

Moving from Electronic Document and Records Management to

ENTERPRISE CONTENT MANAGEMENT

Intelligently Integrating and Managing Enterprise Content to Meet
Legal Requirements, Improve Workflow and Optimize Productivity

A Two-Day Conference: July 26 - 27, 2005
Pre-Conference Workshops: July 25, 2005
Sheraton Denver West • Denver, CO

Conference Chair:



Yuri Aguiar
Senior Partner, Chief
Technology Officer,
Worldwide
OGILVY & MATHER

Pass on to...

Vice Presidents, Directors or Managers of:
1. Information Management
2. Records Management
3. Knowledge Management
4. Strategic Projects & Development
PLUS ... Chief Information Officers

Featuring Presentations, Case Studies
and Expert Commentary from Leading
U.S. Organizations including:

OGILVY & MATHER
FORD MOTOR COMPANY
AON CORPORATION
NORTHWEST PERMANENTE, PC
**STATE FARM INSURANCE
COMPANIES**
STAPLES
**AMERICAN HOSPITAL
ASSOCIATION**
**U.S. ENVIRONMENTAL
PROTECTION AGENCY**
**MCDERMOTT WILL &
EMERY LLP**
**PENNSYLVANIA DEPARTMENT
OF PUBLIC WELFARE**
BALL STATE UNIVERSITY
**FLORIDA DEPARTMENT OF
HEALTH**
ARMA INTERNATIONAL

Attend This Conference and Learn How to:

- **Build Your Business Case for Making the Transition to an ECM System**
- **Gain Support for Your ECM Project Across Your Organization**
- **Select a Vendor that Fulfills Your Needs**
- **Design an Appropriate Taxonomy and Metadata Strategy**
- **Master Process and Implementation Issues**
- **Reap the Benefits of Your ECM System**

Plus! Don't Miss Our Interactive Workshops on Page 3!

In Association
With:



Media Partners



REGISTER TODAY at 1-800-882-8684 OR 973-256-0211 or Visit us at www.IQPC.com/technologyIQ

Dear Executive,

According to ARMA, estimates show that in today's business world more than 90% of the records being created are electronic. This fact, combined with increasing corporate use of email and instant messaging technology, demonstrates that the management of electronic content has become a critical concern for organizations.

Furthermore, recent legislation, including the **Sarbanes-Oxley Act, the Patriot Act and the Public Information Act**, has increased the pressure on both private and public-sector organizations to maintain easy access to their information.

But Enterprise Content Management (ECM) strategies aren't implemented simply to place parameters on corporate information or purely in response to compliance. Leading U.S. companies and government organizations have recognized the value of ECM systems in streamlining workflow, increasing the efficiency of business processes and producing substantial cost savings.

At IQPC's inaugural national conference on 'Enterprise Content Management', you will have the opportunity to learn from and benchmark against industry leaders who have successfully:

- **Developed** a compelling business case for ECM
- **Evaluated** and selected an appropriate software vendor
- **Implemented** an effective ECM system
- **Managed** the transition process to encourage staff buy-in
- **Reaped** the benefits of improved content management across their enterprise

Just a sample of our featured case studies include:

- **Ogilvy & Mather** – developed an award-winning Digital Delivery System that enables it to provide a single delivery platform across the organization, incorporate a common global security standard, provide audit capability for all transfers, track performance and target issues facing partners and clients, and partner with vendors to create specialized technology solutions for clients
- **Aon Corporation** – implemented a global knowledge management repository, leveraging metadata and taxonomy and integrating content delivery with business processes and business roles
- **The Pennsylvania Department of Public Welfare** – implemented the award-winning Home and Community Services Information System, a web-based, integrated client information system, to meet its goal of improving patient care and quality of life
- **McDermott Will & Emery LLP** – created a simple and efficient user interface, integrated its applications on the back end, and gained support and organizational buy-in for its content system
- **American Hospital Association** – rolled out HospitalConnect, the health leadership portal, which imposes a common hardware and software platform on participating sites, but gives each of the 23 organizations on the platform full independence over its content, look, feel and e-commerce

If you are searching for innovative and practical solutions to corporate information management, electronic records management and workflow tools or are seeking to benchmark your ECM strategy and applications, then you cannot afford to miss this event!

