

The Gilbane Conference

ON CONTENT MANAGEMENT TECHNOLOGIES

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

Everybody knows...they need Content Management



Analyze

successful implementations



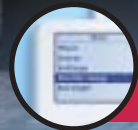
Learn

techniques that work



Understand

the system architecture and infrastructure issues



Register NOW!

Register now for the **CONFERENCE PLUS PACKAGE** and receive a **FREE IPOD!**

LIMITED QUANTITY, REGISTER EARLY!

Get more information on this offer and the conference at

www.lighthouseseminars.com

CONFERENCE TRACKS

- **Content Management**
- **Document & Records Policy & Management**
- **Digital Asset Management**
- **Enterprise Search, Knowledge Management & Collaboration**
- **Enterprise Information/Content Integration**
- **Content Technology Works**



Lighthouse Seminars

CONFERENCE BROCHURE 2004



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 for details.

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**



Lighthouse Seminars

For more information
or to register visit:

www.lighthouseseminars.com

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



KEYNOTE SESSIONS

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 Maziarka**, 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: David B. Liroff, Vice President and Chief Technology Officer, WGBH Educational Foundation; **Mario Quieroz**, Vice President, Content and Product Data Management, HP; **Bill Benz**, Vice President MIS, J. & W. Seligman

CM TRACK

Planning for & Evaluating CMSs—How to Get Started

A content management system is a critical investment, especially since businesses need to integrate content management with other core business applications. This session will help you get started by providing guidance on how to determine the scope & purpose of a CMS, what types of CMSs are available, the trade-offs between building and buying, which organizations should be involved in choosing and owning a CMS, and how you should develop a list of requirements, questions, and a list of potential vendors.

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

SPEAKERS: 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.

MODERATOR: Ann Rockley, Author, *Managing Enterprise Content: A Unified Content Strategy*, and President, The Rockley Group
speakers continued on next page



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: **Scott Able**, Content Management Strategist, thecontentwrangler.com

SPEAKERS: **Brendan Quinn**, Technical Architect, Content Management and Syndication Systems, BBCi, *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: **Nick Carr**, Founder and General Manager, Allette Systems

SPEAKER: **Eric Silberstein**, Founder and Chairmam, Idiom, Inc.

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*

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.

SPEAKERS: **Bob Doyle**, Editor-in-Chief, CMS Review, CMS Forum, CMS Wiki, DMOZ CMS Category; **Erik Hartman**, Hartman Communicatie BV

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*

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: **Larry Chait**, Chait & Assoc.

SPEAKERS: **Sherra Pierre-March**, Vice President of Information Systems, Sesame Workshop, *Integrating Content Management and Portal: A Case Study*; **Ken Bruss**, HDA Consulting, *Embedding KM into Product Life Cycle Management—Achieving Sustainable Competitive Advantage*; **Mary Lee Kennedy**, The Kennedy Group, *Human Knowledge—Enabling the Exchange of Ideas and Expertise*

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.

SPEAKERS: **Jeff Catlin**, Lexalytics, *The Synergy of Search + Content*; **Jane McLaughlin**, President, & **Tom Spencer**, Partner, Lifecycle Software, *Case Study: Leveraging KM Tools and Content Management to Create Profitable Products*; **Joyce Ward**, Lexis/Nexis, *Leveraging Content Technology Downstream to Enhance KM*

Save an additional \$100! Fill in Discount Code from your mailing label on your Registration and SAVE! Excludes Post-Conference Workshops.

The Gilbane Conference

ON CONTENT MANAGEMENT TECHNOLOGIES

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*

CTW TRACK

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*

Solutions for Leveraging Rich Media

As the cost of creating and storing digital assets drops, companies are recasting enterprise processes such as training,

brand management, and channel communications to incorporate rich media. Speakers will share their experiences with deploying content technologies that enable their organizations to incorporate rich media into their business strategies and capitalize on the value of digital assets in the process.

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

SPEAKERS: Howard Roth, Media Consultant, CMP Media, *Rich Media in Publishing*; David MacCarn, Chief Technologist and Asset Management Architect, WGBH Educational Foundation; Amy Rantanen, Director of Information Technology and Asset Management Systems, WGBH Educational Foundation

Solutions for Custom Communications

"Content my way" is the mantra of today's demanding customers. Speakers will share their experiences with deploying technologies that enable customized, personalized communication with customers, prospects, partners, and vendors.

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

SPEAKER: Kosta Nicolopoulos, Director of Marketing, RC Hagen

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, Stellant

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, *The Gilbane Report*

SPEAKER: Roger Gimbel, Consultant

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-Enterprise Advisors; Galina Datskovsky, 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 aXtivate 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

Save an additional \$100!
Fill in Discount Code from
your mailing label on your
Registration and SAVE!

Excludes Post-Conference Workshops.

