

12th annual

KM

ASIA 2012

6-8 November 2012, Singapore

The world's most prestigious annual
knowledge management event

**Knowledge as the Strategic Enabler of World Class Efficiency,
Effectiveness and Innovation in Asia**

A learning and networking event, sharing global, regional and local best practices:

- » Gain practical insight from those actually tasked with implementing KM projects in the Asian region and cultural context, with more local and regional speakers this year than ever before
- » Hear from speakers representing **Singapore, India, Malaysia, Thailand** and **Japan**, as well as the **UK** and **USA**
- » Listen to ground-breaking management thinking from knowledge management gurus **David Gurteen, Patrick Lambe, Dave Snowden**, and **Ron Young**
- » Benefit from Washington's latest research conducted by the **Federal Aviation Administration, USA** into generational differences in the way we share knowledge
- » Find out how the **United Nations Development Programme** is using KM to support the government of **Afghanistan's** transformation plans
- » Understand how private sector organisations in **Singapore** are innovating using customer knowledge and insight with a case study from **OCBC Bank**
- » Learn how a social CEO and use of social media tools is helping to connect and engage people in **Deloitte, India**
- » Discover the people strategies that **SingPost** (established 1819) is employing to transition its knowledge workers ready for a new era in the rapidly changing postal services industry
- » Tailor your own learning experience by choosing from ten expert-led half-day workshops

Ground-breaking case studies:



Deloitte.



National Library Board
Singapore

WELSPUN



Federal Aviation
Administration

OCBC Bank



Empowered lives.
Resilient nations.

“
Singapore and its neighbours in the Asia region are renowned for efficiency. But efficiency can sometimes stifle innovation. Most governments and businesses in Asia understand that in order to move forward, now, they have to innovate, but how can KM facilitate this; and how can it attract the attention of senior management? I'm delighted to be present at KM Asia, in person, this year, to discuss these questions, among others, with you.
”

Dave Snowden, Founder and Chief Scientific Officer, **Cognitive Edge**, UK

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FINANCIAL
TIMES





KM ASIA 2012

International learning and networking event | 6-8 November 2012, Singapore

KM Asia has a twelve year track record of delivering insights from the cutting edge of global management thinking direct to Singapore and the wider Asian region. To guarantee success, however, these strategies must be adapted for the Asian context and account must be taken of the unique cultures of the Asian continent. That is why we have invited senior knowledge practitioners, representing government and private sector organisations, from countries which include Singapore, Malaysia, Thailand, India and Japan, to tell their stories about knowledge management in practice at **KM Asia**. What worked? What went wrong? What was it necessary to adapt to suit their organisational culture?

Knowledge has been a strategic enabler of efficiency, effectiveness and innovation in some organisations for some years. Now it is time to give KM its rightful place with the strategic attention it deserves in your organisation. So the first day of **KM Asia 2012** will focus on demonstrating and delivering the value from KM. It will be a hard-nosed look at how to make KM work for your business in terms of both cost savings and forward thinking innovation for differentiation.

KM cannot possibly deliver a competitive edge unless you bring your people with you, and nowhere is this more true than in Asia, where the cultural context can often make conversations and knowledge sharing harder. So day two will be intensively focused on the people management side of KM, including how to encourage employee contribution and overcome barriers to implementation.

KM Asia's reputation has preceded it so this year we are delighted to announce a **five-strong keynote programme**.

- » **Giora Hadar**, Knowledge Architect at the **Federal Aviation Administration** will fly in from Washington, **USA** to share with you his studies on generational differences
- » **Dave Snowden** will be with us in person this year, back by popular demand, and will make not one, but two, keynote addresses, one on attracting strategic attention and the second on innovation
- » **David Gurteen** returns to **KM Asia** for the first time in three years, by popular demand. David will extract meaningful insights for KM from a story by Vietnamese aid workers about positive deviance. He will also co-facilitate a knowledge café and will co-chair the two-day conference with **Karuna Ramanathan**
- » **Ron Young** returns to **KM Asia** by popular demand to look at the relationship between knowledge and innovation in the context of planning for the establishment of the ASEAN community in 2015
- » Last but not least, Singapore's own resident KM guru, **Patrick Lambe**, will share his insights into high stakes knowledge management

Additionally, the 2012 programme includes **nine** case studies of knowledge management in action in the Asia region.

