



Gartner Portals, Content & Collaboration Summit 2009

16 – 17 September 2009, London | europe.gartner.com/pcc

Suggested Timetable for Public Sector Professionals at the Gartner Portals, Content & Collaboration Summit, September 16-17, 2009

Connect for Success

Today's business leaders face many competing demands for their time, resources and attention. In 2009, they do not have luxury of doing everything for everyone. They need to hold the line on costs through discipline and focus while succeeding in the marketplace through innovation, customer engagement and exemplary service.

The 2009 Gartner Portals, Content & Collaboration Summit will help business and IT leaders to "Connect for Success", by exploring how portals, content, and collaboration tools and technologies are being used to connect people, markets, processes, and information flows across companies, geographies and communities.

In a year that calls for pragmatic strategies that deliver real, demonstrable value, this summit offers practical advice for managing information to reduce costs, boost productivity and foster innovation. It's an event that can provide a holistic view of all three workplace-enabling technologies to ensure your initiatives connect efficiently and effectively. In addition, because tough times call for greater justification, we focus on how to demonstrate ROI from these technologies, how the downturn can be a driver for their adoption, and how to team with business partners for maximum success.

As a Public Sector Professional, there are certain topics covered at this event that are likely to be of particular interest to you. Below is a suggested agenda that you can follow during the event. We hope you find this useful. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on portals, content and collaboration. Please visit www.europe.gartner.com/pcc to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you avail of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

Tuesday, 15 September 2009 – Pre-Event Tutorials

13:30 – 18:00

Registration & Information

14:00 – 14:50

Tutorial: Portal, Content and SOA Governance: Making Multiple Portals Work

Lack of effective governance remains the number one cause of portal product failure. Content governance is important for effective life cycle management of enterprise content. Service-oriented architecture (SOA) governance is necessary to support enterprise-wide SOA efforts. Knowledge of the intersection of these three governance areas is a critical success factor for any portal, content or SOA project.

- What is portal, content and SOA governance?
- How do enterprises effectively employ portal, content and SOA governance, and how do these three areas need to be managed?
- What is the future of portal, content and SOA governance?

Ray Valdes, Gartner

15:00 – 15:50

Tutorial: Information Governance: Stop Managing Technology and Start Managing Information

Information governance is the key to providing end users with the content and data that they need to do their jobs, meet regulatory and legal requirements, and decrease the IT organization's burden of infrastructure management costs. Get to grips with techniques and tools that will enable you to create, organize, access and reuse valuable information assets across your organization, leveraging Gartner's Enterprise Information Management Framework.

- Why should your company invest in information governance?
- What are the organizational and process components of information governance?
- What are the emerging best practices around information governance?

Debra Logan, Gartner

16:20 – 17:10

Tutorial: Enterprise Content Management Best Practices

Organizations need enterprise content management to manage the increasing growth, volume and diversity of their content and drive business efficiency by streamlining processes, reducing costs and unlocking their information value. But for many organizations, implementing an ECM project is often a costly and time-consuming process. In this presentation we share some best practices that planners should consider to ensure that their ECM projects succeed. Key issues that will be discussed include:

- How can enterprises successfully deploy content management across the enterprise?
- How do enterprises prepare for ECM deployment?

Regina Casonato, Gartner



Wednesday, 16 September 2009 (continued)

communications platform for 1.5 million NHS staff. It will replace over 6,000 smaller services and in doing so, enable NHS staff to communicate securely with each other and patients. In 2004 the NHS recognised that it needed a single communication service with the security to handle medical data and the availability and scalability for

the largest workforce in Europe. This presentation examines:

- Service provision in the massive enterprise: identifying common values, how to get 1.5 million staff to agree
- How NHSmail delivers both safety and availability

- NHSmail: unified communications for the NHS?

Will Moss, Programme Head, NHSmail, NHS Connecting for Health

**18:10 – 20:00
Networking Reception**

Thursday, 17 September 2009

08:30 – 09:20

The Portal of the Future: There's Life After Web 2.0

Enterprise portals continue to evolve. Through a concept called the "portal fabric," users will become the center of their own portal universe. At the same time, the types of client interaction will change dramatically. Several features associated with Web 2.0 will be leveraged by portal vendors, but the range of technologies used to build portals may change.

- How will the myPortal deliver on user requirements for portal and Web resource aggregation?
- What features associated with Web 2.0 will become permanent components of future enterprise portals?
- What technologies will be used to build the portal of the future?

Gene Phifer, Gartner

09:30 – 10:15

BP: Implementing an Engineering Information Portal — Why Technology is not the Real Challenge

Web 2.0 technologies, MOSS and many other exciting IT initiatives provide users a level of capability and sophistication which on occasions goes way beyond their ability to use. For some IT departments there is a belief that simply applying the latest technology will solve legacy information issues, without a real understanding of the business drivers. This presentation by BP will talk about how an understanding of people and process has delivered a portal which has made a significant step change in the way people interact with engineering information. Technology has played a role in facilitating this change, but not in the way traditionally thought.

Andy Till, Data and Information Manager: Projects and Engineering, BP

10:45 – 11:35

Enterprise Content Management: Architecture and Governance

Enterprise content management is experiencing a generation of innovation stemming from new users with new expectations exploiting new technologies. Take a long view of your strategic content future and learn how open source, Web 2.0 and software as a service will pervade your content strategy.

- What does the future hold for enterprise content management?
- What approaches can organizations take to satisfy their content management requirements?
- How can organizations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?

Mark Gilbert, Gartner

11:45 – 12:15

Sponsor Presentation of your choice

12:15 – 13:30

Lunch in the Solution Showcase

13:30 – 14:20

21st Century Knowledge Management

Despite its longevity, KM success remains elusive. This presentation will examine practical applications of KM concepts in content management applications. KM technology as such does not exist — but many types of applications can be made to serve the objectives of a KM program. Learn how to apply KM methodologies to content management systems to drive success.

- What is the business case for knowledge management and how can results be measured?
- How do knowledge management and content management together create information assets?
- What are the current best practices in knowledge management?

Debra Logan and Jeff Mann, Gartner

14:45 – 15:30

Guest Keynote: TBC

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xxxSpeakerNamexxx, xxxCompanyxxx

15:30 – 16:20

Closing Gartner Keynote: Connect for Success

After two days, over 20 Gartner presentations, and a host of guest and sponsor presentations, you now have a lot of information to digest. During this keynote, Gartner analysts will distill the key pieces of insight and advice from throughout the summit into a concise action list that will help you take your PCC initiatives to the next level. The session will be broken down into sections related to the three track themes, giving you a snapshot of the most salient advice from this year's summit.

Tom Austin, Gartner

16:20 – 16:30

Conference Close

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