IQPC's 'Enterprise Content Management' conference provides you with the unique opportunity to learn from leading organizations that have created effective, efficient enterprise content management systems, that protects them from legal inquiries and adds value to their operations. Capitalize on the success of others, and learn what you need to push your content management strategy to the next level!

Register yourself and a key team of knowledge and records management executives today! Call 800-882-8684 to secure your place NOW!

Best Regards,

Valerie Work
Conference Director

P.S. Don't miss our interactive workshops and the Champagne Benchmarking Roundtables!

WHO YOU WILL MEET

This conference is designed for:

1. CIOs, Vice Presidents, Directors, Officers and Managers of:
 - **Knowledge Management**
 - **Strategic Development**
 - **Electronic Documents & Records Management**
 - **Information Technology**
 - **Information Systems**
 - **Internet and Intranet Technologies**
 - **Online Services**
 - **Marketing, Communications & Business Development**
 - **Integrated Services**
 - **Information Management**
 - **Strategic Architecture**
 - **E-Technology**
 - **Electronic Communications**
2. Consultants and Vendors with Enterprise Content Management Services and Solutions

ABOUT THE ORGANIZERS



Technology IQ is dedicated to providing practical, detailed information through conferences held at both the national and international level. By providing accurate, objective and up-to-date developments and trends in various industries, Technology IQ enables organizations to remain competitive and profitable.



International Quality & Productivity Center (IQPC) has researched and presented outstanding conferences on innovative business solutions and is recognized as the forerunner in providing accurate, objective and up-to-date developments in the world of business strategy.

A Designing a Successful Implementation Plan for ECM

9:00 am – 12:00 pm

Enterprise Content Management is at the juncture of Web Content Management, Document Management, Knowledge Management, Records Management and Email/Messaging Management. Some of the drivers for this consolidation trend include regulatory compliance, quality certifications and other validated systems and processes. Who is really doing full ECM and what are the success factors? Do you need to have mastered web content management or document management before tackling the much more ambitious enterprise content management? How can you leverage existing infrastructures and processes for records management into an enterprise content management initiative?

This session will discuss approaches for scoping, planning and managing an ECM project. It will look at the characteristics of successful planning and implementation frameworks for content management, document management and knowledge management systems and outline how these differ from an ECM project. Particular attention will be paid to context for access and user scenarios as they relate to metadata standards and taxonomy development. Attendees will learn:

- How overall knowledge processes fit in with ECM projects

- Methods for deriving metadata standards
- Components of an effective strategy
- The role of an enterprise taxonomy
- Approaches for defining content lifecycles

About Your Workshop Leader:

Seth Earley is the **Founder** and **President** of **Earley & Associates, Inc.**, a technology consulting firm specializing in knowledge, document and content management systems and strategies. He has consulted for the IBM Office of the CIO and architected the GE Capital Virtual Board Room. Recent projects include taxonomy and document management projects for the Internal Revenue Service, compliance system review for a defense contractor and development of a content and knowledge strategy and implementation of a document management system for a global consulting firm. He is co-author of [Practical Knowledge Management](#) from the IBM Press and is founder and chairman of the Boston KM Forum. Seth has taught graduate courses in E Business Strategy and Knowledge Management Infrastructure.

B Constructing an ECM System that Makes Good Business Sense for Your Organization

12:30 pm – 3:30 pm

In today's business environment, Enterprise Content Management (ECM) has quickly become a critical component in any successful organization's technology strategy. XML, .NET, PHP, JSP, open source, closed source; with so many choices in the world of Enterprise Content Management (ECM), it's hard to choose the right system! **With the multitude of ECMs available it can be daunting selecting a system that makes good business sense. Features, cost, usability, support will all play a role in choosing the system that suits your organization. This workshop is intended to help you make an informed decision that makes sense for your particular needs.** For most companies the questions are simple:

- Will the ECM system improve our company's productivity?
- Will the ECM system save us money?
- Will it increase our revenue?
- Will our people use it?
- Will the ECM vendor we select be around tomorrow?
- Who will support the ECM system?

