The Gilbane Conference
ON CONTENT MANAGEMENT TECHNOLOGIES

November 30-December 2, 2004
Boston, Massachusetts, The Westin Copley Place

Everybody knows...they need Content Management

Register NOW!

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CONFERENCE TRACKS
• Content Management
• Document & Records Policy & Management
• Digital Asset Management
• Enterprise Search, Knowledge Management & Collaboration
• Enterprise Information/Content Integration
• Content Technology Works
What you will take away from the conference:
Attendees benefit from an unbiased, deep, and up-to-date understanding of content management technologies, vendors, trends, and best practices, from the most experienced and respected experts in the field. Our speakers have implemented every kind of content management system across all industries, and have written the books and reports that others depend on. We are strictly neutral with regard to vendors, analysts, enterprises, and consultants. We ensure the focus is on what you need to know to successfully plan and implement content technology solutions.

Get started to make vendor choices, benchmark your progress, and make strategic decisions.

Learn about the successful implementation of content technology through the unique combination of:

- **Project Management**
- **New Technology Trends**
- **Case Studies**

Finally a Content Management association focused on peer-interaction! The Content Management Professionals (CMPros) international community has been organized for content management professionals to further proven best practices based on shared experiences of experts and peers.

Join CMPros at their first "CM Summit" meeting and learn about their ongoing activities, how you can participate, and how the association can benefit you.

**CMPros members receive a special conference discount!**
See [www.cmprofessionals.org](http://www.cmprofessionals.org) for details.

Who should attend:

**IT Professionals**
- IT Strategists, Managers, Staff
- Content Management Project Managers
- Content Management System Designers
- Intranet, Internet, Extranet, Portal Managers
- Webmasters, Developers, and Administrators
- Enterprise Architects

**Business Managers and Strategists**
- Product Data Managers
- Information Architects/Knowledge Managers
- Technical Documentation Managers
- Business, Market, and Technology Analysts
- Consultants and Integrators
- Marketing and Product Executives
- Brand Managers
- Customer Service Managers

For more information or to register visit: [www.lighthouseseminars.com](http://www.lighthouseseminars.com)
Opening Panel: The Analysts on Technologies & Trends

Our opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. Frank Gilbane will moderate a keynote panel of analysts covering content management technologies debating content management vs. enterprise content management, the role of database platforms, application servers, portals, open source, information integration, Web services, and other infrastructure technologies critical to content management strategies. We’ll also look at upcoming technologies, market consolidation and the tough issues facing both vendors and users, and make predictions about the next 12-18 months. 

Moderator: Frank Gilbane, Conference Chair, Editor & Publisher, Gilbane Report

Panelists: Steven Ashley, Senior VP Research, Baird & Co.; Joshua Duhl, Research Director, Content Management and Rich Media, IDC; Hadley Reynolds, Vice President & Research Director, Delphi; Robert Markham, Senior Analyst, Forrester Research; Alan Pelz-Sharpe, Vice President North America, Ovum; Mike Maziarba, Director, InfoTrends/CAP Ventures

Keynote Debate: “Open” Document Formats, XHTML vs. HTML, XSL vs. CSS & Other Industry Debates

There are a number of difficult decisions that partly transcend choices about content management products and are crucial to successful content technology deployments and strategies. These decisions are tricky because there are competing, overlapping standards to choose from, sometimes created by the same industry organizations. This panel of industry pundits who understand these issues will look at all sides of the debates, peel away the hype, translate the issues into non-technical language, and provide you with a clear understanding so you can make your own well-informed decision. We will look at a recent European Commission report (the “Valoris” report) that recently examined the current state of document formats, in particular Microsoft’s XML reference schemas and the OpenOffice.org XML format. We’ll also look at the issues behind choices between XHTML vs. HTML and XSL vs. CSS.