At **KM Asia**, we know that you don't want to sit in PowerPoint presentations all day without the chance to share your views and insights or network with your peers, so this year's conference will feature a conversational style of chairing directed by **David Gurteen** and **Karuna Ramanathan** of the **Singapore Armed Forces**. Furthermore, at the end of day one, you will have the chance to participate in an extended knowledge café session, led by David and Karuna, where you can exchange ideas on how you can better demonstrate the value of your KM work when you return to the office.

Finally **don't forget** to choose the two workshop topics that are most pertinent to your job role on the third day to complete your personalised programme of in-depth learning and interaction. Choose from our programme of ten different topic options, all led by experienced facilitators.

KM Asia 2012 features more local and regional practical insights than ever before. If you are working in knowledge management in the Asian region then **this is the place** to come to connect with your peers from across the continent. Not only will you benefit from cutting edge global thought leadership but you will also have the opportunity to discuss, in practical terms, how you can implement new ideas to deliver strategic value for your own organisation.

WHO SHOULD ATTEND?

KM Asia 2012 has been designed for senior professionals who are tasked with managing knowledge strategically to deliver their organisation's mission statement and goals. Through a mix of expert thinkers and award winning case studies, the 2012 programme will demonstrate how knowledge management is a strategic enabler of world class efficiency, effectiveness and innovation. **KM Asia 2012** will be of particular interest to everyone concerned with the strategic or day-to-day management of knowledge or intellectual capital within their organisation, whether that is for a government or private sector organisation. This event is also relevant for those who are working with customer insight, customer knowledge management, business intelligence, innovation, training and organisational learning.



Knowledge as the Strategic Enabler of World Class Efficiency, Effectiveness and Innovation in Asia

Photos courtesy of Noha Abed



We have arranged complimentary wifi at the conference venue. **KM Asia** is a Twitter friendly conference, so please feel free to tweet (or blog) during the presentations, workshops and coffee breaks using hashtag **#kmasia12** and to check out the conference tweet stream using the same. We just ask you to put your handphones and smartphones on silent mode during the conference sessions.

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DELEGATE TESTIMONIALS

“ Lots of valuable knowledge from the speakers. The quality and diversification of the speakers gave me great insights of current KM trends. The various methodologies and dimensions of KM. Great conference and thank you for organising. ”
Yeo Khen Boon, MINDEF/SAF

“ There was a lot of sharing of experiences between various participants. Many of the challenges highlighted were also experienced by my organisation. Hence the content gave a lot of insight. ”
Ramanathan P., Intellectual Property Office of Singapore

“ Lots of new ideas and activities to try out in my organisation to stimulate knowledge sharing or a KM culture. ”
Mereseini Senikau, Pacific Financial Inclusion Programme

“ I will take away from this event lots of questions for further thinking; a new people network and several pithy ideas to expand and apply in my work. ”
Laurel Sutton, Creative Cognicion

“ Invaluable benefit of making connections with people from our mutual field, understanding common objectives and challenges and sharing ideas for improvement and innovation. ”
Danal Blessis, MTR Corp

“ Lots of learning of new concepts; deep-dive on KM challenges – found the conference helpful to develop softer skills like story-telling and presentation tactics. ”
Nikita Tete, Deloitte

“ My enquiry was to see areas/themes which I could use in my work to impact the development sector. The case studies which gave practical examples were my major takeaways. ”
K. S. Sebastian, America India Foundation

DAY ONE CONFERENCE | TUESDAY 6 NOVEMBER 2012

Delivering and Demonstrating Value From Knowledge Management

08:15 Registration

09:00 **Opening remarks from your Chairs**

Co-chairs: David Gurteen, Founder and Director, **Gurteen Knowledge Community**, UK and Karuna Ramanathan, Deputy Head, Center for Leadership Development, **Singapore Armed Forces**, Singapore

Co-chair and facilitator profile: David Gurteen

David Gurteen is an independent knowledge management consultant, curator, speaker, writer and facilitator. He regularly presents and runs workshops on various aspects of knowledge management and social learning and is well known for his Gurteen Knowledge Cafés that he runs regularly around the world. David is the founder of the Gurteen Knowledge Community, a global network of 20,000 people in over 160 countries whose purpose is to connect its members with like-minded people, new ideas, and alternative ways of working. Members receive his free monthly Knowledge-Letter that is now in its twelfth year.

