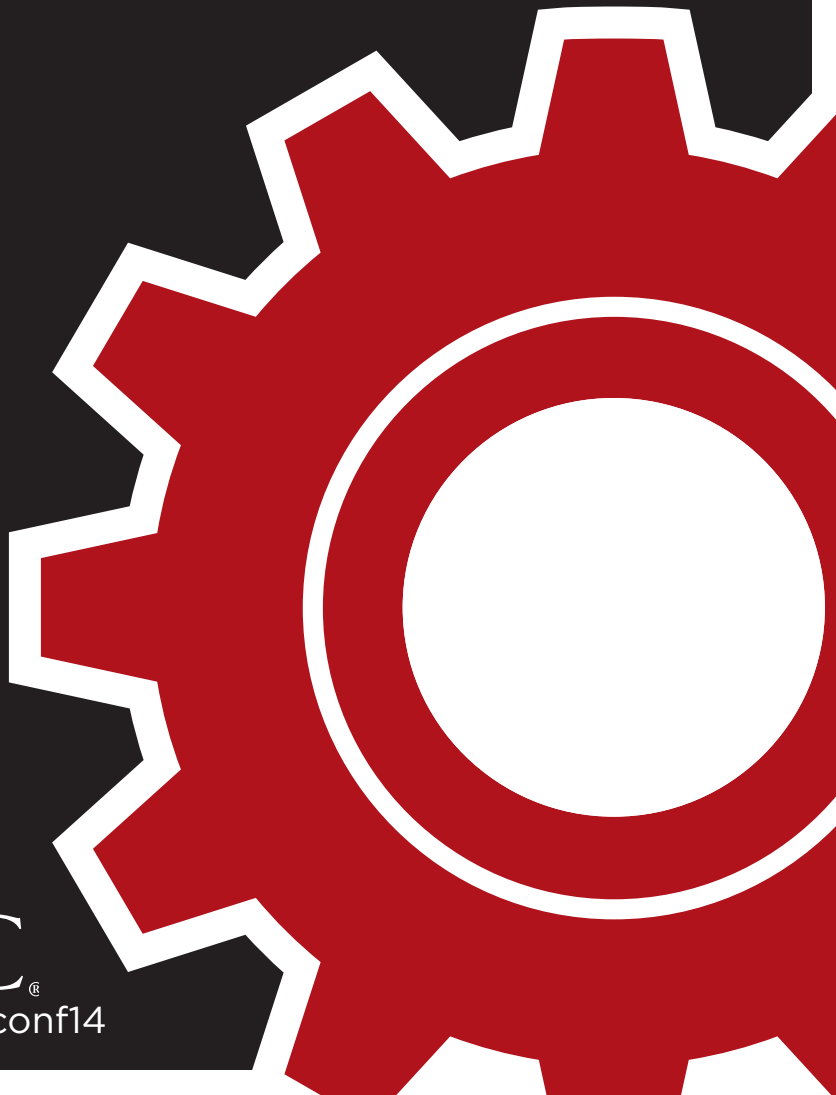# KNOWLEDGE MANAGEMENT CONFERENCE

APRIL 7-11 | THE HOUSTONIAN HOTEL, CLUB & SPA | HOUSTON, TX

Improving Business Results Through Engagement & Collaboration

APQC.

apqc.org/kmconf14

KNOWLEDGE MANAGEMENT
CONFERENCE
THE HOUSTONIAN HOTEL, CLUB & SPA | HOUSTON, TX

WORKSHOP DATES: APRIL 7-9 | CONFERENCE DATES: APRIL 10-11

Where the Most Innovative and Brightest KM Minds Meet

Since it was created as the world's first knowledge management (KM) conference in 1995, this has become the **CAN'T MISS EVENT** for the best and brightest minds in KM. Whether you are new to KM or a seasoned veteran, you will find this conference to be a valuable investigation into creative and innovative strategies and a great place to meet and share ideas with KMers from around the globe!

Through this year's conference theme, *Improving Business Results Through Engagement & Collaboration*, we will explore how leading KM practitioners build commitment and excitement for knowledge transfer, sharing, and reuse approaches.

"If you build it, they will come" may work in the movies, but it takes more than simply implementing IT applications to engage real-world employees in KM.

Discover the strategies and best practices being used to address targeted knowledge needs, enhance the flow of information and expertise, and improve business performance. Our jam-packed agenda offers a wide range of pre-conference workshops and conference sessions guaranteed to leave you with the skills and solutions you need to take your KM program to the next level.

Visit www.apqc.org/kmconf14 for full conference details.