Moderator: Frank Gilbane, Conference Chair, Editor & Publisher, Gilbane Report

Panelists: Jon Udell, Lead Analyst, InfoWorld; Bob Boiko, Author, The Content Management Bible, Lecturer, University of Washington iSchool, and President, Metatorial Services; Tony Byrne, Editor, CMSWatch; Author, The CMS Report; Matt May, Web Accessibility Specialist, W3C

CTW Keynote Panel: Enterprise Panel on Best Practices & Implementation Strategies

Speakers in the keynote session for the CTW track complement the opening keynote on technology and trends by sharing their experiences with actually putting content technology to work. This panel features enterprise executives who will describe how their companies leverage the technologies discussed in the first keynote. We’ll examine actual business and IT planning scenarios and identify the characteristics associated with successful content technology deployment. The panel sets the stage for the day’s track of user success stories and case studies.

Moderator: Mary Laplante, VP Consulting Services, Bluebill Advisors, Sr. Editor, Gilbane Report

Panelists: Lisa Welchman, Principal, Welchman Consulting, Planning & Preparing for a CMS; Alan Pelz-Sharpe, Vice President North America, Ovum, The Content Management Market; Mary Lee Kennedy, Principal, The Kennedy Group, Content Requirements and Understanding User Needs for a Content Strategy

Implementing a Content Management System—Next Steps & Key Issues Part 1

Once you are confident you have a good grasp of the basic requirements for your content management system, and have started looking at different types of approaches, you need to dig into more detailed requirements of the users of your CMS, give careful consideration to your organization’s IT infrastructure and capabilities, and make sure you understand what you can/should expect from IT and from potential vendors for support. This double session will cover multiple topics you need to be familiar with to move from planning to implementing a CMS with confidence.


Speakers continued on next page
Content Management Resources: How to find Who, What, and Where

The rapid proliferation of content management systems makes it very difficult to find all the vendors that might have the right solution. This session will survey online product directories, including some that are searchable for CMSs with specific features and technologies, and offer side-by-side, head-to-head competitive comparisons. Enterprise project managers will learn how to use these online resources to narrow their product selection and how to find the right consultants to aid with implementation.

MODERATOR: Nick Carr, Founder and Chairman, Idiom, Inc.
SPEAKERS: Eric Silberstein, General Manager, Allette Systems; Bob Doyle, Editor-in-Chief, CMS Review; CMS Forum, CMS Wiki, DMOZ CMS Category; Erik Hartman, Hartman Communicatie BV

Collaboration and Knowledge Management Best Practices

“KM” has been on the scene for a decade now, but we are still learning new and valuable ways to leverage knowledge. Through collaboration and other knowledge-sharing techniques—and by embedding KM directly into everyday processes—organizations continue to reap major rewards from KM. In this session, our three speakers will present their perspectives on these trends and best practices.

MODERATOR: Scott Able, Content Management Strategist, thecontentwrangler.com
SPEAKERS: Brendan Quinn, Technical Content Architect, Content Management and Syndication Systems, BBGI; CMS Impacts on Systems, Networks, Security, and IT Support; Michael Hahn, Senior Content Management Analyst, Vasont Systems; Are DTDS Dead?

Directions in Content Management

An important part of implementing a CMS is understanding what new technologies and will be available and what new practices will emerge in time to have an impact on your new system after it is deployed. This session will look at near-term developments and help you prepare for follow-on enhancements and also help you deal with the inevitable question, “Why didn’t we implement XXX capability”? 

MODERATOR: Tony Byrne, Editor, CMSWatch; Author, The CMS Report
SPEAKERS: Bob Boiko, Author, The Content Management Bible, Lecturer, University of Washington iSchool, and President, Metatorial Services, Building a CMS Logical Design; Priya Chakravarthi, Wipro Technologies, Multilingual Content Management—How to Tame the Shrew

Implementing a Content Management System—Next Steps & Key Issues Part 2

MODERATOR: Tony Byrne, Editor, CMSWatch; Author, The CMS Report
SPEAKERS: Brendan Quinn, Technical Content Architect, Content Management and Syndication Systems, BBGI; CMS Impacts on Systems, Networks, Security, and IT Support; Michael Hahn, Senior Content Management Analyst, Vasont Systems; Are DTDS Dead?

One Minute with a CMS Vendor

In this lively session a representative group of content management vendors will be asked a question by an expert CMS consultant and each given one minute to respond in turn before a buzzer goes off. If you prefer immediate, succinct answers to your questions over mining through piles of literature or sitting through presentations or demos this is the session for you.

