

## EARLY-BIRD SAVINGS

Save \$300 if you register by January 22

Early-bird price: \$1,795

Standard price: \$2,095

Fee includes conference attendance, documentation and planned functions.

## How to register

Phone: 1 866 405 2511

Web: [gartner.com/us/pcc](http://gartner.com/us/pcc)

E-mail: [us.registration@eventreg.com](mailto:us.registration@eventreg.com)

## Hot topics

- Understanding the impact of the real-time Web and Gen4 collaboration
- Moving to cloud-based portal and content services
- Using social networking tools to drive business value
- Optimizing SharePoint investments
- Using instant communities to improve collaboration
- Staying on top of accelerated market and vendor evolutions
- Improving business processes to maximize efficiency
- Understanding and using collective intelligence
- Improving Web and enterprise content management
- Integrating Web 2.0 technologies into existing enterprise portals
- Controlling uncontrollable content
- Managing risk and reputation with social networking
- Next steps in Web 2.0 and Enterprise 2.0
- Realizing (finally!) the benefits of unified communications
- Google, Cisco, Microsoft and Oracle's competition for the cloud

# Gartner Portals, Content & Collaboration Summit 2010

March 9 – 11 • Baltimore, MD • [gartner.com/us/pcc](http://gartner.com/us/pcc)

## WEB CONTENT MANAGEMENT Enterprise Content Management Portals Web 2.0 & Enterprise 2.0 Collaboration

### Evolution in Real Time

As we move toward the real-time Web at breakneck speed, new opportunities for social networking, collective intelligence and real-time analytics arise, along with risks we have yet to imagine. Your challenge is to harness the growing user appetite for Web-based collaboration and content services. It's an exciting time in portals, content and collaboration, and we'll make sure you have the tools and insight to ride this wave.

### Agenda tracks

- A Portals and User Experience**  
Key to efficient information dissemination and a conduit for collaboration, portals have become increasingly critical for enterprises throughout the recession and into recovery. The market for portal frameworks has matured, but new entrants sporting REST-based and cloud-based approaches are challenging the traditional players. For enterprises, it's time to take portals for customers, employees and suppliers to the next level. They will incorporate more Web 2.0 elements and leverage the real-time Web better, while new advances in user interface, design and experience will hasten and improve the business processes your portals support. The result: more efficient portal environments that serve more constituents, do so better and with less expense.
- B Content and Information Management**  
The core goal of content management hasn't changed: get the right content into the right people's hands at the right time to make the right decisions. What's changed? The growing diversity and complexity of the content we must manage, and the speed with which it is created and disseminated. Learn how to take content out of the chaos and place it into context, through the use of taxonomies, emerging analytics tools, visualization, composite applications and e-discovery. The result: better decision making and process support, which exploit a wider range of content types that are created, adapted and delivered in or near real time.
- C Social Software and Collaboration**  
Facebook, LinkedIn, Twitter. IBM, Microsoft, Google. Has the collaboration landscape ever been more confusing? There's a revolution in collaboration and social networking in business today—it's not happening inside your business, though (but it should be). Social computing will impact your business from the inside out and outside in, for both good and bad. Fast-forming online communities can develop overnight and reach an interested audience faster than ever before. Your charge is to understand and harness the power of social software and the unstoppable forces of real-time collaboration. The result: improvements in the pace at which you innovate, the relationships you have with customers and business partners, and the efficiency with which you operate.

A GARTNER FOR IT LEADERS SUMMIT

**Gartner**  
Portals, Content &  
Collaboration  
Summit 2010

Very productive, helps validate and challenge assumptions about technologies and insight on current market trends.

## Keynote guest



**Andrew McAfee**  
Author of *Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges*;  
Principal Research Scientist  
MIT Center for Digital Business

## Who should attend?

Comprehensive coverage of workplace technologies, direction and best practices for business and IT professionals, CIOs, CTOs, vice presidents, directors and managers who are focused on:

- Customer, employee and supplier portals
- User experience design and development
- Enterprise and Web content management
- Social software and networking
- Web technology, media and services
- Videoconferencing, wikis, blogs and all forms of collaboration
- Web 2.0 and Enterprise 2.0 initiatives
- Information and content architecture
- Application integration and development
- Security, risk and reputation management
- Innovation management
- Sales and marketing/customer service
- General counsel and risk management

## New! Team Send package

Teams that attend a Gartner summit together gain a richer experience of the events. We've designed our Team Send Program to help groups of three or more maximize their summit experience while on-site. Visit Registration & Pricing at [gartner.com/us/pcc](http://gartner.com/us/pcc) for details on team savings.

Information-rich, very educational experience. Excellent overview of the portal space, where it's headed, how to jump in.