AGENDA AT A GLANCE

Monday, April 7 Pre-Conference Workshops

8:00 a.m.	Registration and Continental Breakfast at APQC
8:30 a.m. - 5:00 p.m.	Full-Day Workshops (choose from):

- Communities of Practice Workshop
- Knowledge Management Strategy Workshop
- Knowledge Mapping Workshop

Tuesday, April 8 Pre-Conference Workshops

8:00 a.m.	Registration and Continental Breakfast at APQC
8:30 a.m. - 5:00 p.m.	Full-Day Workshops (choose from):

- Communities of Practice Workshop
- Knowledge Elicitation Workshop (Day 1 of 2)
- Measuring the Impact of Knowledge Management Workshop

Wednesday, April 9 Pre-Conference Workshops

8:00 a.m.	Registration and Continental Breakfast at APQC
8:30 a.m. - 5:00 p.m.	Full-Day Workshops (choose from):

- Knowledge Elicitation Workshop (Day 2 of 2)
- Knowledge Management Strategy Workshop
- Knowledge Mapping Workshop
- Measuring the Impact of Knowledge Management Workshop

5:00 p.m.	Conference Kickoff Reception at The Houstonian Manor House

Thursday, April 10 Conference

7:00 a.m.	Continental Breakfast & Registration at The Houstonian Hotel
8:00 - 8:30 a.m.	Genereal Session Welcome
8:30-9:45 a.m.	**Keynote Presentation: Carla O'Dell, CEO, APQC**
9:45 – 10:00 a.m.	Networking Break
10:00 – 11:00 a.m.	**Keynote Presentation: Ed Hoffman, CKO, NASA**
11:00 – 11:20 a.m.	Networking Break
Breakout Session Block 1: 11:20 a.m. – 12:20 p.m.	• **Making Experts Diligently Discoverable** | Deloitte
	• **Leveraging the Long Tail of Collective Knowledge** | Coveo
	• **Using CoPs for Targeted Collaboration** | FMC Technologies, Inc.
	• **Repurposing Existing Processes for Creative KM Approaches** | Chevron Corporation
12:20 – 1:20 p.m.	Birds-of-a-Feather Lunch
Breakout Session 2: 1:20-2:20 p.m.	• **Don't Wait for Content: Using A Targeted Knowledge Collection Approach** | EY
	• **Employing Social Tools for Sharing Across Boundaries & Generations** | Anadarko Petroleum Corp.
	• **Augmenting Employee Engagement and Business Value Through Global Communities** | Schneider Electric
	• **KM at Microsoft Services: Strategy, Execution & Culture** | Microsoft Corporation
2:20-2:40 p.m.	Networking Break

Thursday, April 10 Conference (Ctd.)

Breakout Session Block 3: 2:40 – 3:40 p.m.	• **Curating Content: Engaging Wiki Users at Scale** | Opower
	• **Harnessing the Collective IQ & Fostering Innovation** | Cisco Systems, Inc.
	• **Using CoPs to Complete the Virtuous Cycle of Improvement** | PETRONAS Carigali
	• **A Practical Approach to Managing Knowledge** | Merck & Co., Inc.
3:40 – 4:00 p.m.	Networking Break
Breakout Session Block 4: 4:00 – 5:00 p.m.	• **Getting Taxonomy Right the First Time!** | Accenture
	• **Leveraging Consumer Social Media Best Practices for Business-Based KM** | Prophet
	• **Applying a Structured Process for Technical Talent Management** | Lockheed Martin Corporation
	• **Driving Knowledge Management through the Employee Survey** | John Deere
5:10 – 5:25 p.m.	General Session: Conclude Day 1
5:30 - 7:30 p.m.	Networking Reception at The Houstonian Hotel

Friday, April 11 Conference

7:30 a.m.	Continental Breakfast at The Houstonian Hotel
8:00 – 8:30 a.m.	General Session: Welcome Day 2
8:30 – 9:30 a.m.	**Keynote Presentation: Chip Heath, Best-selling Author and Stanford University Professor**
9:30 – 9:45 a.m.	Networking Break
9:45 – 10:45 a.m.	**Keynote Presentation: Tom Davenport, Independent Thought Leader**
10:45 – 11:00 a.m.	Networking Break
Breakout Session Block 5: 11:00 a.m. – 12:00 p.m.	• **An "Out of the Box" Approach to Finding Colleagues** | Pfizer, Inc.
	• **Unwritten Rules That Will Make or Break Your KM Program** | Williams and Bush Brothers & Company
	• **Knowledge Continuity** | Israel Aerospace Industries
	• **KM Lessons from 12 Years of War** | National Defense University and Strategic Knowledge Solutions
12:00 – 1:00 p.m.	Birds-of-a-Feather Lunch
1:00 - 2:30 p.m.	Closing Session and Adjourn