INTERNATIONAL | KEYNOTE SPEAKER

09:20 **Attracting Strategic Attention**

KM is currently undergoing a minor revival, after falling off the edge of the 'hype curve' in recent years. This presentation will seek to establish the principles by which the effective management of knowledge can be seen as a key contributor to organisational strategy, transforming decision making and enabling radical innovation. To achieve this means owning up to some of the key failures of the last decade and recognising the potential and limitations of social computing. It means moving to an ecological understanding of the organisation, and recognising that managing knowledge is about living with 'mess'.

Dave Snowden, Founder and Chief Scientific Officer, **Cognitive Edge**, UK

Speaker profile: Dave Snowden

Dave Snowden is the founder and chief scientific officer of Cognitive Edge. His work is international in nature and covers government and industry looking at complex issues relating to strategy, organisational decision making and decision making. He has pioneered a science based approach to organisations drawing on anthropology, neuroscience and complex adaptive systems theory. He is a popular and passionate keynote speaker on a range of subjects, and is well known for his pragmatic cynicism and iconoclastic style.

KEYNOTE SPEAKER

10:00 **High Stakes Knowledge Management**

In this keynote presentation, Patrick Lambe challenges the idea through military, healthcare and emergency response contexts, that KM is just a backroom support function focused on information management and general knowledge sharing. Through practical examples he will show that KM can have significant impact on people's lives and organisational performance. Patrick will draw lessons from these KM practices and from insights gathered from other KM leaders to show how knowledge managers can raise the stakes for, and heighten the impact of KM in their own organisational contexts.

Patrick Lambe, Co-Founder, **Straits Knowledge**, Singapore

Speaker profile: Patrick Lambe

One of Asia's most respected KM practitioners, Patrick Lambe was originally trained in library science. He arrived in KM via a second career in training and development, and has been based in Singapore for 21 years. Patrick is the author of *Organising Knowledge: Taxonomies, Knowledge and Organisation Effectiveness* (Chandos 2007), an Adjunct Professor in KM at the Hong Kong Polytechnic University, Visiting Professor in the KIM PhD programme at Bangkok University, 2-term past President of the Information and Knowledge Management Society and a member of the editorial advisory board of the *Journal of Knowledge Management*, *Knowledge Management For Development Journal*, and *Journal of Entrepreneurship, Management and Innovation*. His 2011 paper on 'The Unacknowledged Parentage of Knowledge Management' won a Highly Commended Award in the Emerald Literati Network Awards for Excellence 2012.

10:40 Morning refreshments

KEYNOTE SPEAKER

11:10 **Session Reserved For Recommend**

Session details to be announced.



INTERNATIONAL | KEYNOTE SPEAKER

11:30 **Driving Innovation through Knowledge Creation Activities**

- » How ASEAN countries can achieve greater global competitiveness through regional collaboration, ready for 2015
- » The Roadmap for an ASEAN Community 2009-2015
- » One Vision, One Identity, One Community
- » Global competitiveness and regional collaboration
- » Accelerating knowledge creation activities
- » Driving innovation

Ron Young, Chief Knowledge Officer, **Knowledge Associates International Ltd**, UK

Speaker profile: Ron Young

Ron Young is the CKO for Knowledge Associates International Ltd. He is acknowledged as a leading international expert and thought leader in knowledge management. He has been a member of the UK Parliamentary Information Technology Committee for over 25 years. He advised and assisted the UK DTI Innovation Unit in 1999 in the production of the UK Government White Paper 'UK Competitiveness in the Knowledge Driven Economy'. Current consulting engagements include developing KM strategies and advising and assisting major multi-national corporations, international UN agencies, national governments, and professional institutions around the world.

12:10 Networking lunch

CASE STUDY GROUP ONE

KM FOR INNOVATION AND TRANSFORMATION

PRIVATE SECTOR FOCUS | CASE STUDY

13:10 **Using Customer Insights to Design a Great Customer Experience**

- » Introducing the concept of 'outside-in' design
- » Understanding what customers really want – using innovative Voice of the Customer (VOC) tools
- » Turning captured insights into actionable concepts

KU Yuen Wah, Head, Process & Service Innovation, **OCBC Bank**, Singapore

CASE STUDY

13:50 **Session Reserved**

Session details to be announced.

