

AGENDA AT A GLANCE

Agenda correct as of 29 May 2013

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

MONDAY 16 SEPTEMBER

07:30 – 20:00	Registration					
08:00 – 08:45	Tutorial: The Portal Market's Evolution <i>Jim Murphy</i>	Tutorial: Information Governance — Essentials for Managing Risk, Compliance and Retention <i>Ken Chin</i>	Tutorial: Design Considerations for Enterprise Social Networking <i>Mike Gotta</i>			
09:00 – 09:15	Welcome to the Gartner PCC Summit 2013 <i>Nikos Drakos</i>					
09:15 – 10:15	Gartner Opening Keynote: Engage to Succeed in the Social, Mobile, Digital Enterprise <i>Darryl Plummer</i>					
10:15 – 10:45	Refreshment Break in the Solution Showcase					
10:45 – 11:30	Guest Keynote: Doing Business in the Digital World — Myths and Realities <i>Jamie Anderson, Author, Adjunct Professor in Strategic Management, Antwerp Management School, Belgium</i>					
11:30 – 12:00	Panel Discussion					
12:00 – 13:15	Lunch in the Solution Showcase		12:20 – 12:40 Magic Quadrant: Social Software <i>Nikos Drakos</i>			
	Track A: User Experience Platforms and Portals	TRACK B: Governing and Exploiting Content	TRACK C: Social Collaboration	TRACK D: The Mobile Organization	Analyst-User Roundtables	Workshops
13:15 – 14:15	Reduce Time to Market and Improve UX with a Platform Approach for Websites, Portals and Mobile Apps <i>Gene Phifer</i>	The Future of Web Content Management: Beyond the Web <i>Mick MacComascaigh</i>	The Engagement Initiative: Catalyzing Participation & Collaboration <i>Mike Gotta</i>	Making BYO a Success in Your Organization <i>Nick Jones</i>	Roundtable: iPads in the Enterprise: Best Practices in Mobile Content Management <i>Hanns Köehler-Krüener</i>	13:15 – 14:45 Workshop: Creating an Effective Social Business Strategy <i>Carol Rozwell</i>
14:30 – 15:00	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session		
15:00 – 15:30	Refreshment Break in the Solution Showcase		15:05 – 15:25 Magic Quadrant: Enterprise Content Management and Web Content Management <i>Mick MacComascaigh</i>			
15:30 – 16:00	To The Point: Top Technology Predictions <i>Darryl Plummer</i>	To The Point: Content to Go: How Mobile is Changing Content Management <i>Hanns Köehler-Krüener</i>	To The Point: Engagification: Applying Gaming Techniques to Increase Motivation and Improve Teamwork <i>Carol Rozwell</i>	To The Point: Using Mobile to get a Better Return on ERP Investments <i>Nigel Rayner</i>		15:30 – 17:00 Workshop: Strategy Roadmap for Enterprise Content Management <i>Ken Chin</i>
16:15 – 16:45	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session		
17:00 – 18:00	Your Next Intranet: The Social Portal <i>Jim Murphy</i>	Technical Insights: What's New in SharePoint 2013 and is it Worth Migrating to it? <i>Hanns Köehler-Krüener and Craig Roth</i>	How the Nexus Enables Agile and Collaborative Business Processes <i>Darryl Plummer</i>	Developing, Testing and Delivering Compelling Mobile Applications <i>Nick Jones</i>	Roundtable: Customer-centric Web: How UX, Mobile, Social and Digital Marketing Play Key Roles <i>Gene Phifer</i>	
18:00 – 20:00	Networking Reception in the Solution Showcase					

TUESDAY 17 SEPTEMBER

07:30	Registration				
08:00 – 08:30	To The Point: The Modern Web <i>Gene Phifer</i>	Technical Insights: To the Point: Creating an Effective Enterprise Content Management Environment <i>Darin Stewart</i>	To the Point: Socially Enabled Business Applications — Finding, Following and Filtering What Matters <i>Nikos Drakos</i>	To The Point: Engagement Initiatives that Work — A Panel Discussion <i>Sue Landry, Mike Gotta and Ed Thompson</i>	
09:00 – 09:45	Gartner Keynote: Information is the Next Business Opportunity — Are you Ready? <i>Ted Friedman</i>				
09:45 – 10:15	Refreshment Break in the Solution Showcase				
10:15 – 11:00	End-User Case Study	End-User Case Study	End-User Case Study	End-User Case Study	10:00 – 11:00 Roundtable: Creating and Maintaining a Mobile Enterprise Strategy <i>Nick Jones</i>
11:15 – 12:15	Learning from the World's Portal Innovators <i>Jim Murphy</i>	Technical Insights: Big Content: Unlocking the Unstructured Side of Big Data <i>Darin Stewart</i>	Analytics and Collaborative Decision Making: We (and the Machines) Are Smarter Than Me <i>Nigel Rayner and Carol Rozwell</i>	The Next Great Disruption — Cognitive Computing's Technical, Business, Economic and Social Impact <i>Tom Austin</i>	
12:15 – 13:30	Lunch in the Solution Showcase		12:30 – 12:50 Magic Quadrant: Horizontal Portals <i>Gene Phifer</i>		
13:30 – 14:30	Customer Experience Business Model Innovation <i>Ed Thompson</i>	The NextGen ECM Goes Social, Mobile and Cloud <i>Ken Chin</i>	Capitalism Goes Social: Management Thinking for the 21st Century <i>Nigel Rayner</i>	Technical Insights: Mobile Productivity Framework: How to Mobilize Key Business Processes <i>Craig Roth</i>	Roundtable: Getting SharePoint and Enterprise Social Networking Applications to Work Together <i>Nikos Drakos</i>
14:45 – 15:15	Technical Insights: To The Point: Making SharePoint Governance Real <i>Craig Roth</i>	To The Point: Information Innovation — The Art of The Possible <i>Ted Friedman</i>	To The Point: Drive Organizational Performance and Teamwork with New Office Workspaces and More <i>Tom Austin</i>	To The Point: What do App Stores Teach us about User Experience? <i>Nick Jones</i>	
15:15 – 15:45	Refreshment Break in the Solution Showcase				
15:45 – 16:15	To The Point: Mobilizing Your Portal Strategy <i>Jim Murphy</i>	To The Point: Using Analytics to Turn Info into Insight <i>Hanns Köehler-Krüener and Carol Rozwell</i>	To The Point: Cloud-Based Office Systems: Google vs. Microsoft <i>Tom Austin</i>	To The Point: Your Sensorfed Life: Personal Surveillance as The New Barter System <i>Mike Gotta</i>	
16:45 – 17:30	Guest Keynote				
17:30 – 17:45	Gartner PCC Summit Closing Remarks <i>Nikos Drakos</i>				
17:45	Summit Close				