



Knowledge Management and Innovation 2015

\$995 + gst
for forum only

One day case study led forum plus two post forum workshops
24 – 25 November 2015, Rydges Sydney Central

This event will have a one day forum featuring case studies and strategies from various professional services organisations. It will be a practical learning experience, where speakers will have an opportunity to deliver case studies, strategies or analysis on KM and Innovation with the Professional Services Industry.

- ◆ Cross-Organisational Collaboration
- ◆ Implement knowledge sharing initiatives that make a difference in the firm
- ◆ Control and manage the right technology
- ◆ Innovation and knowledge leverage
- ◆ Building continuous improvement and collaboration
- ◆ Global KM for your firm
- ◆ Enabling business strategy with embedded knowledge management

CASE STUDIES and STRATEGIES by:

Patrick DiDomenico, Director of Knowledge Management / Author / Knowledge Management Leader, **Ogletree Deakins Nash Smoak & Stewart – USA**

Mira Renko, Expertise Team Leader, **Ashurst**

Felicity McNish, Global Knowledge Manager, **Woods Bagot**

Carolyn Austin, Special Counsel and Precedents Manager, Precedents and Practice Support, **K&L Gates**

Alister Webb, Consulting Partner, **Innosis**

Susan Stewart, Global Strategic Communications & Change, **Woods Bagot**

Robin Moore, Regional Community Manager, Asia Pacific, Corporate Communications Manager, Australia & New Zealand, **ACE Insurance Limited**

Lisa Weber, Knowledge Manager, **Mercer**

Danielle Hinton, Corporate Communication Manager, **Mercer**

Post-forum workshops: Wednesday, 25 November 2015

Workshop A:

(First twenty delegates to join this workshop receive a free report and more)

The "How To" in Building Cross-Departmental Collaboration for Effective Law Firm Knowledge Management

Facilitated by: **Patrick DiDomenico**: Director of Knowledge Management / Author / Knowledge Management Leader: **Ogletree Deakins Nash Smoak & Stewart – USA**

Workshop B:

Reduce – Reuse – Save Time

Recycling Content for Professional Services

Facilitated by: **Patrick Brown**, Principal, **CodePact**

Media Partner

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One day connected forum – Tuesday, 24 November 2015

Knowledge management is crucial for any professional services industry if an organisation seeks to holistically advance. It is clearly not about putting a strategy in place and automating the entire activity. It requires a keen understanding of the culture at play, to inspire individuals to collectively collaborate, share and engage.

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Innovation Culture - What Is It, and How Do I Get One?



Alister Webb, Consulting Partner, Innosis

Alister is a collaboration specialist with a deep background in internal collaboration systems and culture.

He spent 15 years at Telstra on a journey that took him from early Intranet sites through to the arrival of SharePoint and now the ground-breaking era of the social enterprise. He has been instrumental in many of that organisation's Intranet and collaboration initiatives. Since leaving Telstra late in 2013 he has been acting as a consultant for Social Edge Consulting, a social collaboration consultancy operating out of the USA with clients in all regions of the globe.

He recently joined forces with Innovation specialist Andrew Pope to form Innosis, a consultancy focused on bringing sustainable innovation to organisations through highly effective collaboration.

9:20 **International Keynote: Stop the Technology Tail in Wagging the KM Dog**

Focusing on user experience to enhance the delivery of professional services

- Where to start?
- How to manage your technology
- Work backwards to technology



Patrick DiDomenico, Director of Knowledge Management / Author / Knowledge Management Leader: Ogletree Deakins Nash Smoak & Stewart – USA

10:15 **A Knowledge Management Journey: Using Champions to Drive Innovation**

- Mercer's journey in building a collaborative and innovative culture as part of its strategic imperatives
- Creating the Champions' program and driving adoption of new social communication and collaboration tools
- Using social tools to build engagement and innovation in Mercer's matrixed organisation
- **Case study of Pacific Champions: Innovation Challenge**



Lisa Weber, Knowledge Manager, Mercer

Danielle Hinton, Corporate Communication Manager, Mercer

At the end of this session attendees will have learned how to:

- Define a multi-year KM strategy using KM assessments and maturity models to drive knowledge sharing via people, process, content, technology, communication, and culture
- Establish a Champions program to promote knowledge sharing and collaboration at the local level
- Use toolkits to inspire Champions to promote collaboration
- Understand a practical way to organize an Innovation Challenge to spur new ideas within a diverse, complex company

11:15 Morning refreshments and networking [tweet #kmaus](#)

11:45 **KM and Overcoming the Challenge of Distance - Case Study**

Delivering a KM strategy to practitioners within the same physical environment can be challenging, but try doing this across many global locations with some of these where English is not the first language.

