

Gartner Portals, Content & Collaboration Summit 2013

April 29 – May 1 | San Diego, CA | gartner.com/us/pcc



AGENDA AT A GLANCE

Agenda as of February 4, 2013, and subject to change

SUNDAY, APRIL 28

- 2:30 p.m. Registration
- 3:00 p.m. **T1. Tutorial: How New Platforms, Channels and Deployment Models Affect the Design of User Experience** *Ray Valdes*
- 4:30 p.m. **N1. Speed Networking: Getting Social With Fellow Attendees** *Whit Andrews, Nikos Drakos*

MONDAY, APRIL 29

- 7:00 a.m. Registration and Attendee Breakfast
- 8:15 a.m. **K1. Gartner Opening Keynote Engaging at the Nexus of Social, Mobile, Information and Cloud** *Daryl C. Plummer, Managing Vice President and Gartner Fellow*
- 9:15 a.m. Networking Break

	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, Clinics and Magic Quadrant Theaters
9:45 a.m.	A1. The Five Graphs of the Modern Web <i>Ray Valdes</i>	B1. The New Enterprise Content Management Scenario <i>Mark R. Gilbert</i>	C1. Harnessing the Beast: How to Profit From Gen4 Collaboration <i>Matthew W. Cain, Mike Gotta</i>	D1. The Mobile Scenario <i>Ken Parmelee</i>	AUR1. Why an App Isn't an Application <i>Brian Prentice</i>	AUR2. Selecting and Negotiating the Best WCM System for Your Online Channel Optimization Initiative <i>Mick MacComascaigh</i>
11:00 a.m.	A2. Panel: Designing Apps for the Work People Really Do by Using Information They Need <i>Brian Blau, Mike Gotta, Brian Prentice</i>	B2. SharePoint 2013: Advancements and Impact on Portals, Content Management and Collaboration <i>Jim Murphy</i>	C2. Debate: You Say Social Analytics, I Say Big Brother Surveillance Tool <i>Carol Rozwell, Andrew Walls</i>	D2. Case Study: Gone Mobile — Switching From PCs to Devices <i>Ian Finley</i>	AUR3. Getting SharePoint and Enterprise Social Networking Applications to Work Together <i>Nikos Drakos</i>	AUR4. Best Practices in Mobile Content Strategy and Management <i>Hanns Koehler-Kruener</i>
12:00 p.m.	Attendee Lunch and Solution Showcase Dessert Reception					
2:00 p.m.	A3. How Disruptive Vendors Are Threatening Your Incumbent Vendors <i>David Mitchell Smith</i>	B3. Panel: Answers to the Most Common Content Management Questions From Gartner Inquiries <i>Hanns Koehler-Kruener, Mick MacComascaigh, Karen M. Shegda</i>	C3. Design Considerations for Social Networking Applications <i>Mike Gotta, Carol Rozwell</i>	D3. How Mobile Changes Everything, and What to Do About It <i>Tom Austin</i>	AUR5. How to Conduct Your Own Website Review <i>Ray Valdes</i>	AUR6. Best Practices for Licensing and Deploying Microsoft 365 <i>Matthew W. Cain</i>
3:15 p.m.	Solution Provider Sessions					
4:30 p.m.	A4. Case Study: Your Next Intranet — Combining Portal and Social Disciplines to Improve Business Processes <i>Jim Murphy</i>	B4. The Myths and Realities of Mobile Content Management <i>Karen M. Shegda</i>	C4. Disruptive Research From the Gartner Maverick Incubator <i>Tom Austin</i>	D4. Debate: The Enterprise App Store <i>Ian Finley, Ken Parmelee</i>	AUR7. Lessons of How YouTube Can Inspire Business Value From Video Content Management <i>Whit Andrews</i>	AUR8. Best Practices for Making Social Work for Your Organization <i>Carol Rozwell</i>
5:30 p.m.	Solution Showcase Reception					
6:20 p.m.						
	W1. Workshop: Build Development Communities to Build Better Software <i>Mark Driver</i> (10:00 – 11:30 a.m.)					
	MQ1. Magic Quadrant Theater: Mobile Device Management <i>Ken Parmelee</i> (1:25 – 1:45 p.m.)					
	W2. Workshop: Your Next Version of SharePoint — In the Cloud or Not? <i>Mark R. Gilbert</i> (1:30 – 3:00 p.m.)					
	MQ2. Magic Quadrant Theater: Horizontal Portals <i>Gene Phifer</i> (5:45 – 6:05 p.m.)					
	MQ3. Magic Quadrant Theater: ECM and WCM <i>Mick MacComascaigh</i> (6:20 – 6:40 p.m.)					