MODERATOR: Tony Byrne, Editor, CMSWatch; Author, The CMS Report
SPEAKERS: Bob Boiko, Author, The Content Management Bible, Lecturer, University of Washington iSchool, and President, Metatorial Services, Building a CMS Logical Design; Priya Chakravarthi, Wipro Technologies, Multilingual Content Management—How to Tame the Shrew

Enterprise Search & KM Track

Enterprise Search & Knowledge Management

Searching for information is a pervasive activity in any enterprise. How will search play with other enterprise activities to enhance the value of knowledge repositories? What effect will categorizing techniques and technologies have on results? Improving the value of content through better “finding” mechanisms will be highlighted in this session.

MODERATOR: Lynda Moulton, LWM Technology Services
SPEAKERS: Walter Crosby, Terabase, Search Trends—The Value of Categorization over Clustering; Sue Feldman, Research Vice President, Content Technologies, IDC, Why Categorize? How Structuring Information Yields Better Search; Mark Ludwig, Library Systems Manager, University of Buffalo, It’s a Knowledgebase not a Database; Why Using an XML Repository is a Better Paradigm

Knowledge Management & Technology Panel

The landscape of KM technology is ever changing. Exciting new technologies are coming on the scene, and older technologies are being used in new and innovative ways to leverage knowledge, enhance access, and support the bottom line. After brief presentations by the panel members, the speakers and attendees will participate in a moderated discussion of trends in KM technology.

MODERATOR: Larry Chait, Chait & Assoc.

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Taxonomy as a Knowledge Roadmap

Taxonomy in portals and search applications should reflect terminology and concepts that focus the searcher on categories of content. At their best, taxonomies provide us with a knowledge roadmap, structuring content into visible lists that enlighten our understanding of what lies within. They must also enable the search function to perform more efficiently. The speakers will describe how basic taxonomy concepts are evolving to meet today’s challenges, provide examples of next-generation taxonomies, and talk about surmounting deployment challenges.

MODERATOR: Lynda Moulton, LWM Technology Services

SPEAKERS: Lynda Moulton, LWM Technology Services, Controlled Vocabularies need Context—Taxonomy to Ontology; Wendi Pohs, IBM, IBM’s Intranet Search and Enterprise Taxonomy; Theresa Regli, Senior Consultant, Content Management and User Experience, Molecular, Multi-use Taxonomies: Search, CMS and Navigation

Solutions for Complex Content Applications

Speakers will share their experiences with deploying technologies that handle the heavy lifting that's required when complex content drives an organization’s business.

MODERATOR: Mary Laplante, VP Consulting Services, Bluebill Advisors, Sr. Editor, Gilbane Report

SPEAKERS: Cindy Johnson, Director, Education & Knowledge Organization, IDX, Multi-channel Publishing for Medical Technology; Janelle Oveson, Corporate eBusiness Manager, Analog Devices, Multi-lingual, Complex Data in Telecommunications

DAM TRACK

DAM: Architectures, Approaches and Functionality

You’ve been assigned a project to get your hands around your organization’s digital assets, and are now faced with fully understanding and matching your requirements with many different types of solutions on the market from DAM vendors, ECM vendors, database vendors and others. How do you sort through the landscape? What differentiates DAM from other types of content management applications? How do you ensure you meet your organization’s business requirements, and also pick an approach compatible with corporate IT integration and infrastructure requirements?

MODERATOR: Mark Walter, Senior Contributing Analyst & Consultant, Gilbane Report

SPEAKERS: Tony Freeman, Executive VP, DeepBridge Content Solutions; Mark Arbour, General Manager, Rich Media Business Unit, EMC/Documentum; Jeff Stromberg, Vice President, Digital Asset Management, Stellent

Managing Digital Assets for Conventional Marketing Application

For many enterprises, their first DAM implementation creates a graphics library of brand images and product shots that are critical to the marketing team. This session explores use cases for DAM that show how it can improve the way you create, produce and distribute your sales and marketing collateral, promotions and catalogs, and at the same time lay a foundation for future enterprise DAM applications.