This interactive workshop will guide you on the following topics:

- Choosing an ECM that makes business sense for your company
- Creating a detailed needs analysis using a business matrix
- Building a custom system or selecting a package
- Hurdles to internal adoption of the system
- Unique industry specific needs, i.e. Education, Financial Services, Government, Manufacturing, Nonprofit, Healthcare

- Common business process and management problems
- Pros and Cons of closed source vs open source ECM systems
- License to bill: an overview of open source and closed source licenses and how they affect the bottom-line
- Comparison of popular open source ECM systems
- Hands on demonstration of several open source platforms and systems

Additionally, this workshop will feature a case study of the Dana-Farber / Harvard Cancer Center open source content management portal.

About Your Workshop Leader:

Reuven Cohen is the **Serial Innovator & Chief Information Architect** for **Enomaly**. Reuven's career spans more than 10 years and 400 websites. Currently working with Enomaly as co-founder and lead technologist, Reuven has guided Enomaly to become the largest TYPO3 Development Company in North America. He has a proven record, leading project implementations while developing over eighty TYPO3 installations since the CMS's (content management system) creation in the year 2000, with clients in North America, Europe, South Africa, and Asia. Current and past clients include Harvard University, Deutsche Bank, Oppenheimer Mutual Funds, IQ Financial, Subaru, 20th Century Fox, Business For Social Responsibility (BSR), Pier 21 National Historic Site and Red 7 Media.

Lunch will be served during this workshop

C Taxonomy, Metadata and Search Strategies in Enterprise Content Management Systems

4:00 pm – 7:00 pm

What do you do to implement taxonomy, metadata and search strategies within an enterprise content management system? How does the information architecture really work behind the scenes? What is needed to create a taxonomy - what are the new taxonomy standards from ANSI/NISO and the World Wide Web Consortium? Should I be waiting to create a semantic web? What about the Ontology options - what are those and how do they work? What does all the taxonomy talk have to do with search? Where does the metadata go? How do I add it? **If you want to improve navigation and search in your Intranet this is the workshop to attend.** You will learn:

- How to implement a taxonomy solution
- Where and when to add the metadata for improved search
- What makes the information architecture work
- The new taxonomy standards from ANSI/NISO and the W3C

- What is an ontology and the semantic web
- How to improve navigation and search in your Intranet

About Your Workshop Leader:

Marjorie M.K. Hlava is **President, Chairman, and Founder** of **Access Innovations, Inc.** She is very well known in the international information arena. Currently she is president of NFAIS – the organization of those who create, organize and distribute information. Ms. Hlava is past president of ASIS and the 1996 recipient of ASIST's prestigious Watson Davis Award, a member of the Board of Directors of SLA, member of the Board of NISO, past president of the Board of Documentation Abstracts, and has held many other positions in these and other organizations. She has published more than two hundred articles and books on information science topics.

**8:30
Registration and Breakfast**

**9:00
Opening Remarks from the Chair**

 **Yuri Aguiar**
Senior Partner, Chief Technology Officer, Worldwide
OGILVY & MATHER

**9:10
Goal Identification**

This opening session will allow delegates to determine their goals and what they aim to learn from the conference. It is also an excellent opportunity to start networking immediately!

Building the Business Case for ECM

**9:30
The Transition to Enterprise Content Management: An Organizational Perspective**

ARMA International, the leading global records and information management association, will discuss recent trends and legislation that affect electronic documents and records management, the factors that are in many cases driving companies and organizations towards enterprise content management, and the advantages of deploying these systems.