■ Access to Content & Experts

■ Knowledge & Learning Approaches

■ Engagement Through Social

■ KM Strategies & Programs

KEYNOTE SPEAKERS

The 2014 KM Conference brings a CEO, CKO, thought leader, and best-selling author center stage for four powerful keynote addresses. These keynotes not only set the tone for the conference, but they will inspire you and push you past your comfort zone to innovate and think about what's next. Previous attendees have told us that our choice of keynote speakers top the reasons this conference is a "can't miss". Take a look at this year's keynote speakers.

THURSDAY, APRIL 10

Opening Keynote - 8:30 a.m.
CARLA O'DELL
Chief Executive Officer, APQC

As one of the chief gurus in knowledge management (KM) and celebrated author of three best-selling books, Carla O'Dell is at the epicenter of *the best and brightest in KM*. As CEO of APQC, Carla has a unique perspective about what really matters in KM and how to make it work for your organization. Renowned for her thought-provoking and interactive presentations, Carla is consistently among the highest-rated speakers at conferences.
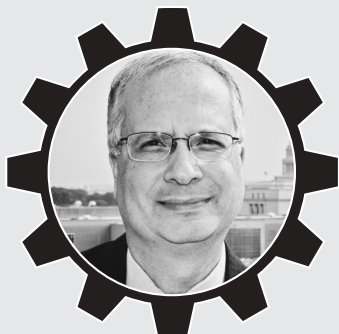
10:00 a.m.
ED HOFFMAN
Chief Knowledge Officer, NASA

As NASA's Chief Knowledge Officer, Dr. Ed Hoffman works to develop the agency's capabilities in program and project management and engineering. Dr. Hoffman has written numerous journal articles, co-authored two best-selling books, and speaks frequently at conferences and associations. He also serves as adjunct faculty at The George Washington University.

FRIDAY, APRIL 11

8:30 a.m.
CHIP HEATH
New York Times Best-Selling Author and Professor

Chip Heath is a professor at Stanford Graduate School of Business. He is the co-author (along with his brother, Dan) of three bestsellers, *Decisive: How to Make Better Choices in Life and Work, Switch: How to Change Things When Change is Hard,* and *Made to Stick: Why Some Ideas Survive and Others Die*. As an entertaining and thought provoking speaker, Chip stays busy giving speeches to lots of different audiences ranging in size from a dozen to 60,000.

9:45 a.m.
THOMAS H. DAVENPORT
Independent Thought Leader

As one of the first to write about both business process reengineering and knowledge management, Tom is known as an influential leader in business. He serves as President's Distinguished Professor of Information Technology and Management at Babson College, and is a co-founder of the International Institute for Analytics. He is also a recognized and best-selling author of many publications.

BREAKOUT SESSION SPEAKERS

This year's agenda includes 20 breakout sessions for attendees to choose from. Here is a list of the breakout sessions and presenters categorized by track. Tracks denote the general topic area for each session. Attendees are not required to follow any single track and can move between tracks to choose the ideal session to suit their needs.

Access to Content & Experts

An "Out of the Box" Approach to Finding Colleagues
- Paige Kane | Director, KM | Pfizer, Inc.

Curating Content: Engaging Wiki Users at Scale
- Rebecca Glassman | Senior Manager, KM | Opower

Don't Wait for Content: Using A Targeted Knowledge Collection Approach
- Darrin Brogan | Content Strategy, Quality Assurance & Measurement Leader | EY
- Cheryl Faust | Enterprise Content Management Leader | EY

Getting Taxonomy Right the First Time!
- Michele Pontinen | Senior Principal | Accenture

Making Experts Diligently Discoverable
- Anne Jaques | Director, Global Knowledge Services | Deloitte
- Dylan Williams | Senior Manager | Deloitte

Knowledge & Learning Approaches

Applying a Structured Process for Technical Talent Management
- Brian Peoples | Senior Staff | Lockheed Martin Corporation

Augmenting Employee Engagement and Business Value Through Global Communities
- Louis-Pierre Guillaume | KM Officer | Schneider Electric

Knowledge Continuity
- Avi Kedem | CKO | Israel Aerospace Industries

Using CoPs for Targeted Collaboration
- Luis A. Rodriguez | KM Specialist | FMC Technologies, Inc.
- Chris Fyfe | KM Specialist | FMC Technologies, Inc.
- Adrian Villarreal | Design Drafting Supervisor | FMC Technologies, Inc

