## Agenda at a Glance

### Monday, 15 September 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 08:00  | Tutorial: Customer-centric Web and Portal Innovation  
Jim Murphy                                 |
| 08:45  | Tutorial: Ten Strategies for Successful Enterprise Content Management  
Ken Chiu                                    |
| 09:00  | Welcome to the Gartner PCC Summit 2014  
Nikos Drakos                                |
| 09:15  | Gartner Opening Keynote: Engage, Collaborate, Innovate: Thriving in the Digital Enterprise  
Susan Landry and Jeff Mann                   |
| 10:15  | Refreshment Break in the Solution Showcase                                                   |
| 10:45  | Guest Keynote: Digital Minds, Analogue Hearts  
Anders Sorman-Nilsson, Futurist, Innovation Strategist, Founder of Thinque |
| 11:30  | Panel Discussion                                                                            |
| 12:00  | Lunch in the Solution Showcase                                                              |
| 12:30  | Lunch in the Solution Showcase                                                              |
| 13:15  | TRACK A  
Great User Experiences via Portals and Other Means                                         |
| 13:15  | To the Point: Seven Portal Pitfalls  
Jim Murphy                                    |
| 13:15  | Obscured by the Clouds: How SharePoint’s Shift Will Impact Your Portal and Web Strategy  
Ted Friedman                                 |
| 13:15  | Powering Business Advantage With Your Information Strategy  
Ken Chiu                                    |
Ken Agress                                   |
| 13:15  | Technical Insights: Building Communities and Social Networks That Thrive  
Carol Rozwell                                |
| 13:15  | To the Point: Managing Content in the Cloud  
Ken Chiu                                    |
| 13:15  | To the Point: Building Communities and Social Networks That Thrive  
Carol Rozwell                                |
| 13:15  | Modernize Your Information Infrastructure To Harness Diverse Content Types  
Ted Friedman                                 |
Ken Agress                                   |
| 13:15  | Gamify: How Gamification Motivates People to Do Extraordinary Things  
Brian Burke                                  |
| 13:15  | TRACK B  
Governing and Exploiting Content                                                              |
| 13:15  | To the Point: To the Point: It’s still Knowledge Management but not as you Know It!  
Nikos Drakos                                 |
| 13:15  | To the Point: File Sync and Share is More Than Just Syncing and Sharing  
Jeff Mann                                    |
| 13:15  | To the Point: Improve Employee Engagement with Google’s and Amazon’s UX Methodologies  
Ted Friedman                                 |
| 13:15  | Easy Content Management: Bridging the Worlds  
Ken Chiu                                    |
| 13:15  | Is a Cloud Office Suite in Your Future (or Present)?  
Jeff Mann                                    |
| 13:15  | Reinventing Processes for the Digital Workplace  
Carol Rozwell                                |
| 13:15  | Lunch in the Solution Showcase                                                              |
| 13:15  | TRACK C  
Social Collaboration                                                                          |
| 13:15  | To the Point: The Modern and Future Web: HTML5 and Beyond  
Gene Phifer                                  |
| 13:15  | Beyond the Routine: Case Management for Less Structured Processes  
Carol Rozwell                                |
| 13:15  | The Disruptive Impact of Smart Machines at Work  
Tom Austin                                   |
| 13:15  | Technical Insights: Skills, Talent and Leadership for People-centered IT  
Brian Burke                                  |
| 13:15  | To the Point: The Modern and Future Web: HTML5 and Beyond  
Gene Phifer                                  |
| 13:15  | To the Point: Five Information Governance Best Practices  
Ted Friedman                                 |
| 13:15  | To the Point: Eight Steps to a Compelling Business Case for a Collaboration Initiative  
Nikos Drakos                                 |
Jamie Poppin                                 |
| 13:15  | TRACK D  
Workforce Effectiveness in the Social, Mobile, Digital Workplace                            |
| 13:15  | To the Point: Understanding How Siri, Watson and Google Remake Enterprise Search  
Hanns Köhler-Krüner                          |
| 13:15  | To the Point: What Secrets Will Social Analytics Reveal About Your Network?  
Carol Rozwell                                |
| 13:15  | To the Point: Be a Fly on the Wall  
Tom Austin                                    |
| 13:15  | Guest Keynote: The Power of Perspective  
Rory Sutherland, Vice Chairman, Ogilvy Group UK, London                                         |
| 13:15  | Gartner PCC Summit Closing Remarks  
Nikos Drakos                                 |

### Tuesday, 16 September 2014

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| 08:00  | To the Point: A Platform Approach for Delivering Websites, Portals and Mobile Apps  
Gene Phifer                                  |
| 08:45  | Gartner Keynote: The Folk Nexus: Use Cloud, Social, Mobile and Information to Evolve Apps for Real People  
Danny Brian                                  |
| 09:00  | Refreshment Break in the Solution Showcase                                                   |
| 09:30  | TRACK A  
Great User Experiences via Portals and Other Means                                         |
| 09:30  | Technical Insights: Tuning in to Customers — Leveraging VOC Technologies Effectively  
Ken Agress                                   |
| 09:30  | Easy Content Management: Bridging the Worlds  
Ken Chiu                                    |
| 09:30  | Is a Cloud Office Suite in Your Future (or Present)?  
Jeff Mann                                    |
| 09:30  | Reinventing Processes for the Digital Workplace  
Carol Rozwell                                |
| 09:30  | Lunch in the Solution Showcase                                                              |
| 10:00  | TRACK B  
Governing and Exploiting Content                                                              |
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Carol Rozwell                                |
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Ted Friedman                                 |
| 10:00  | To the Point: Eight Steps to a Compelling Business Case for a Collaboration Initiative  
Nikos Drakos                                 |
| 10:00  | To the Point: Technical Insights: Software, The Engine of Digital Business — Are You Ready?  
Jamie Poppin                                 |
| 10:00  | To the Point: Seven Portal Pitfalls and How to Avoid them  
Jim Murphy                                  |
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Nikos Drakos                                 |