CASE STUDY

14:30 **Knowledge Management's Role in Supporting Government Transformations – Case Study: Afghanistan**

- » Inclusive government – knowledge coordination to increase cohesiveness and consensus of delivering public goods and services
- » Real-time government – knowledge transfer in a challenging technological environment
- » Integrated government – multi-channel knowledge processes to mix social modes with hierarchical models of decision-making
- » Customer-based government – user-generated knowledge manages citizen demand for more control of public service offerings

David Galipeau, Knowledge and Innovation Management Regional Team Leader – Asia Pacific, **United Nations Development Programme**, Thailand

15:10 Afternoon refreshments

INTERACTIVE

15:40 **THE KM ASIA KNOWLEDGE CAFÉ: How Do You as Knowledge Managers and Practitioners Clearly Demonstrate the Value of Your Work to the Organisation?**

Share your own ideas and learn from your peers in this highly interactive session led by expert conversation facilitators. Return to the office with refreshing ideas on how to prove your value as a knowledge manager.

Facilitators: David Gurteen, Founder and Director, **Gurteen Knowledge Community**, UK and Karuna Ramanathan, Deputy Head, Center for Leadership Development, **Singapore Armed Forces**, Singapore

17:15 **Closing remarks from your Chairs**

17:30 Close of day one

08:30 Registration

09:00 **Opening remarks from your Chairs**

Co-chairs: David Gurteen, Founder and Director, **Gurteen Knowledge Community**, UK and Karuna Ramanathan, Deputy Head, Center for Leadership Development, **Singapore Armed Forces**, Singapore

INTERNATIONAL | KEYNOTE SPEAKER

09:10 **Innovation: Managing Your Organisation to a Future You Couldn't Have Predicted**

For the last few decades the 'norm' in management practice has been to define an ideal future state (in numbers, market position, values, etc.) and then attempt to close the gap between the two. A new emerging paradigm in management challenges both the theory and practice of this. Many of the organisations we most admire today have, at key points in their history, muddled through, adapting quickly to changing contexts to arrive at a destination that they could not have anticipated two or three years in advance but which has turned out to be more advantageous. Entrepreneurs seize half understood opportunities with the result that their markets become redefined. Nation states such as Singapore have, in less than 50 years, grown from a fragmented and incoherent 'start up' position to become one of the world's major economic players. Sometimes called managing for serendipity, this new approach to management seeks to create the conditions under which such opportunities can not only be spotted and exploited, but also deliberately and purposefully created.

Dave Snowden, Founder and Chief Scientific Officer, **Cognitive Edge**, UK

INTERNATIONAL | KEYNOTE SPEAKER

09:50 **Positive Deviance and What it Can Teach us About KM**

- » What is meant by positive deviance
- » The Vietnam malnourished children story
- » Exploring the underlying principles
- » What KM practitioners can learn from this approach

David Gurteen, Founder and Director, **Gurteen Knowledge Community**, UK

10:30 Morning refreshments

CASE STUDY GROUP TWO

GENERATIONAL DIFFERENCES AND SOCIAL MEDIA

INTERNATIONAL | KEYNOTE CASE STUDY

11:00 **Transferring Knowledge Between Generations at the Federal Aviation Administration (FAA), USA**

The current controller workforce consists of three generations – baby boomers, Generation X, and millennials – each with its own attitudes towards work, life and training. There is an urgent need to transfer mission-critical knowledge from the older controllers to the new hires who may be reluctant to accept the traditional training methodologies used at the FAA Academy.

The agency has given Giora Hadar the task of studying the Air Traffic Controller workforce using the following research questions:

- » How do members of each age group communicate and share knowledge with others within their group?
- » How do certified controllers communicate with and transfer knowledge to new, younger controllers, as well as speed up knowledge transfer?
- » Is it possible for the FAA to use mobile devices as a platform for next-generation training?
- » Is there a difference between the existing (Generation X) and the new hires (millennials) in their preference for training using smart mobile devices?

Giora Hadar, Knowledge Architect, **Federal Aviation Administration**, USA

CASE STUDY

11:40 **Transitioning What Your People Know to Make it Relevant in the New World**

Globally, postal services are at a major crossroads and Singapore Post is no exception. The increase in e-substitution has led to a decrease in the number of letters being sent and, with many banking, government and service functions going digital, the industry is undergoing a major transformation. There is a wealth of knowledge in long-standing employees so the challenge is how this knowledge can be captured, changed and utilised in the new business.