Bob Tillman
Director of Government Affairs
ARMA INTERNATIONAL

ASSOCIATION ADDRESS

**10:20
Building a Business Case to Validate the Move to an Enterprise Content Management System**

- Connecting content management to business strategy
- Determining appropriate management sponsorship
- Understanding the costs and benefits of implementing a content management system
- Determining key messages to communicate - and to whom
- Justifying non-tangible benefits
- Deciding on the benefits that can be easily quantified

Kelly Thul
Director, Corporate Communications & External Relations
STATE FARM INSURANCE COMPANIES

CASE STUDY

**11:10
Morning Refreshment Break**

Developing an ECM System that Meets the Needs of Your Organization

**11:30
Converting Chaos To Harmony – Taking The Organization To ECM**

Universities face a dizzying array of issues regarding content management. They are expected to perform all of the business processes that any large organization would perform, all while serving as a learning environment that promotes exploration of new processes and, at the same time, operate as a testing facility. In short – universities are expected to be all-things-to-all-people – chaos. Ball State University has actively accepted these disparate challenges and found harmony in the process. You will learn:

- How Ball State coordinated its brand presence on the Web and overcame resistance to change
- How the university is dealing with storage, indexing and maintenance of original and personal content
- How the university is dealing with the distribution of copyrighted content for educational purposes
- How the university is implementing a plan for migrating students, faculty and staff toward digital storage and studying the impact on costs as well as the sociological and organizational issues

H. O'Neal Smitherman, Ph.D.
Vice President for Information Technology & CIO
BALL STATE UNIVERSITY

CASE STUDY

**12:20
A Fresh Approach to Using Content Management and Search to Maximize Intellectual Capital, User Service and Potential**

Critics said it couldn't be done, but the American Hospital Association has implemented HospitalConnect, the health leadership portal, which imposes a common hardware and software platform on participating sites, but gives each of the 23 organizations on the platform full independence over its content, look, feel and e-commerce. Learn how award-winning HospitalConnect uses a fresh look at content management and search to:

- Maximize the user experience
- Ease the burden of site management
- Share content among sites
- Utilize a common metadata scheme and content taxonomy among all sites
- Implement "automatic channels" to save labor costs
- Benefit from single sign-on for all sites
- Share a database where each site securely owns and manages its own logs and files

The presentation will also offer an inside look at how HospitalConnect works in the real world from the perspectives of both site managers and users.

 **Herman Baumann**
Executive Director, Strategic Development
AMERICAN HOSPITAL ASSOCIATION

CASE STUDY

**1:10
Networking Luncheon**

**2:20
Meeting the Challenge of Email Compliance**

Florida's Sunshine Laws grant citizens the legal right to access all public records, including emails sent and received by state departments. This requirement poses a significant challenge to a department such as the Florida Department of Health, which has 17,000 email users and is required by these laws to store three terabytes of email information each year. The Florida Department of Health has deployed software solutions to index and store its email, as well as a discovery vehicle which enables staff to conduct complex searches and quickly access email information in the event of a public request or lawsuit. In this session, David will describe the system his department uses and the benefits it has reaped including:

- Significant cost savings on storage space
- Reduction of IT staff needed to recover accidentally deleted emails and access appropriate information in the event of a discovery request
- Meeting legal and auditing requirements


 **David Taylor**
Chief Information Officer
FLORIDA DEPARTMENT OF HEALTH

CASE STUDY

**3:10
Thinking ECM to Enhance Organizational Success**

Over the last decade, many large IT shops have undergone a dizzying array of change, including outsourcing, insourcing, organizational realignments, e-everything, new CIOs, new technologies, and more. This turmoil has left many large IT shops without some of the fundamentals for providing truly excellent service to their customers. As if that wasn't enough, many stove-pipe repositories (often called knowledge, content, records, document or web search) developed over the last 10 years will have to be integrated (thus re-designed and combined) to meet customer demands at reasonable expense over the next 10 years. Excellence in ECM requires a framework for thinking and organizing for success. In this session, Greg will cover:

- Why it is important to be excellent in ECM?
- What do we already know to frame an ECM initiative?
- The Top 10 best practices for ECM success

 **Greg McMillan**
Senior IT Manager & Founder, Data Warehousing Center of Excellence
FORD MOTOR COMPANY

CASE STUDY

4:00
Afternoon Refreshment Break

4:20
Leveraging Global Taxonomy to Filter and Deliver Intranet Content in a Business Context

To support knowledge management initiatives, Aon has built a large number of KM repositories in past years. Multiple repositories present many challenges, including confusion among users and inefficient content management. To address these issues, Aon implemented a global Knowledge Management Repository last year. In this case study, Annie will share how Aon:

- Understands users' needs
- Leverages taxonomy and metadata
- Manages content once and reuses it multiple times
- Constructs context around its content
- Integrates content delivery with business processes and business roles



Annie Wang
Program Manager
AON CORPORATION

CASE STUDY

5:10
Champagne Benchmarking Roundtables: Best Practices for Working with Vendors to Achieve Success with Your Enterprise Content Management System

In this interactive session accompanied by free flowing champagne, you will discuss, debate and strategize with your peers. The rigor and openness of a roundtable provides an excellent setting for frank idea exchange and enhanced learning experience. Select among:

- Table 1: Selecting the Right Vendor
- Table 2: Working with Your Vendor During the Implementation Process
- Table 3: Involving Your Vendor with Employee Training and the Transition Period

SPECIAL NETWORKING FEATURE!

6:00
Closing Remarks from the Chair and Close of Day One

DayTWO WEDNESDAY, JULY 27, 2005

8:30
Chairperson's Opening Remarks



Yuri Aguiar
Senior Partner, Chief Technology Officer, Worldwide
OGILVY & MATHER

CASE STUDY

8:40
Building Business Intelligence to Improve Patient Care and Quality of Life

With the goal of improving patient care and quality of life, the Pennsylvania Department of Public Welfare has implemented The Home and Community Services Information System (HCSIS), a web-based, integrated client information management system. This system has 7,000 users, 900 agencies, and 80,000 recipients. The development process included a business process review for the initial service program. Those process area user groups were then pulled in to establish business questions. This process led to standardizing an approach to:

- Turning data into information
- Turning information into business intelligence
- Integrating data, technology and information needs

Families use the system's online directories to apply for services and choose providers, and case workers use it to access case information and monitor quality of care for mentally challenged clients. HCSIS has improved delivery of care and quality of life for clients, reducing abuse and neglect incidents and enabling clients and their families to take a more active role in selecting services and providers. Gary will explain the development and implementation of HCSIS.

Gary Rossman
Director, Division of Information Management Pennsylvania
PA OFFICE OF MENTAL RETARDATION, DEPARTMENT OF PUBLIC WELFARE

CASE STUDY

9:30
Enterprise Content Management in an International Marketing and Communications Organization

The growth of digital content is an increasing problem for all organizations. Moving it efficiently around the globe without the loss of integrity is an even bigger issue, especially as infrastructures vary by region and country. What is a company to do when speed is of essence and there are more questions than answers? In this session, learn how Ogilvy's award-winning Digital Delivery System enables it to:

- Provide a single delivery platform across the organization
- Incorporate a common global security standard
- Provide audit capability for all transfers

- Proactively track performance and target issues facing partners and clients
- Partner with vendors to create specialized technology solutions for clients



Yuri Aguiar
Senior Partner, Chief Technology Officer, Worldwide
OGILVY & MATHER

10:20
Morning Refreshment Break

10:40
A Multi-Faceted Approach to Managing Clinical Content within a State of the Art Clinical Information System

Making the right information available to the right person at the right time to help them make the right decision is the motto of all those involved in developing state-of-the-art clinical information systems. This presentation will describe how one large health maintenance organization deals with these complex challenges. This session will discuss how Kaiser Permanente, Northwest (KPNW) manages a dizzying array of clinical data, information and knowledge to create a system for patients and their healthcare providers that makes "the right thing to do, the easiest thing to do!" Specific questions to be addressed include:

- How KPNW uses state of the art information systems to collect, manage, and display all the clinical information required to manage each patient's health
- How KPNW has integrated various types of clinical knowledge into these systems to help insure that "the right thing to do, is the easiest thing to do"
- How KPNW is now using the Internet to "push" this clinical information out to patients so they can become even more involved in the healthcare process



Dean F. Sittig, Ph.D.
Director, Applied Research in Medical Informatics
NORTHWEST PERMANENTE, PC

CASE STUDY

11:30
Best Practices for Gaining Organizational Support and Managing the Transition to an Enterprise Content Management System