Hear first hand how Woods Bagot:

- Deliver their knowledge management strategy across their 14 geographically spread global studios
- Designed a meaningful and manageable KM strategy that delivered utilising both knowledge management processes and tools



Felicity McNish: Global Knowledge Manager, Woods Bagot

One day connected forum – Tuesday, 24 November 2015

12:30 KM and the Digital Workplace:

Artificial Intelligence, Machine Learning, Big Data Analytics, and New Expert Systems

Tom Davenport recently announced that KM is "gasping for breath" and reminded us of the dangers of reducing a complex set of behaviours to mere technology. And yet there is now a rush for KM to embrace new technologies like artificial intelligence and machine learning, big data analytics, and new expert systems. In the digital world, is there still a place for traditional KM approaches like a focus on organisational culture, people, learning and process? Or has the focus irrevocably shifted?

- How do we as KM practitioners strike the right balance?
- If "Smart KM needs Artificial Intelligence" isn't it also true that "Smart Artificial Intelligence needs KM"?
- KM cannot afford to ignore the way clients and firms will work in the future
- Can KM play a leading role in making the digital workplace a reality?



Carolyn Austin, Special Counsel and Precedents Manager, Precedents and Practice Support, K&L Gates

1:30 Networking lunch (Let us know if you have any special dietary requirements 2 weeks prior to forum)

2:30 Insourcing to Increase Profitability: A Case Study on Ashursts' Glasgow Office

- Ashurst's Global Centre for Innovation Legal Service Efficiency in action
- Focussing on the market factors in play and keys features of the Glasgow office



Mira Renko, Expertise Team Leader, Ashurst Australia

3:15 Knowledge (R)evolution?

Has the term knowledge management become obsolete? With the evolution of technology and mobility, the concept of "managing" knowledge has evolved into a complex and chaotic web. Does the title of Chief Knowledge Officer still resonate with the new skills emerging in the profession? What has knowledge management become? Are we at the cusp of a knowledge revolution?

Drawing on research and exemplars, the presentation will focus on how:

- Professional service organisations are dealing with the knowledge revolution
- The profession has evolved and the new cultures required



Susan Stewart: Global Strategic Communications & Change, Woods Bagot

4:00 Afternoon refreshments and networking

4:15 Enterprise Social Network:

A Case Study on Collaboration and Knowledge Sharing at ACE Insurance Limited



Robin Moore, Regional Community Manager, Asia Pacific, Corporate Communications Manager, Australia & New Zealand, ACE Insurance Limited

5:00 Closing remarks and end of forum

POST- FORUM WORKSHOPS

Wednesday, 25 November 2015



The "How To" in Building Cross-Departmental Collaboration for Effective Law Firm Knowledge Management

Registration: 8.30 am

Workshop starts: 9.00 am

Workshop ends: 12.00 pm

Facilitated by: Patrick DiDomenico: Director of Knowledge Management / Author / Knowledge Management Leader:
Ogletree Deakins Nash Smoak & Stewart – USA

About the workshop:

Each department will have its own priorities, and the social media team will be challenged to reconcile departmental agendas with a shared vision for the initiative.

No stranger to collaboration, KM can help keep the project on track by insisting on a team-defined mission statement. In addition to stating the overarching goal (e.g., leverage social media to increase client awareness of expertise in a specific practice area), an effective statement will spell out narrower objectives that advance the strategy, such as producing related legal content; include a timeline for reaching milestones; and identify factors for measuring success. KM experience in project management and collaboration can provide the group with a process and framework to overcome differences and ultimately deliver results.

This workshop will show you how to build collaboration and knowledge sharing across the departments in your firm, that will deliver the results for team and individual projects.

About the workshop leader:

Head of Knowledge Management (KM) for international law firm with more than 700 attorneys in 45 offices. Responsible for KM infrastructure and strategic direction. I lead a great group of people in three main business units: (1) KM Client Solutions, which focus on client-facing knowledge management initiatives and technology applications that help our clients succeed, (2) KM Firm Solutions, which focuses on internal KM initiatives, such as our SharePoint Intranet, enterprise search, and other technologies, as well as building and fostering a culture of knowledge sharing, and (3) Library Research Service, which provides research assistance to our attorneys.



