

TECHNOLOGY SHOWCASE

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"For a successful Content Management deployment you need to:
 Analyze already successful implementations
 Learn the techniques that work from experienced practitioners
 Understand the system architecture and infrastructure issues
Our conference is unique in providing all 3."
 - Frank Gilbane, CEO, Bluebill Advisors, Inc., The Gilbane Report

The Gilbane Conference

ON CONTENT MANAGEMENT



Lighthouse Seminars

March 24-26 2004
 Los Angeles, California
 The Westin Bonaventure Hotel & Suites



Our conference covers content management technologies and enterprise solutions and provides educational information for:

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

Our Los Angeles event this year will look closely at technology and solutions for managing two types of rich content: data rich content, for example, information associated with complex products found in aerospace and defense, electronics, pharmaceutical and biotech, etc., and media rich content, such as digital assets used in training, brand marketing, and media applications.

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**

Conference Chair:

Frank Gilbane

Track Chairs:
Bill Trippe, Project Management Track
Sebastian Holst, Content Technology Works Track
Tony Byrne, Technology Track

TUTORIALS

Web Content Management Systems: Principles, Products & Practices

Tony Byrne, Founder & Principal, CMSWatch

The seminar enables attendees to help their organization define its CMS needs and identify suitable technologies to improve Web content production and publishing systems. In a combined seminar/demo/group-exercise format that takes a vendor-neutral approach, attendees will learn how to apply best practices in Web Content Management.

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

Key XML Technologies and Trends in Content Management

Bill Trippe, Senior Editor, The Gilbane Report

What are the key XML technologies and standards for content management? What is being used today successfully? This tutorial provides an in-depth look at XML and how it is used in content management, and will include important background and current status of key technologies, case studies of successful content management projects using XML, and a discussion of important trends and new technologies.

Taxonomy & Metadata Strategies for Effective Content Management

Joseph Busch & Ron Daniel, Principals, Taxonomy Strategies

This tutorial covers the basics of metadata and taxonomies, then goes on to provide answers to hard questions about enterprise content architecture strategies. What does every content manager need to know about taxonomies, metadata and required fields? How can a taxonomy and metadata model drive successful search, workflow, content re-use, and the automation of content production processes? What are the critical elements of a business

case for a content architecture? What are the critical do's and don'ts of designing a metadata and taxonomy model?

KEYNOTE SESSIONS

Expert Panel on Technologies & Trends

MODERATOR: Frank Gilbane, Editor & Publisher, The Gilbane Report
SPEAKERS: Joshua Duhl, Research Director, IDC; **Alan Pelz-Sharpe**, VP North America, Ovum; **Hadley Reynolds**, Vice President, Delphi Group, A Perot Systems Company

Our opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. A panel of content management thought leaders 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 make predictions about the next 12-18 months.

Experienced Panel on Implementation Strategies

MODERATOR: Sebastian Holst, Senior Editor, The Gilbane Report
SPEAKERS: Jerry Ledbetter, VP of Digital Initiatives, Sony Pictures; **Richard Eberhart**, Executive Director, G-SAM

Where our first keynote panel focused on technology and trends, this panel of industry leaders will look at content management implementation strategies and best practices. We'll discuss how the technologies discussed on the first panel fit into actual IT and business strategic planning scenarios, and examine the characteristics associated with a successful content technology implementation.

PROJECT MANAGEMENT TRACK

Our Project Management track focuses on the issues you face during the lifecycle of a content management project: from initial requirements definition, to vendor and tool selection, to content and metadata modeling, to rollout, to ongoing management and technology refreshment. The topics are relevant to both enterprise content management projects as well as departmental projects.

Planning for & Evaluating CMSs - How to Get Started

MODERATOR: Matthew Clapp, CMSProject.com
SPEAKERS: Lisa Welchman, Principal, Welchman Consulting; **Alan Pelz-Sharpe**, VP North America, Ovum

This session will help you get started on a CMS project 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.