Panelists from leading companies and organizations will discuss:

- Building the business case to achieve global management support for content management implementation
- Gaining buy-in from diverse business units and end users
- Developing an appropriate training program to maximize adoption and success

- Trouble-shooting the implementation process to ease the transition and minimize business disruption

Panelists include:

Jeff Schwarz
IT Partner
MCDERMOTT WILL & EMERY LLP

Herman Baumann
Executive Director, Strategic Development
AMERICAN HOSPITAL ASSOCIATION

PANEL DISCUSSION

12:20
Networking Luncheon

1:30
Developing the Superfund Document Management System to Manage Content Across Diverse Programs

The U.S. Environmental Protection Agency has embarked on a project to implement an enterprise content management solution within the organization. The project has morphed significantly since it was first conceived as a way to better manage records. The Agency initially set out to unify its information flows under a large, perhaps idealized concept. As serious work progressed to prepare both the organization and the content itself for the selected technology platform, it became evident that a more targeted strategy might produce quicker gains. Leveraging of existing systems and efforts at solving problems within the Agency into models for enterprise solutions became the larger story. This session will discuss in some detail the way in which one of those applications, the Superfund Document Management System (SDMS), went from humble beginnings to becoming one of the engines of change in the EPA's endeavor to manage content across its diverse programs.

Steve Wyman
Program Manager, Superfund Document Management System
U.S. ENVIRONMENTAL PROTECTION AGENCY

CASE STUDY

Achieving Buy-In and Realizing the Benefits of ECM

2:20
Leading the Charge to a Better Content Management Strategy

"We make buying office products easy." That's the Staples® brand promise. Staples' new content management system is helping the company deliver on this promise with complete, accurate, compelling,

easy-to-understand product copy that allows customers to compare and differentiate products with just a glance. Learn how Staples redesigned, rebuilt and consolidated its copy databases, and also the process and cultural changes this multi-billion dollar company tackled, including:

- Crafting the right content management team
- Documenting anticipated cultural changes and achieving buy-in
- Quantifying the benefits of content management
- Being a visionary to improve, not just automate, processes



Maura Ardis
Product Knowledge and Content Manager
STAPLES

CASE STUDY

3:10
Afternoon Break

3:30
Forging a User-Friendly System to Add Value to Your Organization

In a law firm environment, many individuals with limited technical backgrounds need to be able to store and retrieve information quickly and easily in order for a content management system to be effective. In this session, Jeff will discuss how McDermott Will & Emery:

- Creates a simple and efficient user interface
- Integrates applications on the back end
- Gains organizational acceptance



Jeff Schwarz
IT Partner
MCDERMOTT WILL & EMERY LLP

CASE STUDY

4:20
The Future of ECM

As the technology surrounding ECM continues to develop and increase in capability, what does the future hold? Where are cutting-edge organizations and knowledge management professionals headed? What major challenges lie ahead? What can savvy professionals do today to maximize value and ROI both today and tomorrow?

OPEN DISCUSSION

4:50
Closing Remarks from the Chair and Close of Conference

In Association With



ARMA International (www.arma.org) is the global authority on managing records and information. ARMA is actively involved nationally and internationally in developing standards that guide best practices in records and information management. It also is the primary source for information on such hot issues as e-mail management, electronic records management, Sarbanes-Oxley compliance, and disaster management.

About our Media Partners



The Information Technology and Telecommunications Special Interest Group (IT & Telecom SIG), a component of the Project Management Institute (PMI), targets all project managers in the Information Technology and Telecommunications industries. We are committed to establishing mutually beneficial and ongoing relationships with industry, academia and professional organizations; leading and facilitating the development and exchange of relevant knowledge and tools; and fostering a community which enables mentoring, networking, career advancement and camaraderie. For more information visit: www.pmi-ittelecom.org