- » Online collaboration
- » Documentation, automation and optimisation of processes
- » Defining a strategy and rolling out e-learning for knowledge capture

Ramesh Narayanaswamy, Chief Information Officer, **Singapore Post**, Singapore

CASE STUDY

12:20 **Leveraging Social Media to Fundamentally Change The Way Deloitte Practitioners Work With and Engage With Each Other**

- » Delivering the social CEO strategy
- » Building a corporate presence on external tools including LinkedIn, Twitter and Facebook
- » Internal crowd sourcing using blogging and micro-blogging tools e.g. Dstreet, team sites
- » Minimising reputation risk by establishing standards, guidelines and introducing mandatory training

Nikita Tete, Assistant Vice President, Knowledge Management, **Deloitte**, India

13:00 **Networking lunch**

14:00 **Encouraging Knowledge Contribution in Organisations**

Knowledge contribution by employees is an important basis for other value-adding KM activities such as knowledge reuse and knowledge creation. This presentation discusses the findings of an academic study addressing questions such as:

- » Are monetary rewards more effective than intrinsic rewards in encouraging knowledge contribution?
- » How can we design jobs to facilitate knowledge contribution?
- » Do organisational values matter in promoting knowledge contribution?

PEE L.G., Assistant Professor, **Tokyo Institute of Technology**, Japan

CASE STUDY GROUP THREE

SHARING AND LEARNING IN PRACTICE

CASE STUDY

14:30 **Encouraging a Decentralised Approach to Knowledge Sharing**

- » Encouraging a culture of openness using specific policies designed to empower sharing
- » Delivering exponential growth in the use of knowledge platforms by providing staff with an ability to share information in a self-help manner
- » Complementing technology with non-technical platforms for sharing e.g. communities of practice

LIM Kwang Kok, Deputy Director, **National Library Board**, Singapore

15:10 **Afternoon refreshments**

INTERACTIVE | CASE STUDY

15:40 **Overcoming the Barriers to Implementing Knowledge Management in a Manufacturing Organisation**

- » Achieving senior management buy in
- » Setting realistic expectations
- » Plotting the roadmap
- » Persuading your people
- » Choosing the right technology

Mukund Prasad, Director – Group HR, Business Transformation and Group CIO, **Welspun Group**, India

CASE STUDY

16:20 **Reinventing the Lessons Learnt Process to Save USD 100 Million**

Lessons learnt is a commonly used KM tool, but, since 2009, the KM team at Shell has reinvented lessons learnt to be more than just an online database. Elements from structured interviews, technology, and people engagement are combined to make the lessons learnt more human and business relevant. The pilot project for this new, improved lessons learnt process has already contributed USD 100 million of savings and cost avoidance to the bottom line. In fact, the valuating of lessons learned is also a cornerstone of the new lessons learnt process.

- » Characteristics of the new lessons learnt process
- » The lessons learned from the pilot
- » Valuating lessons learnt

AW Siew Hoong (ASH), Knowledge Management Advisor, **Shell Global Solutions**, Malaysia

17:00 **Closing remarks from your Chairs**

17:15 **Close of conference**

Choose from one of each of the half-day morning and afternoon workshops to meet your conference learning requirements.

MORNING WORKSHOPS

All morning workshops run from 09:30 to 12:30; a morning coffee break is included.

WORKSHOP A

How to Get Started in KM

If you have newly accepted a KM role, it can be hard to know where to begin. Who should you talk to first? What resources can you draw upon? In this half-day workshop, Giora Hadar will provide you with a roadmap for your KM programme, helping you to formulate your strategic and communication plans as well as devise a ten-minute elevator pitch. Giora will also share some key resources that will help achieve your KM goals including books, social networks and KM education programmes. This workshop will be interactive so Giora will tailor the morning to suit participant needs.

Giora Hadar, Knowledge Architect, Federal Aviation Administration, USA

WORKSHOP B

How to Run a Knowledge Café

Knowledge sharing requires an open mindset and continues to be a challenge for many organisations. A knowledge café is an effective way of opening up conversations and discussions which can lead to improved decision making, new ways of working and innovation. A knowledge café is a tool that is used to share tacit knowledge. There are many different business goals that can be achieved through the use of a knowledge café but, for example, a café could be used to access the tacit knowledge of employees who are leaving an organisation in order to transfer it to those employees who will be staying.