Content Integration - Integrating Information from Multiple Repositories

MODERATOR: Joshua Duhl, Research Director, IDC
SPEAKERS: Tim Hess, CTO, ThomasTech; **Shane Lennon**, Context Media

As an industry we are still in the early stages of integrating the vast amounts of content residing

in a wide variety of data and content repositories throughout our organizations. This is no simple task, and new products, technologies, and strategies have emerged to provide some help. This session will examine the current options.

Content Models and Information Architectures

Ann Rockley, President, The Rockley Group; Author, "Managing Enterprise Content"

Both enterprise information architectures and content models for specific business functions need to be developed if you expect efficient use of content and a successful deployment. Learn what you need to do and how to get started in this session.

Electronic Forms and Content Management

MODERATOR: Bill Trippe, Senior Editor, The Gilbane Report
SPEAKERS: Chuck Myers, Technology Strategist, Adobe; **Micah Dubinko**, Chief XML Architect, Cardiff Software; **Amber Kinney**, Product Manager, InfoPath, Microsoft

Electronic forms will be very big as they become easier to create, modify, and integrate into larger enterprise applications. Microsoft and Adobe are both targeting this space and looking for huge market share. Eforms vendors are all adopting W3C's xForms standards and partnering with ECM vendors. Understand the landscape of current capabilities in this session.

One Minute with a CMS Vendor

MODERATOR: Tony Byrne, Editor, CMSWatch; Author, "The CMS Report"

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.

Categorization and Taxonomy Strategies: How to Find and Re-use Existing Schemes

MODERATOR: Joseph Busch, Founder & Principal, Taxonomy Strategies
SPEAKERS: Jayne Dutra, Jet Propulsion Laboratory, **David Smith**, Halliburton

This session will lay out the case for re-using industry standards such as RosettaNet, government standards such as NAICS codes, as well

as internal schemes such as ERP taxonomies. Case studies from large organizations that have recently developed large scale content tagging schemes to support different business purposes will be presented.

Open Source Content Management

MODERATOR: Dale Waldt, President aXtivate Minds
SPEAKERS: Gregor J. Rothfuss, OSCOM

There are dozens of open source content management products and tools available today, and even an international association to promote them. Most companies who decide to build their own CMS use some open source technology, and many businesses that rely on a commercial content management product also use, or integrate with, some open source tools. What should you do?

Content Management & Portals - Making Sense of the Overlap

Hadley Reynolds, Vice President, Delphi Group

Enterprise portals have grown to be wildly popular over the last few years, so it may seem strange that there are no completely pure-play portal vendors left. They have all been acquired or have added products to their portal offering, and many existing portals were built largely with CM technology. This session will explore what role a CMS should play in an enterprise portal implementation.

Managing Content Strategies for Multi-channel Delivery

MODERATOR: Scott Abel, Content Management Strategist, thecontentwrangler.com
SPEAKERS: Jean-Paul Chauvet, VP Sales & Marketing IXIASOFT

Achieving anticipated ROI often requires multi-channel delivery even though it can be difficult and costly to implement. Even combining a Web and print channel can be a major challenge. This session will help you understand why it is so hard, who is doing it today, and what the best practices are.

Content, Collaboration and Knowledge Management

MODERATOR: Joshua Duhl, Research Director, IDC

There are different product technologies and processes associated with content management collaboration and knowledge management that often overlap. This session will help



The Gilbane Conference

ON CONTENT MANAGEMENT AGENDA

you think through how these three important areas relate to each other so you can build the benefits of each into your information management strategy.

Content Management Resources: How to find Who, What, and Where

SPEAKER: Bob Doyle, Editor, CMS Review, CMS Forum, CMS Wiki, DMOZ CMS Category

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.