Inside Knowledge magazine is written by KM professionals, specifically to help you ensure that your KM initiative is effective, that it delivers on its promises and that your organization sees a return on its KM investment. That is why many of the world's leading organizations use IK magazine as a practical guide to extracting the maximum value from their intellectual assets. With up to six case studies, as well as news, opinion and analysis in each issue, and access to an archive of over 600 KM case studies; IK Magazine is the world's premier KM resource. For more information visit www.ikmagazine.com



ei combines Ark Group's 8 years experience in the intranet, portal, content and information management world, creating one comprehensive resource for the information management professional. ei offers you an unparalleled opportunity to continually benchmark your current strategies and technologies against those of pioneers in your field as well as your competitors and peers. A continually growing archive of hundreds of case studies, detailing the successes and failures of information-management strategies at organizations just like yours, is what makes ei the world's premier resource for professionals involved in managing the enterprise information network. For more information visit www.eimagazine.com

SPONSORSHIP and EXHIBITION OPPORTUNITIES

WHY SPONSOR OR EXHIBIT AT ENTERPRISE CONTENT MANAGEMENT?

Sponsorships and Exhibits at **Enterprise Content Management** are excellent opportunities for your company to showcase its products and services to a highly targeted, senior-level audience focused on enterprise content management. IQPC and its **Enterprise Content Management** conference helps companies achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit places - all of which are custom-tailored to help your company create a platform that will maximize its exposure at the event and reach key decision makers.

WHAT TYPE OF EXPOSURE CAN MY COMPANY HAVE AT ENTERPRISE CONTENT MANAGEMENT?

IQPC prides itself on creating sponsorship and exhibit opportunities that fit your company's specific sales, marketing and branding needs. In order to maximize your organization's exposure at **Enterprise Content Management**, we will work with you to create a custom tailored package for your company that will have the greatest impact on your target audience.

Below you'll find just a few of the most popular sponsorship packages – all of which include a specific number of delegate passes, exhibition booth and a direct marketing campaign specifically targeting your clients and prospects.

Title Sponsor	CD Roms	Co-Sponsor	Workshop Sponsorship	Registration Sponsor	Wireless Network
Luncheon Sponsor	Welcome Packs	Cocktail Reception(s)	Collateral Package	Refreshment Break(s)	Internet Café

EXHIBITION BOOTHS

Exhibit booth location is based on two factors - the type of sponsorship package your organization chooses and the date of sponsorship/exhibit registration. Reserve your space today to ensure you get the booth location of your choice.

MORE INFORMATION

To learn more about these and other marketing opportunities please call **Shannon Forrester** at **212-885-2719** or via email at sponsorship@iqpc.com.

Register by Phone, Fax, Email or Online

Phone: 1-800-882-8684 or 973-256-0211
Fax: 973-256-0205 24 Hours A Day
Mail: International Quality & Productivity Center
 555 Route 1 South, Iselin, NJ 08830
Email: info@iqpc.com **Web:** www.IQPC.com/technologyIQ

Important! To speed registration, provide the customer registration code located on the back page—even if it is not addressed to you!

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

* CT residents or people employed in the state of CT must add 6% sales tax.

Payment Policy: Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation.

IQPC Cancellation, Postponement and Substitution Policy: You may substitute delegates at any time. IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another IQPC conference for up to one year from the date of issuance. For cancellations received seven (7) days or less prior to an event (including day 7), no credit will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event. This credit will be available for up to one year from the date of issuance. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

Scholarships Available: IQPC sets aside a limited number of discounts that may be applied to its conferences for delegates from the non-profit sector, government and military organizations and academia. For more information about scholarships to this event, please call Customer Service at 1-800-882-8684.

Lodging Information: Sessions for the Conference and Workshops will be held at:

SHERATON DENVER WEST
 360 Union Blvd., Lakewood, Colorado 80228
 Phone: 303-987-2000 • Fax: 303-969-0263

To secure reduced rates, please call the hotel at least 4 weeks prior to the conference and be sure to mention our conference name. Note: call hotel for directions or transportation suggestions.

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

©2005 IQPC. All Rights Reserved. The format, design, content and arrangement of this brochure constitute a trademark of IQPC. Unauthorized reproduction will be actionable under the Lanham Act and common law principles.