David Gurteen, Founder and Director, Gurteen Knowledge Community, UK

WORKSHOP C

Innovation Through Effective Knowledge Management

Ron Young will share his experiences and ideas, gained from working across a wide range of different KM and innovation projects around the world, to present a workshop which will include facilitated group discussions and knowledge sharing, covering:

- » A strategic framework for KM and innovation
- » Building the bridge from knowledge creation to innovation
- » Mainstreaming KM and innovation in Asian organisations
- » Experiences and activities across Asia
- » Innovative Asia 2020

Ron Young, Chief Knowledge Officer, Knowledge Associates International Ltd, UK

WORKSHOP D

KM and Agile

Since the publication of the Agile manifesto, software development and its interactions with end users have been transformed; shifting to a more dynamic model, capable of rapid re-adjustment in the face of changing contexts. Increasingly links are being made with Lean principles and practice as well as Kanban and others.

This workshop will look at three key questions:

- » What can KM learn from the Agile movement, in particular changes in project management, better understanding user needs and creating adaptive systems?
- » What can KM contribute to Agile methods in practice?
- » Is KM one of the ways in which the interaction between organisational strategy and software delivery can be improved?

The seminar will draw on lessons from the CALM programme (a mashup of complexity, Agile and Lean) of which Dave Snowden is a founding member.

Delegates will leave with an understanding of how to better explain the contribution that KM and Agile can make to the concerns of senior executives, as well as a series of methods that they can use in their own organisations.

Dave Snowden, Founder and Chief Scientific Officer, Cognitive Edge, UK

WORKSHOP E

Knowing Versus Doing

There is a big difference between 'knowing' and 'doing'. People will tell you that they know something but will they do it in practice? Mukund Prasad will explore with you the gap between knowing and doing in order to reveal to you the ways in which you can close the gap and ensure that all your knowledge workers are utilising their knowledge to their full potential, indeed that they are 'doing'.

- » Understanding the framework of the knowing-doing gap
- » How do we close the gaps once they have been identified?
- » Roadblocks
- » Your role as the leader/CXO of your organisation in closing and minimising the knowing-doing gap

Mukund Prasad, Director – Group HR, Business Transformation and Group CIO, Welspun Group, India

AFTERNOON WORKSHOPS

All afternoon workshops run from 13:45 to 16:45; an afternoon coffee break is included.

WORKSHOP F

Customer Knowledge Management

This session will debate and brainstorm:

- » Customer expectations around products – both corporate and individual customers
- » Customer expectations around services – both corporate and individual customers
- » Challenges faced by organisations and the ways to overcome these with the help of technology and operations
- » How marketing, sales and service organisations should interact to win customer confidence
- » Skills management and the role of human resources and talent management

Ramesh Narayanaswamy, Chief Information Officer, Singapore Post, Singapore

WORKSHOP G

How to Conduct a Knowledge Audit

This workshop provides a step-by-step technique for conducting a knowledge audit to assess KM needs and opportunities in any organisation.

By the end of the workshop you will:

- » Understand the different forms of organisational knowledge and their matching strategies
- » Be able to build and analyse activity-based knowledge maps
- » Be able to develop recommendations for operational KM interventions based on knowledge maps

Patrick Lambe, Co-Founder, Straits Knowledge, Singapore

WORKSHOP H

Cultures of Knowledge: How KM Practitioners Create and Sustain Knowledge Sharing Cultures

Based on an extensive number of case studies, this talk will address how KM leaders define, measure, nurture and evolve cultures of knowledge sharing. It will cover the multiple facets of organisational culture in a KM context, and highlight the approaches used in measuring and assessing cultural attributes. Case studies will be provided from the technology, manufacturing and government sectors.

Madanmohan Rao, Editor, The KM Chronicles, India

WORKSHOP I

KM Strategic Alignment: A Top Down and Bottom Up Approach

Many organisations struggle with demonstrating the benefits of KM. This is often due to the lack of a clear KM strategy definition at the early stage of a KM initiative. We believe that an emphasis should be put first on the most critical knowledge domains of a company. Knowledge criticality is often perceived in different ways by people at the operational level compared to those at the strategic level, so the idea is to collect both points of view and to look for an alignment later on. This workshop will present the steps and tools allowing to first identify critical knowledge domains from different points of view and then align these points of view in order to identify where KM activities are most needed.