CONTENT TECHNOLOGY WORKS™ TRACK

This track is dedicated to exploring and examining best practices surrounding successful deployments of content technology. Speakers will be focusing on both the technological ingredients and their recipes for success. Effective problem definition, business case development, adoption strategies and identifying concrete and quantifiable success criteria will all get special attention.

Complex Content: Consumer Goods Case Studies

MODERATOR: Sebastian Holst, Senior Editor, The Gilbane Report
SPEAKER: Rob Morris, IT Director, Shimano

Shimano and Mattel will present the application of content technology to their respective businesses. This session will explore how global consumer goods manufacturing, sales and marketing is being transformed by content technology. Issues relating to the integration of creative and manufacturing functions, media and entertainment tie-ins and licensing opportunities will be addressed.

Complex Content: Industry Application Case Studies

MODERATOR: Sebastian Holst, Senior Editor, The Gilbane Report
SPEAKER: Ben Martin, Ben Martin & Associates

Boeing and Encana will present the application of content technology to their respective businesses. This session will revisit the roll of content technology in the development and deployment of heavy equipment including

aerospace and energy exploration and production. These two industries place high value on equipment quality, employee training, safety and mean time to repair. Issues surrounding multilingual versions of content, diagnostic and educational material will be covered.

Rich Media: Industry Application Case Studies

MODERATOR: Sebastian Holst, Senior Editor, The Gilbane Report
SPEAKERS: Howard Roth, CMP; **Jerry Ledbetter**, VP of Digital initiatives, Sony Pictures

In this session you will hear how Sony Pictures and CMP Media implemented content technologies to automate their operations and generate additional revenue. Content integration strategies, web services and centralized repository approaches will be contrasted as these two large enterprises discuss their specific approaches to enterprise content management.

Rich Media: Industry Application Case Studies

MODERATOR: Sebastian Holst, Senior Editor, The Gilbane Report
SPEAKERS: Tina Steil, Director, Enabling Technologies, Meredith Corporation

This case study will examine how they have organized their existing content and channeled their current production including over 41,000 editorial pages and over 300,000 published and unpublished images produced annually into an enterprise resource accessible to all Meredith staff through innovations in technology, methodology and publishing best practices.

TECHNOLOGY TRACK

Our Technology track delves more deeply into the complex technical issues surrounding content management design and implementation than any other conference would dare to go. We tackle some of the most difficult topics, like security, deployment, metadata handling, and super-distributed / super-scaled systems.

CMS Impacts on Systems, Networks, and Security

SPEAKER: Dale Waldt, President aXtivate Minds

In considering content management system design, many enterprises examine the impact on developers and editors. But system and network administrators—often brought into CMS projects belatedly—are significantly affected too. Learn in advance how a content or asset management project is likely to place new demands your

systems, networks, and security infrastructure, so you can plan early for success.

Content Delivery-The Devil is the Deployment

SPEAKERS: Oliver Ziegler, Director of Technical Services & Support, RedDot Solutions; **Miles Kelly**, Sr. Marketing Manager, IT Solutions, Interwoven; **Steven Gentner**, CTO, CrownPeak Technologies

Synchronized content deployment—of data, documents, and media—from a management environment to a delivery environment is perhaps the technically most demanding task of any content management system. Given the plethora of options available, vendors take different approaches to the challenge. Join a moderated panel of 3 CMS vendors to learn about the pros and cons of alternative deployment options and solutions.

So You Want a Metadata-Driven Website?

SPEAKER: Brian Beuhling, Managing Director, Dakota Systems

Information Architects quite properly point out that solid metadata lies at the heart of any major content management system aspiring to reap the business benefits of greater content reuse and findability. But using metadata to drive navigation, content channels, search, and display can be deceptively tricky and complicated. Learn different approaches to harvesting, storing, and using metadata for maximum return.