MODERATOR: Mark Walter, Senior Contributing Analyst & Consultant, Gilbane Report

SPEAKERS: Diane Rooney, Vice President, Grand Circle Travel; Joseph Bachana, Founder, DPCI

Managing Digital Assets for One-to-One Marketing

To improve customer acquisition and retention, marketers are shifting from mass mailings to micro-marketing techniques. How do you customize and personalize content cost-effectively on a large scale? What part does a DAM system play in an overall solution? Come and learn how industry pioneers are building systems that automate custom publishing by integrating the graphics transformation engines of a DAM system with the databases of customer and product information and the templating of print and web publishing tools.

MODERATOR: Mark Walter, Senior Contributing Analyst & Consultant, TheGilbane Report

SPEAKER: Roger Gimbel, Consultant

www.lighthouseseminars.com
**DM/RM TRACK**

**The Latest on Managing Electronic Records**

By mapping out a content and storage architecture organizations can provide business units with a more seamless approach to managing the full life-cycle of content, from its generation through its retention or destruction, and providing users with more seamless access to content by providing transparent performance and protection. This session will define a framework that organizations can use to establish a corporate policy, review the current IT strategy and analyze the existing technology portfolio, and select a vendor, install and integrate software, and begin managing the ongoing process of capturing, classifying, archiving, reviewing, and destroying records.

**MODERATOR:** Robert Markham, Senior Analyst, Forrester Research

**SPEAKERS:** Priscilla Emery, President and founder, e-Nterprise Advisors; Galina Datksovsky, PhD, CEO, MDY Advanced Technologies, Inc.

**Digital Rules Management & Compliance for Enterprise Applications**

DRM is usually associated with Digital Rights Management, which is focused on the protection of copyright holders, and mostly of interest to commercial digital publishers. However, while rights management may be mild interest to many enterprises, applying business rules to various kinds of corporate content has become extremely critical. Protecting information about employees, customer, and regulatory compliance requirements resulting from Sarbanes-Oxley, HIPAA, etc. make it imperative that all companies learn how to ensure that their information has effective security, access, and use rules associated with it.

**MODERATOR:** Bill Trippe, Co-author, Digital Rights Management: Business and Technology, Sr. Editor, Gilbane Report

**SPEAKERS:** Glen Secor, Contributing Analyst, Gilbane Report; Mike Miron, CEO and co-Chairman, ContentGuard

**Electronic Forms & Content Management**

There is a wide range of electronic form solutions available today, ranging from simple scripts packaged with mass market web publishing software to very specialized industrial strength applications for forms-intensive industries coming from older document management systems. Electronic forms will be very big once they are easy to create, modify, and integrate into larger enterprise applications. Microsoft and Adobe are both targeting this space and looking for huge market share of this forgotten middle market, and ECM vendors are acquiring or partnering with electronic form software vendors to round out their offerings and protect their turf.

**MODERATOR:** Bill Trippe, Senior Consultant & Editor, Gilbane Report

**SPEAKERS:** Chuck Myers, Technology Strategist, ePaper Solutions Group, Adobe; Paul Chan, VP Marketing, PureEdge Solutions

**EII TRACK**

**Enterprise Information Integration: What it is & Why You Should Care**

In addition to the databases you need to access for your internet applications to deliver on their promise, you have a rapidly growing number of content, document, and digital asset management systems deployed in your organization, all of which contain critical content for your CRM or e-commerce, or publishing or marketing or portal/intranet application. EAI and other approaches are not sufficient on their own, mostly because of the complexities of managing unstructured or semi-structured content. This session will help you understand what those complexities are and how Enterprise Information Integration (EII) and Enterprise Content Integration (ECI) solutions can help.

**MODERATOR:** Dale Waldt, President aXtive Minds

**SPEAKERS:** Joshua Duhl, Research Director, Content Management and Rich Media, IDC; Tony White, Senior Analyst, Collaboration & Content Management, Yankee Group; TBD, Integration Consortium

**New Approaches to Enterprise Information/Content Integration**

While the problems EII offerings are meant to solve are easy to describe, it is not at all easy to determine what the best solution is, or where to look for it. To some degree, all enterprise software applications need to at least facilitate integration with other applications, but integration can be very complex—how do you know when you need a special kind of technology partner, and what are the options? This panel will explore different approaches to EII, including those from EII/ECI, Application Server, EAI, XML Database, and ECM vendors, and help you identify a set of functional characteristics to make an informed choice.