TUESDAY, APRIL 30

- 7:00 a.m. Registration and Birds of a Feather Networking Breakfast
- 8:15 a.m. **K2. Guest Keynote Emotional Design: Total User Experience** *Don Norman, Cofounder, The Nielsen Norman Group, Best-Selling Author*
- 9:15 a.m. Networking Break
- 9:45 a.m. Solution Provider Sessions

11:00 a.m.	A5a. To the Point: The Nexus of Forces — Driving Innovation <i>David Mitchell Smith</i>	B5a. To the Point: Generate Customer Loyalty and Reduce Costs With Customer Communications Management <i>Karen M. Shegda</i>	C5a. To the Point: Engagification — Applying Gaming Techniques to Increase Social Adoption <i>Carol Rozwell</i>	D5a. To the Point: Content to Go <i>Hanns Koehler-Kruener</i>	AUR9. Best Practices in Information Governance <i>Mick MacComascaigh</i>	AUR10. Getting Enthusiastic Support From Your Security Team When It Comes to Social <i>Andrew Walls</i>
11:35 a.m.	A5b. To the Point: The Modern Web <i>Gene Phifer</i>	B5b. To the Point: Beyond Google and Siri — How Search Will Fuel Information Innovation <i>Whit Andrews</i>	C5b. To the Point: Socially Enabled Business Applications — Finding, Following and Filtering What Matters <i>Nikos Drakos</i>	D5b. To the Point: Mobilizing Your Portal Strategy <i>Jim Murphy</i>		
12:00 p.m.	Attendee Lunch and Solution Showcase Dessert Reception					
2:00 p.m.	A6. Panel: The Secret Life of Digital Design Agencies <i>Moderated by Brian Prentice</i>	B6. Case Study: Preparing Ahead of the Chaos of Global SharePoint and ECM Deployments <i>Mark R. Gilbert</i>	C6. Cloud-Based Office Systems: Google vs. Microsoft <i>Tom Austin</i>	D6. Panel: The Mobile Workspace — Connect, Share, Collaborate ... and Collide <i>Whit Andrews, Mike Gotta, Ken Parmelee</i>	AUR11. The UX: A Platform Approach to Websites, Portals and Mobile Apps <i>Gene Phifer</i>	AUR12. Evaluating and Debating Public vs. Private App Stores <i>Ian Finley</i>
3:15 p.m.	Solution Provider Sessions					
4:30 p.m.	A7. Open Development Inside the Enterprise <i>Mark Driver</i>	B7. The Future of Web Content Management: Beyond the Web Is the Whole Experience <i>Mick MacComascaigh</i>	C7. Case Study: Social Collaboration <i>Nikos Drakos</i>	D7. Ten Mobile Apps That Are Changing the World <i>Ian Finley</i>	AUR13. Best Practices in Enterprise Content Management <i>Mark R. Gilbert</i>	AUR14. Best Practices in Mobile Portal Design <i>Jim Murphy</i>
5:30 p.m.	Hospitality Suites					
	MQ4. Magic Quadrant Theater: Social Software <i>Mike Gotta</i> (12:15 – 12:35 p.m.)					
	CNC1. Contract Negotiation Clinic: Enterprise Content Management <i>Karen M. Shegda</i>					

WEDNESDAY, MAY 1

- 7:00 a.m. Registration and Birds of a Feather Networking Breakfast
- 8:00 a.m. **A8. Social Math for Digital Marketers**
Brian Blau
- 8:00 a.m. **B8. Quiz: Quite Interesting Facts About Portals, Content and Mobile Technologies**
Mick MacComascaigh, Ken Parmelee, Ray Valdes
- 8:00 a.m. **C8. Panel: A Social "Show and Tell"**
Tom Austin, Nikos Drakos, Mike Gotta, Carol Rozwell
- 8:00 a.m. **D8. Panel: The Future of Work in a Mobile World**
Moderated by David Mitchell Smith
- 9:15 a.m. Solution Provider Sessions
- 10:15 a.m. **K3. Gartner Closing Keynote Your Engagement Action Plan for the Next 12 Months**
Whit Andrews, Vice President and Distinguished Analyst, Conference Chair
- 11:30 a.m. **K4. Guest Keynote The Art of Vision**
Erik Wahl, Graffiti Artist, Author, Entrepreneur and Philanthropist