Using CoPs to Complete the Virtuous Cycle of Improvement
- Niza Adila Hamzah | Manager, KM Mass Collaboration & Network | PETRONAS Carigali
- Lim Jeou Wah | Head, KM | PETRONAS Carigali

Engagement Through Social

Employing Social Tools for Sharing Across Boundaries & Generations
- Lori L Maldonado | ALinks Process Manager | Anadarko Petroleum Corporation

Harnessing the Collective IQ & Fostering Innovation
- Jennifer Cheung | Directo, KM | Cisco Systems, Inc.

Leveraging Consumer Social Media Best Practices for Business-Based KM
- Jill Steele | Director, KM | Prophet
- Jase Wells | Web Applications Manager | Prophet

Leveraging the Long Tail of Collective Knowledge
- Diane Berry | Chief Knowledge Evangelist | Coveo

Unwritten Rules That Will Make or Break Your KM Program
- Lisa Austin | Manager, Knowledge & Information Management | Williams
- Georgette Suggs | Document Management Specialist—KM | Bush Brothers & Company

KM Strategies & Programs

A Practical Approach to Managing Knowledge
- Marty Lipa | Executive Director, MMD KM COE | Merck & Co., Inc.
- Dr. Mike Thien | Senior VP, Global Science, Technology & Commercialization | Merck & Co., Inc.

Driving Knowledge Management through the Employee Survey
- Karen Lekowski | KM/IT Business Process Integrator | John Deere
- Chanda Washington | Project Manager | John Deere

KM at Microsoft Services: Strategy, Execution & Culture
- Jean-Claude Monney | Global KM Lead | Microsoft Corporation

KM Lessons from 12 Years of War
- Bradley Hilton | CKO, Combined Arms Center | U.S. Army
- Michael Prevou | Chief of Knowledge and Learning Strategies | Strategic Knowledge Solutions

Repurposing Existing Processes for Creative KM Approaches
- Lisa Matway | Competency Development Manager | Chevron Corporation

Visit www.apqc.org/kmconf14 for full breakout session descriptions.

PRE-CONFERENCE WORKSHOPS

Attend one or more of our full day workshops being held April 7-9. Most workshops are being offered twice, giving participants the opportunity to attend multiple workshops. You do not have to attend the conference to attend the workshops; however these workshops will give you a solid foundation going into the conference plus additional networking opportunities.

WORKSHOPS

Communities of Practice (Offered on April 7 and 8)

This workshop will cover the ten traits of successful communities of practice (CoPs). The content and collaborative activities will allow participants to take advantage of the lessons learned, use proven implementation tools and approaches, and build on others successes and best practices for a quick start in developing a business case or reenergizing existing communities for their organization.

Knowledge Elicitation (Two-day workshop being held April 8-9)

This workshop is designed to explore the most effective ways of facilitating dialogue that draws out implicit or tacit knowledge. Strategies for prioritizing and allocating resources and time in knowledge transfer to the most important situations will also be supplemented by techniques for eliciting knowledge from less critical, or "long tail" situations. This course is not just methodology and tools. It will equip attendees with practical knowledge elicitation skills and include several opportunities for practice.

Knowledge Management Strategy (Offered on April 7 and 9)

This workshop focuses on helping KM leaders and managers develop a firm understanding of the capabilities required to develop, implement, and sustain a KM program. This session uses APQC's Levels of Knowledge Management Maturity℠ as the foundation for creating and managing processes that help knowledge flow to the right people at the right time so they can act on it and impact organizational performance. Workshop participants will learn about and apply critical processes and tools needed to deliver a KM strategy and roadmap for their organization.

Knowledge Mapping (Offered on April 7 and 9)

Creating a knowledge map with a detailed understanding of information and knowledge needs is critical to any KM initiative. This workshop focuses on the tactical steps and tools used to identify the information/knowledge gaps and to conduct an investigative process to find out where the information/knowledge can be used to enhance key areas of focus. Attendees should have a specific area of need or process in mind for this workshop.

Measuring the Impact of Knowledge Management (Offered on April 8 and 9)

This workshop will focus on developing measurement approaches appropriate to your stage of KM implementation. Participants will develop and apply measures appropriate to the approaches they are using to enable knowledge sharing and transfer and demonstrate impact on the business. It will also focus on the KM measurement capability and the core processes required to develop a systematic approach for measuring the efficiency of KM.