**MODERATOR:** Mark Walter, Senior Contributing Analyst & Consultant, Gilbane Report

**PANELISTS:** Shane Lennon, VP Marketing, Context Media; Eric Sall, VP Marketing, Venetica; Rob Perry, Director of Product Marketing, Vignette; Tim Mathews, President and Co-Founder, Ipedo

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30am</td>
<td>Opening Keynote Panel of Expert Analysts: Content Management Technologies &amp; Trends</td>
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<tr>
<td>10:00am</td>
<td>Break and Technology Demonstrations</td>
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<td>11:00am</td>
<td>CM-1: Planning for &amp; Evaluating CMSs– How to get Started</td>
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<td>EII-1: Enterprise Information Integration: What it is &amp; Why You Should Care</td>
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<td>DM/RM-1: The Latest on Managing Electronic Records</td>
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<td>12:00pm</td>
<td>Lunch and Technology Demonstrations</td>
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<td>2:00pm</td>
<td>CM-2: Implementing a Content Management System–Next Steps &amp; Key Issues</td>
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<td>EII-2: Compare Competing Approaches to Enterprise Information/Content Integration</td>
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<td>DM/RM-2: Digital Rules Management &amp; Compliance for Enterprise Applications</td>
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<tr>
<td>3:30pm</td>
<td>Break (5 minutes)</td>
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<td>3:00pm</td>
<td>Keynote Debate: “Open” Document Formats XHTML vs. HTML, XSL vs XSS &amp; Other Industry Debates</td>
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<td>5:15pm</td>
<td>Reception in Technology Demo Area</td>
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**TUESDAY NOVEMBER 30, 2004**

**WEDNESDAY DECEMBER 1, 2004**

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<th>Time</th>
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<tr>
<td>8:30am</td>
<td>Content Technology Works™ Keynote Panel on Content Management Best Practices &amp; Implementation Strategies</td>
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<td>Break and Technology Demonstrations</td>
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<td>11:00am</td>
<td>CM-3: Implementing a Content Management System–Next Steps &amp; Key Issues</td>
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<td>CTW-1: Solutions for Complex Content Applications</td>
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<td>DM/RM-3: Electronic Forms &amp; Content Management</td>
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<td>12:00pm</td>
<td>Lunch and Technology Demonstrations</td>
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<td>2:00pm</td>
<td>CM-4: Directions in Content Management</td>
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<td>CTW-2: Solutions for Leveraging Rich Media</td>
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<td>KM-1: How Enterprise Search Aids Knowledge Management</td>
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<td>3:30pm</td>
<td>Break</td>
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<td>3:45pm</td>
<td>CM-5: One Minute with a CMS Vendor</td>
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<td>CTW-3: Solutions for Custom Communications</td>
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<td>KM-2: Collaboration &amp; Knowledge Management Best Practices</td>
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**THURSDAY DECEMBER 2, 2004**

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<tr>
<td>8:30am</td>
<td>DAM-1: Digital Asset Management: Architectures, Approaches &amp; Functionality</td>
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<td>KM-3: Knowledge Management &amp; Content Technology Panel</td>
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<td>10:00am</td>
<td>Break</td>
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<td>10:15am</td>
<td>DAM-2: Managing Digital Assets for Conventional Marketing Applications</td>
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<td>KM-4: Taxonomy as a Knowledge Roadmap</td>
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<td>11:15am</td>
<td>Break</td>
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<tr>
<td>11:30am</td>
<td>DAM-3: Managing Digital Assets for One-to-One Marketing</td>
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<td>CM-6: Content Management Resources: How to find Who, What &amp; Where</td>
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<td>12:30pm</td>
<td>Adjourn Main Conference</td>
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<td>Post-conference Workshop: Content Technology Choices for Technical Communicators</td>
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<td>Post-conference Workshop: Enterprise Search - Principles, Players, Practices, &amp; Pitfalls</td>
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**Color Code:**
- **Plenary Sessions**
- **Content Management Track (CM)**
- **Document & Records Management Track (DM/RM)**
- **Digital Asset Management Track (DAM)**
- **Content Technology Works Track (CTW)**
- **Enterprise Information Integration Track (EII)**
- **Enterprise Search, Knowledge Management & Collaboration Track (KM)**
- **Post-conference workshops**