Dr. Vincent Ribièrè, Managing Director, Institute for Knowledge and Innovation – Southeast Asia (IKI-SEA), hosted by Bangkok University, Thailand

WORKSHOP J

Open Data: The Knowledge Capital of Public Organisations

Government agencies and public organisations are one of the largest producers of data as a basis for decision-making and knowledge creation.

Public sector organisations produce, collect and share vast amounts of information, such as meteorological, traffic and socio-economic data, health and statistical data, cultural information and others. Public sector information is the "raw material" for new added value services, however, access and re-use regulations vary across the Asia Pacific region.

Open Government Data is about the creative use of this material through collaborative efforts between business, civil society and government through co-creating of new services and insights. Advanced knowledge economies such as Singapore, Hong Kong, Taiwan, and Japan are developing initiatives and strategies to create an environment for knowledge creation based on open public information.

- » Open Data as public KM strategy
- » Examples of new services based on open data from public agencies across the AP region
- » Emerging open-data ecosystems and economies
- » Economic value of open knowledge flows

Waltraut Ritter, Director, Asia Pacific Intellectual Capital Centre and Founder, Knowledge Dialogues, Hong Kong

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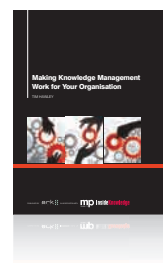


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James Dellow

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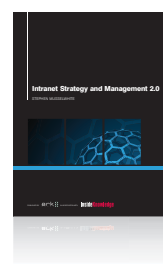


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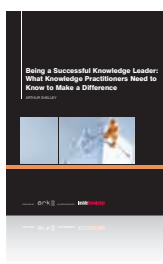


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Arthur Shelley

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Anne C. Rouse

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Delegate 2	_____	_____	_____
Delegate 3	_____	_____	_____
Delegate 4	_____	_____	_____
Delegate 5	_____	_____	_____
Delegate 6	_____	_____	_____
Delegate 7	_____	_____	_____
Delegate 8	_____	_____	_____

I AM ATTENDING...

Conference	Workshops	A - E	F - J
<input type="checkbox"/>	<input type="checkbox"/>	___ + ___	___ + ___
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<input type="checkbox"/>	<input type="checkbox"/>	___ + ___	___ + ___

EARLY BOOKING DISCOUNTS

Book before **10 August 2012** and receive **15% off**, making the event **\$2120.75+GST (SGD)**.

Book before **21 September 2012** and receive **10% off**, making the event **\$2245.50+GST (SGD)**.

GROUP BOOKING DISCOUNTS

5-10 delegates: **25% off** standard (no other discounts allowed); i.e. **\$1871.25+GST (SGD)** for each event place.

11+ delegates: **30% off** standard (no other discounts allowed); i.e. **\$1746.50+GST (SGD)** for each event place.

Three-day international learning and networking event

\$2495+GST (SGD)

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 the total amount will be refunded.
- Payment must be received in full prior to the event.
- All bookings are subject to the current rate of GST in Singapore which is currently set at 7%.
- 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 90 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 90 and 45 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 45 days prior to the event, the full delegate rate must be paid and no refunds will be available.
 - There is no charge to replace a delegate with another member of your organisation.
- All bookings submitted by e-mail, fax, post, web or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing and confirmation of cancellation received from Ark Group.
- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- This contract is made under the law of the Republic of Singapore.
- Delegates are responsible for their own travel, accommodation and visa requirements.
- Early booking offers cannot be used in conjunction with any other Ark Group promotion or offer.
- Ark Group reserves the right to reject delegate bookings from vendors and solution providers. Sponsorship and exhibition options are available. Call +44 20 7566 2203 for more details.
- Applied Research & Knowledge (Ark) Pte Ltd (Incorporated in Singapore) is the registered company name of Ark Group. Company Registration No. 200103429M.

Signature

I have read, understood and agree to the booking conditions.

PAYMENT METHOD (please tick)

- Invoice me at the provided address
 Enclosed cheque (please make payable to
Applied Research & Knowledge (Ark) Pte Ltd)
 MasterCard Visa American Express

Card number:

Security number:

Expiry date:

____/____

Valid from:

____/____

Cardholder's name

Cardholder's signature

Date

- Tick the box if you do not want to be informed about related Ark Group events and publications.
 Tick the box if you do not want to be informed about carefully selected third party products.