In addition to my Knowledge Management activities, I am a member of the Firm's Technology Strategy Committee, which helps the Firm make best use of technology to serve our clients.

First 20 Delegates to Join the Workshop

Receive a pdf report on:

"Best Practices in Legal Knowledge Management "

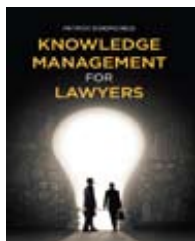
Editor: Stephanie Ramasamy

Year published: 2011

Pages: 91



ALL Delegates to Join the Workshop



Receive a 25% discount to Patrick's new book: "Knowledge Management for Lawyers"
"Patrick's book is easily one of the best surveys of law firm KM practices I have read. He writes clearly and succinctly, and he illuminates the issues we all face better than other titles covering similar turf. What makes this perhaps the most useful book yet on KM in law firms is that he has found out from actual KM practitioners what really works."

—Don MacLeod, KM Manager at Debevoise & Plimpton LLP and author of How to Find Out Anything and The Internet Guide for the Legal Researcher

POST- FORUM WORKSHOPS

Wednesday, 14 October 2015



Reduce – Reuse – Save Time

Recycling Content for Professional Services

Registration: 12.30 pm
Workshop starts: 1.00 pm
Workshop ends: 4.00 pm

Facilitated by: Patrick Brown, Special Counsel, Rouse Lawyers; Principal, CodePact

About the workshop:

Software developers have a lot to teach us about how to manage information. In the last few years, certain principles and techniques have become widely accepted in the software development community as the best way to maintain large, complex code bases for applications that the rest of us use. Professional services knowledge management can learn a lot from these ideas (particularly the legal field). In many cases, the techniques are directly transferrable.

A unique straight forward, step by step guide on optimising your content and through principles and techniques used by software developers

- Creating re-useable information to avoid repeating yourself.
- How to fit re-useable information together to customise quickly for new circumstances.
- How to keep your re-useable information up to date.

About the workshop leaders:



Pat is a software developer and a practicing corporate lawyer. Pat is the developer of <http://codepact.com>, and he also heads the technology practice of Rouse Lawyers.

In his capacity as the developer of CodePact, Pat is focused on building ultra fast, flexible legal workflows on a simple interface using the software development techniques demonstrated in this workshop.

As a lawyer, Patrick advises:

- software as a service (SaaS) providers focused on consumer and enterprise products;
- infrastructure as a service (IaaS) providers;
- software development firms (both front-end and backend focused); and
- health technology companies with business models based on both hardware and software.



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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FAX: +61 1300 550 663
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POST: Send the completed registration form to Ark Group Australia Pty Ltd, Unit 2, 69 Carlton Crecent, Summer Hill, NSW 2130

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PUT YOUR DETAILS HERE (PLEASE PRINT):

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Pricing - circle choice	Whole Event	Forum and One Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Forum only	Workshops <input type="checkbox"/> A or <input type="checkbox"/> B
Standard Pricing	<input type="checkbox"/> save \$200 \$2185 + GST = \$2403.50	<input type="checkbox"/> save \$100 \$1590 + GST = \$1749	<input type="checkbox"/> \$995 + GST = \$1094.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp: 15/10/2015) Not valid with any other offer	<input type="checkbox"/> save \$300 \$2085 + GST = \$2293.50	<input type="checkbox"/> save \$200 \$1490 + GST = \$1639	<input type="checkbox"/> save \$50 \$945 + GST = \$1039.50	<input type="checkbox"/> save \$60 \$635 + GST = \$698.50
Member offer (exp: 15/10/2015) I am a member of an organisation supporting this forum Not valid with any other offer	<input type="checkbox"/> save \$400 \$1985 + GST = \$2183.50	<input type="checkbox"/> save \$300 \$1390 + GST = \$1529	<input type="checkbox"/> save \$150 \$845 + GST = \$929.50	<input type="checkbox"/> save \$100 \$595 + GST = \$654.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

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Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

Event venue and accommodation

Rydges Swanston.

Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges Sydney Central

(formerly called Sebel Surry Hills)

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