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INSTRUCTOR: Tony Byrne, Founder & Principal, CMSWatch
Join us for a half-day workshop that can help you and your team define a clear Web Content Management roadmap. CMS Watch founder Tony Byrne leads an intensive, fast-paced, introduction to Web Content Management principles, practices, and products. Learn:

• A common, de-jargoned vocabulary of key CMS terms
• How to develop a business case for a CMS
• Key steps to effective Content Production and Delivery
• The 7 categories of CM products, including features and typical price ranges
• How to start evaluating and selecting suitable technologies
• The 4 most common CMS pitfalls, and best practices for avoiding them

The seminar enables attendees to help their organization define its CMS needs and identify suitable technologies to improve Web content production and publishing systems.

Content Technology Choices for Technical Communicators  
INSTRUCTOR: Bill Trippe, Senior Editor & Consultant, Gilbane Report
The need for single-source publishing has led technical communicators to implement many authoring, publishing, and management tools. At the same time, organizations have been implementing enterprise content solutions, as customers and partners demand instantaneous access to all kinds of product-related content and data.

• How can technical communicators best leverage all of these new technologies?
• What are the potential uses and best uses of critical technologies such as XML and PDF?
• What role does metadata play?
• Can content systems and tools be integrated with other critical systems such as call tracking?

This tutorial will provide attendees with a current understanding of the state of content management technology for technical communicators, and will highlight best practices for integrating single-source publishing tools within the enterprise.

Enterprise Search - Principles, Players, Practices, & Pitfalls  
INSTRUCTOR: Erik Arnold, Infozen, Inc. and Co-founder of Arnold Information Technology
Join Erik for a half-day workshop that can help you and your team prepare for an enterprise search deployment. Erik Arnold—formerly of Lycos and NBCi and now FirstGov.gov—leads an informative, content rich review of the basics of enterprise search, including principles, key players, practices, and pitfalls. Learn:

• The six best practices for a successful enterprise search system.
• How to develop a business case for a search system, including the hot spots for cost overruns with tactics for avoiding them.
• The terminology of enterprise search.
• The landscape of enterprise search with 12 enterprise search products categorized and compared by cost, content strengths, and principal features.
• Guidelines for preparing a search roadmap, including a checklist of the key points for a requirements document.
• The six most common enterprise search pitfalls and best practices for avoiding them.
• Search engine marketing and what it means for you.

This seminar equips attendees with essential information to acquire an enterprise search system that will meet the needs of the organization’s users.
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SPEAKERS

Steven Ashley
Senior VP Research, Baird & Co.

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Tony Byrne
Editor, CMSWatch; Author, The CMS Report

Ann Rockley
Author, Managing Enterprise Content: A Unified Content Strategy, and President, The Rockley Group

David B. Liroff
Vice President and Chief Technology Officer, WGBH Educational Foundation

Mario Quererez
Vice President, Content and Product Data Management, HP

Mary Laplante
VP Consulting Services, Bluebill Advisors, Sr. Editor, Gilbane Report

Lisa Welchman
Principal, Welchman Consulting

Mary Lee Kennedy
Principal, The Kennedy Group

Brendan Quinn
Technical Architect, Content Management and Syndication Systems, BBCi

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Walter Crosby
Terabase

Sue Feldman
Research Vice President, Content Technologies, IDC

Mark Ludwig
Library Systems Manager, University of Buffalo

Larry Chait
Chait & Associates

Sherra Pierre-March
Vice President of Information Systems, Sesame Workshop

Ken Bruss
HDA Consulting

Jeff Catlin
Lexalytics

Jane McLaughlin
Consulting Principal, Lifecycle Software

Joyce Ward
Lexis/Nexis

Wendi Pohs
IBM

Theresa Regli
Senior Consultant, Content Management and User Experience, Molecular

Cindy Johnson
Director, Education & Knowledge Organization, IDX

Janelle Oveson
Corporate eBusiness Manager, Analog Devices

Howard Roth
Media Consultant, CMP Media

David MacCarn
Chief Technologist and Asset Management Architect, WGBH Educational Foundation