Using Web Services to Improve Content Management

SPEAKER: Travis Wissink, Independent Consultant

In theory, Web Services should solve thorny asset and content management interoperability problems. In practice, early results from the field are mixed. Not surprisingly, Web Services is not a universal panacea. Nevertheless, there is some low-hanging fruit for those who architect carefully.

What Constitutes XML Compliance?

SPEAKER: Betty Harvey, ECC Inc.

Nearly all CMS and DAM systems claim they are XML compliant, because they use or can output XML in some form or another. But different packages leverage XML in very different ways, and in some cases, CMS developers are cobbling together their own management toolsets on top of XML repositories. So what should a buyer really look for? An independent consultant and an end-user offer ideas and good practices about how to use XML within in content management systems.

WEDNESDAY MARCH 24, 2004

Gilbane Content Management Conference: TUTORIALS

9:00	Web Content Management Systems: Principles, Products, and Practices	Key XML Technologies and Trends in Content Management	Taxonomy & Metadata Strategies for Effective Content Management
12:00	Lunch (12:00–1:00) Technology Demonstrations		
1:00	Tutorial continued	Tutorial continued	Tutorial continued

THURSDAY MARCH 25, 2004

Gilbane Content Management Conference: CONFERENCE SESSIONS

8:30	Keynote Session: Expert Panel on Technologies and Trends		
10:00	Break and Technology Demonstrations (10:00–11:00)		
11:00	Planning for and Evaluating CMSs—How to Get Started	Content Integration—Integrating Information from Multiple Repositories	CMS Impacts on Systems, Networks, and Security
12:00	Lunch and Technology Demonstrations (12:00–2:00)		
2:00	Content Models and Information Architectures	Complex Content: Consumer Goods Case Studies	Content Delivery—The Devil is the Deployment
	Break (5 minutes)		
3:00	Electronic Forms and Content Management	Complex Content: Industry Application Case Studies	So You Want a Metadata-Driven Website?
	Break (5 minutes)		
4:00	Electronic Forms and Content Management continued	One Minute with a CMS Vendor	Content Collaboration & Knowledge Management
5:00	Reception in Demo Area		

FRIDAY MARCH 26, 2004

Gilbane Content Management Conference: CONFERENCE SESSIONS

8:30	Keynote Session: Experienced Panel on Implementation Strategies		
10:00	Break and Technology Demonstrations (10:00–11:00 in demo area)		
11:00	Categorization and Taxonomy Strategies	Open Source Content Management	Using Web Services to Improve Content Management
12:00	Lunch and Technology Demonstrations (12:00–2:00)		
2:00	Content Management & Portals—Making Sense of the Overlap	Rich Media: Industry Application Case Studies	What Constitutes XML Compliance?
	Break (5 minutes)		
3:00	Managing Content Strategies for Multi-channel Delivery	Rich Media: Industry Application Case Studies	Content Management Resources: How to Find Who, What, and Where

Color Code:

 Tutorials	 Content Technology Works Track
 Plenary Sessions	 Technology and Trends Track
 Project Management Track	 Breaks and Demo Area Activities

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The Gilbane Conference

ON CONTENT MANAGEMENT REGISTRATION FORM



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TECHNOLOGY SHOWCASE

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Thursday March 25, 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

Friday March 26, 2004

8:30 am to 11:00 am
Keynote Presentation & Technology Demonstrations

12:00 pm to 2:00 pm
Lunch & Technology Demonstrations

For more detailed information about the conference, please visit:
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CMS HACKATHON!

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(send your top 5 interests to hackathon@gilbane.com)

SPEAKERS LIST

- Lisa Welchman**
Principal, Welchman Consulting
- Alan Pelz-Sharpe**
VP North America, Ovum
- Tim Hess**
CTO, ThomasTech
- Ann Rockley**
President, The Rockley Group; Author
- Bill Trippe**
Senior Editor, The Gilbane Report
- Chuck Myers**
Technology Strategist, Adobe
- Micah Dubinko**
Chief XML Architect, Cardiff Software
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