Visit
www.lighthouseseminars.com
for complete program details
and updates



TUESDAY NOVEMBER 30, 2004

Gilbane Conference on Content Management Technologies*

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

WEDNESDAY DECEMBER 1, 2004

Gilbane Conference on Content Management Technologies*

8:30am	Content Technology Works™ Keynote Panel on Content Management Best Practices & Implementation Strategies		
10:00am	Break and Technology Demonstrations		
11:00am	CM-3: Implementing a Content Management System—Next Steps & Key Issues	CTW-1: Solutions for Complex Content Applications	DM/RM-3: Electronic Forms & Content Management
12:00pm	Lunch and Technology Demonstrations		
2:00pm	CM-4: Directions in Content Management	CTW-2: Solutions for Leveraging Rich Media	KM-1: How Enterprise Search Aids Knowledge Management
3:30pm	Break		
3:45pm	CM-5: One Minute with a CMS Vendor	CTW-3: Solutions for Custom Communications	KM-2: Collaboration & Knowledge Management Best Practices

THURSDAY DECEMBER 2, 2004

Gilbane Conference on Content Management Technologies*

8:30am	DAM-1: Digital Asset Management: Architectures, Approaches & Functionality	KM-3: Knowledge Management & Content Technology Panel	
10:00am	Break		
10:15am	DAM-2: Managing Digital Assets for Conventional Marketing Applications	KM-4: Taxonomy as a Knowledge Roadmap Content Applications	
11:15am	Break		
11:30am	DAM-3: Managing Digital Assets for One-to-One Marketing	CM-6: Content Management Resources: How to find Who, What & Where	
12:30pm	Adjourn Main Conference		
1:30pm	Post-conference Workshop: Web Content Management Systems: Principles, Products & Practices	Post-conference Workshop: Content Technology Choices for Technical Communicators	Post-conference Workshop: Enterprise Search - Principles, Players, Practices, & Pitfalls

Color Code:
 Plenary Sessions
 Content Management Track (CM)
 Digital Asset Management Track (DAM)
 Enterprise Information Integration Track (EII)
 Document & Records Management Track (DM/RM)
 Content Technology Works Track (CTW)
 Enterprise Search, Knowledge Management & Collaboration Track (KM)
 Post-conference workshops



POST CONFERENCE WORKSHOPS

These intensive half-day sessions immediately follow the main conference and will help you accelerate your project through a level of immersion not possible in a larger conference. **SIGN UP TODAY!**

Web Content Management Systems: Principles, Products & Practices

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.

The Gilbane Conference

ON CONTENT MANAGEMENT TECHNOLOGIES

SPEAKERS

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 Maziarka

Director, InfoTrends/
CAP Ventures

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*

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 Quieroz

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

Michael Hahn

Senior Content
Management Analyst,
Vasont Systems

Bob Doyle

Editor-in-Chief, CMS Review,
CMS Forum, CMS Wiki,
DMOZ CMS Category

Erik Hartman

Hartman Communicatie BV

Lynda Moulton

LWM Technology Services

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 Pohn

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

Mark Walter

Senior Contributing Analyst
& Consultant, Gilbane
Report

Tony Freeman

ExecutiveVP, DeepBridge
Content Solutions

Mark Arbou

General Manager,
Rich Media Business Unit,
EMC/Documentum

Jeff Stromberg,

Vice
President, Digital Asset
Management, Stellant

Diane Rooney

Vice President,
Grand Circle Travel

Glen Secor

Contributing Analyst,
Gilbane Report

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

President and Co-Founder,
Ipedo

Scott Abel

Content Management
Strategist, thecontentwran-
gler.com

Erik Arnold

Consultant, Infozen Inc.,
Co-founder, Arnold
Information Technology
Report

Matt May

Web Accessibility Specialist,
W3C

Tom Spencer

Partner, LifeCycle Software

Joseph Bachana

Founder, DPCI

Dale Waldt

President aXtreme Minds

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...



TECHNOLOGY SHOWCASE

Sign up to visit the **Technology Showcase** for **FREE** and attend one of our Keynotes, our sponsor reception or have lunch on us as well!

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

THREE Easy Ways to Register

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

For more detailed information about the conference, please visit: lighthouseseminars.com or call Joe Richard at 781.821.6734

Content Technology Works! to be featured

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

Register NOW!

Register now for the **CONFERENCE PLUS PACKAGE** and receive a **FREE IPOD!**

LIMITED QUANTITY, REGISTER EARLY!

Get more information on this offer and the conference at www.lighthouseseminars.com



Register NOW!



Register now for the **CONFERENCE PLUS PACKAGE** and receive a **FREE iPod!**
LIMITED QUANTITY, REGISTER EARLY! Get more information on this offer and the
 conference at www.lighthouseseminars.com

TECHNOLOGY SHOWCASE

Adobe
 Arbortext
 Astoria
 Atomz
 AXtivity minds
 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
 OpenText
 Percussion
 Paper Thin
 RedDot Solutions
 Refresh Software
 Schemalogic
 Scientific Learning
 Silkroad Technology
 Software AG
 Stellent
 Sun Microsystems
 Thomastech Solutions
 Transform Magazine
 Vasont
 Venetica
 Vignette
 WebServices Journal

** List is partial*

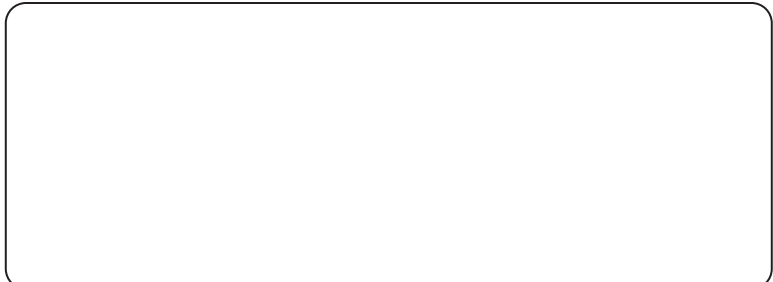
Gold Sponsors



Media Sponsors



Association Sponsors



ON CONTENT MANAGEMENT TECHNOLOGIES
The Gilbane Conference
 November 30-December 2, 2004

Lighthouse Seminars
 437 Turnpike Street
 Canton, MA 02021



PRSR STD
 U.S. POSTAGE
 PAID
 BROCKTON, MA
 PERMIT NO. 243