SPECIAL THANKS TO OUR
2014 KM CONFERENCE SPONSOR

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The Houstonian Hotel, Club & Spa

The conference hotel is the luxurious Houstonian Hotel, Club & Spa. Located just two miles from the Galleria, this urban oasis with acclaimed spa, aquatics center, and health club sits on 18 wooded acres. The hotel is within a five-minute drive of Houston Arboretum & Nature Center and the Memorial Park running trail. Downtown Houston and the Museum District are within just nine miles.

111 North Post Oak Lane
Houston, TX 77024
PHONE: 800.231.2759 or 713.680.2626
reservations@houstonian.com
www.houstonian.com

APQC has reserved a limited block of sleeping rooms at **$225/single, plus 17 percent tax**. To receive the discounted rate, contact the Houstonian Hotel, Club & Spa by **March 16, 2014**, and identify yourself as an APQC KM Conference attendee. Make your reservations soon! The discounted rate is only available until March 16 or when the block sells out, whichever comes first.

America's fourth-largest city is a cosmopolitan destination, filled with world-class dining, arts, hotels, shopping and nightlife. There's always something to do in this southern-hospitality-meets-urban-chic city. Stay a while and see what Houston has to offer!

For full travel information, go to www.apqc.org/2014-knowledge-management-conference/logistics.

NETWORKING

Networking is a key component of APQC's Knowledge Management Conference. There are several opportunities to connect with process-oriented peers and engage in meaningful conversations.

CONFERENCE KICKOFF
Wednesday, April 9

Get to Houston early and party with all of your soon-to-be new friends. There will be an opening reception at the historic Manor House on the grounds of the Houstonian Hotel. Join the fun!

NETWORKING BREAKS
Monday – Friday, April 7-11

Nothing brings together peers and friends more than a good old refreshment break.

NEW ATTENDEE BREAKFAST
Thursday, April 10

This is a great way to learn more about conference. While you enjoy a hot breakfast, we will give an overview of what to expect during the conference and share tips on how to get the most out of your time here. You'll also meet other first-time attendees in a friendly and social environment.

NETWORKING RECEPTION
Thursday, April 10

The first day of the conference has ended, now what to do? Join us for the networking cocktail reception from 5:30-7:30 p.m.

BIRDS-OF-A-FEATHER LUNCHES
Thursday – Friday, April 10-11

Like a more structured approach to lunch? Birds-of-a-feather lunch tables are available both days of the conference. These are great opportunities to continue conversations with others who share your interests.

STAY CONNECTED

The App
Launching weeks before the conference starts, the KM Conference app will allow you to communicate using your mobile device. Stay up-to-date with conference details, network with peers, build your schedule, and more!

The LinkedIn Group
Join APQC's official LinkedIn group for the Annual KM Conference. This group is an extension of the conference offering additional networking opportunities, content, and updates and incentives for the conference.

Twitter
Tell the world you'll be attending APQC's 2014 KM Conference by using **#apqckm** on Twitter! This is another way you can keep up with the latest conference updates and start networking with your peers.

2014 KNOWLEDGE MANAGEMENT CONFERENCE
STEERING COMMITTEE

Amy Edwards
Senior Manager
Deloitte Touche

Arturo Garcia
Corporate Management
Director
Grupo Bimbo

Daniel Flynn
Principal Consultant
Nalco Company

James Grey
Knowledge Manager
Alcoa

Karen Lekowski
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Integrator
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Paige Kane
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Phil Perry
Knowledge Management
Manager
Baker Hughes

Sylvester Rebello
Knowledge Management
Department Head
Abu Dhabi Gas Industries
(GASCO)

Thomas Shryock
Senior Research Advisor
Elanco

Tim Burneka
Director of Quality
Trimble Navigation Limited

REGISTER NOW!

Conference Fees (USD)

Early Bird Before March 7:

APQC Members	$1395
Nonmembers	$1595

After March 7:

APQC Members	$1695
Nonmembers	$1895

Pre-Conference Workshop Fees (USD)

	APQC Members	Nonmembers
Communites of Practice	$750	$950
Knowledge Elicitation	$1500	$1900
Knowledge Management Strategy	$750	$950
Knowledge Mapping	$750	$950
Measuring the Impact of Knowledge Management	$750	$950

Not an APQC Member?

Contact our membership team at www.apqc.org/become-member or 1 (800) 776-9676. Members save on the cost of the conference.

Also save when your organization sends two or more to the conference.
Contact Shannon Aubrey (+1-713-685-7201 or saubrey@apqc.org) for discount codes.

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