

Pricing

Conference Pricing

Until April 4, 2011

After April 4, 2011

Member

\$1,395

\$1,595

Nonmember

\$1,695

\$1,895

Training Pricing

Applying Benchmarking Skills in Your Organization (two days)

Building and Sustaining Communities of Practice (two days)

Knowledge Management in a Day (one day)

KM: Strategies and Tactics for Business Results (two days)

Knowledge Mapping (one day)

Measuring the Impact of Knowledge Management (one day)

Member

\$850

\$1,050

\$650

\$1,050

\$650

\$790

Nonmember

\$1,050

\$1,250

\$795

\$1,250

\$795

\$895

Registration

www.apqc.org/km11registration

Location

This year's knowledge management conference is at the luxurious

Houstonian Hotel, Club & Spa

111 North Post Oak Lane

Houston, Texas 77024

+1-713-680-2626

www.houstonian.com



More Information

For additional conference details, visit www.apqc.org/kmconf11 or e-mail

Debbie Norman at dnorman@apqc.org.