Amy Rantanen
Director of Information Technology and Asset Management Systems, WGBH Educational Foundation

Bill Benz
Vice President eBusiness, J. & W. Seligman

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Mike Miron
CEO and co-Chairman, ContentGuard

Bill Trippe
Co-author, Digital Rights Management: Business and Technology, Sr. Editor, Gilbane Report

Tony White
Senior Analyst, Collaboration & Content Management, Yankee Group

Shane Lennon
VP Marketing, Context Media

Eric Sal
VP Marketing, Venetica

Nick Carr
Founder and General Manager, Allette Systems

Rob Perry
Director of Product Marketing, Vignette

Tim Mathews
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Scott Abel
Content Management Strategist, thecontentwrangler.com

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Dale Waldt
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Priya Chakravarthi
Portals and Content Management Practice, Wipro Technologies

Kosta Nicolopoulos
Director of Marketing, RC Hagen

Eric Silberstein
Founder & Chairman, Idiom, Inc.

Chuck Myers
Technology Strategist, ePaper Solutions Group, Adobe

Paul Chan
VP Marketing, PureEdge

and many more...

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**REGISTRANT INFORMATION**

(Please PRINT Clearly In Large Capital Letters)

<table>
<thead>
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<th>FIRST NAME</th>
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**ROLE/FUNCTION**

- IT
- Aerospace or Defense
- Automotive
- Chemical
- Pharmaceutical
- Other
- Government
- Federal or National
- State or Province
- Utility or Telecommunications
- Transportation
- Education
- Healthcare
- Business Services
- Consulting
- Legal or Accounting
- Publishing or Information Services
- Printing
- Web/Internet/IP/ASP
- System Integration
- Retail
- E-commerce
- Distributor or Dealer
- VAR

**INDUSTRY**

- Computers or Electronics
- Software
- Hardware
- Services
- Financial Services
- Banking
- Insurance
- Investment or Securities
- Manufacturing
- Manufacturing

**ROLE IN PURCHASING**

- Approve
- Specify
- Recommend
- Research
- None

**AMOUNT OF ANTICIPATED INVESTED IN CONTENT TECHNOLOGY IN NEXT 12 MONTHS**

- None
- < $5 million (USD)
- < $1 million
- < $2 million
- < $5 million
- < $10 million
- < $20 million

**TOTAL NUMBER OF EMPLOYEES IN YOUR ORGANIZATION**

- 1-25
- 26-100
- 101-500
- 501-1000
- 1001-5000
- 5001-10,000
- > 10,000

**PAYMENT INFORMATION**

Full payment is due with registration form

**GENERAL INFORMATION**

How did you hear about the Gilbane Conference on Content Management?

- Colleague
- Gilbane Report Website
- Gilbane Report Newsletter
- Previous Gilbane Conference or Webinar
- Lighthouse Seminars Website
- Search Engine
- Calendar Listing
- Other
- Direct Mail
- Email Message

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1. FAX to 781-821-6704
2. MAIL to Lighthouse Seminars
   437 Turnpike Street, Canton, MA 02021
3. Call Joe Richard at 781.821.6734

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**Tuesday November 30, 2004**
- **8:30 am to 11:00 am**
  - Keynote Presentation & Technology Demonstrations
- **12:00 pm to 2:00 pm**
  - Lunch & Technology Demonstrations
- **5:00 pm to 7:00 pm**
  - Sponsor Reception & Technology Demonstrations

**Wednesday December 1, 2004**
- **8:30 am to 11:00 am**
  - Keynote Presentation & Technology Demonstrations
- **12:00 pm to 2:00 pm**
  - Lunch & Technology Demonstrations

Content Technology Works! to be featured

Partners include: Artesia, Atomz, Convera, Context Media, INSCI, Vasont, Venetica, Vignette, Software AG, Sun Microsystems, TRADOS

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   437 Turnpike Street,
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CMSWatch
Day Software
EContent
Ektron
EMC/Documentum
The Gilbane Report
GMC Software Technology
IDEAlliance
Idiom
InfoData
InfoWorld
Inmagic
Interwoven
INSCI
Integration Consortium
IXIASoft
MARKLogic
OASIS
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