PACKAGES	EARLYBIRD A	EARLYBIRD B	STANDARD	Vendor Pricing
	Register & Pay by 06/03/05	Register & Pay by 06/17/05	Register & Pay After 06/17/05	
Platinum Package Conference plus 3 Workshops	Save \$400 \$3,086	Save \$300 \$3,186	save \$200 \$3,286	save \$200 \$3,586
Gold Package: Conference plus 2 Workshops	Save \$300 \$2,657	Save \$200 \$2,757	save \$100 \$2,857	save \$100 \$3,157
Silver Package: Conference plus 1 Workshop	Save \$200 \$2,228	Save \$100 \$2,328	\$2,428	\$2,728
2-Day Conference Only	Save \$100 \$1,799	\$1,899	\$1,899	\$2,199
Workshop(s) each	\$529	\$529	\$529	\$529

Only one discount may be applied per registrant - please call 1-800-882-8684 for more details.

TEAM DISCOUNTS

With all of the critical information that is going to be discussed during this two-day conference, you will want to ensure that all your key team members are present. To encourage team participation in this event, IQPC is pleased to offer you the following discounts:

Number of Attendees	Savings Of:
3 to 4	10%
5 or more	15%

Details for making payment via EFT or wire transfer:

JPMorgan Chase
 Penton Learning Systems LLC dba IQPC: 957-097239
 ABA/Routing #: 021000021
 Reference: Please include the name of the attendee(s) and the event number: 2333.01

REGISTER TODAY 1-800-882-8684 or 973-256-0211 or visit www.IQPC.com/technologyIQ

REGISTRATION CARD

YES! Please Register me for Enterprise Content Management

- Platinum Package:** Conference plus All Workshops
- Gold Package:** Conference plus 2 Workshops A B C
- Silver Package:** Conference plus 1 Workshop A B C
- 2-Day Conference Only**
- Individual Workshops** A B C

See Page 7 for pricing details.

Your customer registration code is:

When registering, please provide the code above.

Name _____
Title _____
Organization _____
Address _____
City _____ State _____ Zipcode _____
Phone _____ Fax _____
E-Mail _____

- Please keep me informed via email about this and other related events.
- Check enclosed for \$ _____ (Payable in U.S. Dollars to IQPC)
- Charge AMEX Visa Master Card
- Card # _____ Exp Date: ____/____/____

Details for making payment via EFT or wire transfer can be found on preceding page.

I cannot attend, but please keep me informed of all future events.

International Quality & Productivity Center
535 5th Avenue, 8th Floor
New York, NY 10017

PASS ON TO...

Vice Presidents, Directors or Managers of:

1. Information Management
 2. Records Management
 3. Knowledge Management
 4. Strategic Projects & Development
- PLUS ... Chief Information Officers

4 EASY WAYS TO REGISTER:

- 1 Call: 1-800-882-8684 or 1-973-256-0211
- 2 Web: www.iqpc.com/technologyIQ
- 3 Fax: 1-973-256-0205
- 4 Mail: International Quality & Productivity Center
555 Route 1 South, Iselin, NJ 08830

2333.01/D/AOB

Register today by calling **1-800-882-8684** or visit www.iqpc.com/technologyIQ

technology IQ
a division of IQPC
International Quality & Productivity Center
IQPC and Technology IQ Proudly Present

Register by June 3rd and
SAVE Up to \$400!

Moving from Electronic Document and Records Management to

ENTERPRISE CONTENT MANAGEMENT

Intelligently Integrating and Managing Enterprise Content to Meet
Legal Requirements, Improve Workflow and Optimize Productivity

A Two-Day Conference: July 26 - 27, 2005
Pre-Conference Workshops: July 25, 2005
Sheraton Denver West • Denver, CO

Attend This Conference and Learn How to:

- Build Your Business Case for Making the Transition to an ECM System
- Gain Support for Your ECM Project Across Your Organization
- Select a Vendor that Fulfills Your Needs
- Design an Appropriate Taxonomy and Metadata Strategy
- Master Process and Implementation Issues
- Reap the Benefits of Your ECM System

In Association
With:



Media Partners



Inside Knowledge



REGISTER TODAY at 1-800-882-8684 OR 973-256-0211 or Visit us at www.IQPC.com/technologyIQ