## Your ROI

Return home empowered to:

- Recognize and exploit dramatic market disruptions.
- Know where to invest in portals, content and collaboration to maximize efficiencies across the enterprise.
- Connect existing workplace technologies to get the most out of what you already have.
- Enable collaboration to fuel innovation and competitive advantage.
- Know what's coming next and position yourself for the future with a stronger competitive advantage.
- Use social computing to harvest existing resources to create and expand customer relationships.
- Improve your own strategy by connecting with peers who have similar challenges.
- Measure and articulate business value.
- Improve communication and relationships with business stakeholders.
- Evaluate and leverage new technologies for future growth.

Visit [gartner.com/us/pcc](http://gartner.com/us/pcc) for agenda details and updates.

## Why Gartner?

Globally, our analysts field more than 8,500 queries related to portals, content and collaboration each year. With 60,000 clients representing 10,000 distinct organizations worldwide, Gartner delivers a breadth of understanding no other research body can achieve, helping you build on your strengths, derive more value from every IT investment and make smart IT decisions at every level.

High-quality content, high-quality people.

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## Topics at a Glance

### Stay on top of an accelerated market and chaotic vendor landscape

Cloud-based options for portal, collaboration and content services offer significant opportunities, but with substantial challenges. Traditional vendor boundaries are being obliterated. Cisco is leaping into the collaboration and portal market, Microsoft is moving into voice services, Oracle is doubling down its content bets, and Google ... well, Google threatens to overturn the very order of things.

Making strategic decisions in this environment is perilous. At the Gartner Portals, Content & Collaboration Summit: Evolution in Real Time, we present a framework to allow organizations to move forward, make strategic plans and keep options open for maximum flexibility.

At this vital annual immersion in trends, practical advice, vendor evaluation and leading-edge strategies, we're committed to helping you negotiate these sweeping changes. You'll return home positioned to seize new opportunities, improve business processes and contribute more to your bottom line.

A highly valuable opportunity to reinforce thought leadership, share ideas and take something real back to the office.

### Track A Portals and User Experience

Portals Scenario: The Doorway to Customers, Employees and Partners <i>Gene Phifer</i>	The Portal of the Future: Get Prepared for Some Big Changes <i>Gene Phifer</i>	How Web and Cloud Computing Will Drive Your IT Strategies <i>David Mitchell Smith</i>	Customer-Centric Web: Critical Success Factors for Your Customer Strategies <i>David Mitchell Smith, Gene Phifer</i>	User Experience: Ignore It at Your Own Peril <i>Ray Valdes</i>	Portals, Content and Collaboration in the Cloud: When Will It Be Ready for You, and Will You Be Ready for It? <i>David Mitchell Smith</i>	Google vs. Microsoft: The Battle for Future Dominance of Portals, Content and Collaboration <i>Tom Austin, David Mitchell Smith</i>	Case Studies in Portals and User Experience <i>Tom Austin</i>	Workshop: User Experience and Web/Portal Usability <i>Ray Valdes</i>
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### Track B Content and Information Management

Brave New World: Exploit Your Information or Become Obsolete <i>Jamie Popkin</i>	What's in Store for Enterprise Content Management Beyond 2010? <i>Toby Bell</i>	I Was a Teenage YouTube Star: Strategic, Tactical and Calamitous Futures of Video Inside and Outside the Enterprise <i>Whit Andrews</i>	Press the Go Button: Search and Content Analytics for Everyone <i>Whit Andrews</i>	Web Content Management: Engaging Through Web Channel Strategies, Marketing and Communities <i>Toby Bell</i>	Taming the SharePoint Beast <i>Mark Gilbert</i>	Is a Content Appliance in Your Future? Content Management Architectures Evolve to Meet Evolving User Demands <i>Karen Shegda</i>	Case Study Panel: Best Practices for Developing an ECM Strategy and Building Your Road Map <i>Speaker(s) TBD</i>	Workshop: How to Save and Make Money With ECM <i>Karen Shegda, Mark Gilbert</i>
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### Track C Social Software and Collaboration

Collaboration: Enterprise 2.0 Got It Backwards <i>Tom Austin</i>	Realizing Real Return From Collaboration Investments <i>Nikos Drakos</i>	Leverage the Business Intelligence in Social Networks <i>Carol Rozwell</i>	New Jobs Your Business Needs to Succeed With Social Software <i>Deb Logan</i>	E-mail in the Cloud: Rumors of Glory <i>Matt Cain</i>	Panel: Social Media Best Practices—Purpose, Policy and Etiquette <i>Tom Austin, Carol Rozwell</i>	Social Software: Demise or Salvation of Knowledge Management <i>Deb Logan</i>	Matching Wants and Needs: How to Select Social Software <i>Nikos Drakos</i>	Workshop: Social Software Meets Information Governance <i>Deb Logan, Carol Rozwell</i>
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Unless otherwise noted speakers are Gartner analysts.

To register, or for agenda updates, visit [gartner.com/us/pcc](http://gartner.com/us/pcc) or call 1 866 405 2511.