

jboye08

THE 4th ANNUAL CONFERENCE
NOVEMBER 4th - 6th 2008

PROGRAM



SAS RADISSON
MARGRETHEPLADSEN 1 _ DK 8000 ÅRHUS C

We Have Widened the Horizon – Without Losing Focus.

More delegates. A wider ranging program. New topical tracks. Our conference has not only grown; it has evolved. The unique thing about our program is that it has been developed and shaped by the activities that take place throughout the year in our international Community of Practice. The discussions during the many meetings tell us what you want to know more about; what is top of your professional agenda right now.

Moreover, we cover the industry and work closely with many of you as vendor-neutral analysts. Many of the interesting case studies on our program are examples of this. Thanks to our many customers and members who have agreed to share their experiences and contribute to making the conference an ideal forum for sharing ideas for great projects.

As we have “widened our horizon” and the list of topics addressed in the Community – and consequently at the conference – has grown, we have decided to change the name

of the event. Content Management Forum simply became too narrow, and rather than attempting to describe all aspects of the conference in the name (impossible!), our future conferences and events will be taking the company name.



We are extremely proud of this year’s program, and hope you will enjoy it. We know many of you are back for a second, third or even a fourth time. Welcome to jboye08!

Janus Boye

Conference Chair



Welcome to Århus and to jboye08 – The 4th International Conference

I have had the pleasure of opening the conference for the past two years, and I am pleased that I have been asked to open this year's conference as well. jboye08 brings together practitioners, experts gurus, and vendors from many different countries, and I hope that new ideas, new contacts, and new business opportunities will be created during your stay in Århus.

In Århus, we are proud of our position as Denmark's fastest-growing city with a large number of highly educated people, world-class researchers, and our research and development environments. We have a strong and well established IT sector, and a blooming environment for the new media industry. It is our aim to create excellent framework conditions for the growth of the new media industry in Århus. We continuously work to find ways to strengthen cooperation between research institutions and companies, and we are constantly developing our innovative environments.

I hope you will enjoy the conference and your stay in Århus.

Nicolai Wammen
Mayor of Århus

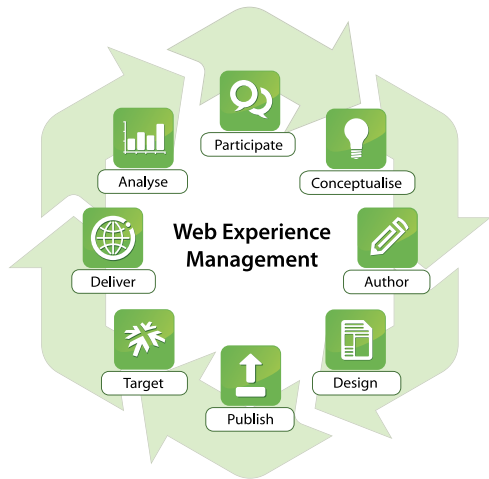


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	T1: Online Strategy	T2A: State of the Intranet	T3: E-gov Challenges	T4: Technology & Standards
7.45 – 8.45	Introduction for newcomers by Peter Sejersen , J. Boye			
9.00 – 9.05	Conference welcome by Janus Boye			
9.05 - 9.15	Conference opening by Mayor Nicolai Wammen			
9.15 - 10.00	<i>Keynote: What We Want</i> Robert Cailliau			
10.00 - 10.30	Break			
10.30 - 12.00	<p>Case studies moderated by Peter Nissen, J. Boye:</p> <p><i>From Strategy to Execution: Frequently forgotten questions</i> Case: LEGO Michael Thejl Nielsen</p> <p><i>Matching the goal of users and stakeholders</i> Case: The Danish Red Cross Ben Knudsen</p> <p><i>Preparing for a digital organization</i> Case: Novartis Thomas Vogel</p>	<p><i>Getting to Essential - Still a Long Path</i> Keynote by Jane McConnell, NetStrategy/JMC</p> <p><i>Wiki from theory to practice</i> Case: EUMETSAT Niklas Sinander</p> <p><i>How can the intranet help shape the employees' identity in a virtual organisation?</i> Case: SKAT Thomas B. Andersen</p>	<p><i>E-gov and the citizen - transformation by new technology</i> Olle Olsson, the Swedish Institute of Computer Science</p> <p><i>Making a case for interoperability</i> Makx Dekkers, the Dublin Core Metadata Initiative</p>	<p><i>Never is a long time (Disruptive Technology and the Web)</i> Keynote by Steven Pemberton, CWI & W3C</p> <p><i>Flex, Air and other new technologies</i> Piotr Walczyszyn, Adobe</p> <p><i>Deployment Patterns</i> Seth Gottlieb, Content Here</p>
12.00 - 13.00	Lunch			

T5A: SharePoint 2007: Web	T6: Web Marketing & Metrics	T7: Web 2.0 in Real Life	T8: IBM WebSphere Portal
<p>Thomas Schnegelsberg, Microsoft</p> <p><i>Best Practices for using SharePoint for Public Websites: A Businessperson's Guide</i> Dorthe R. Jespersen, J. Boye</p>	<p><i>Relevancy Rocks. Old-school marketing sucks</i> Keynote by Hannu Vangsgaard</p> <p><i>Web Marketing in traditional retail</i> Case: JYSK Kent Lyager Laursen</p> <p><i>Web-success: It's the customer, stupid!</i> Case: Wienerberger Volker Grünauer</p>	<p><i>Social Software: What we still don't know</i> Tony Byrne, CMS Watch</p> <p><i>Networking – across and beyond the organisation</i> Bjørn Guldager</p> <p><i>Getting the right content & application: content & portal management 2.0</i> Case: Randstad Marco Boerlage</p>	<p><i>Exceptional Web Experiences with Next Generation Portals</i> Krishnan Hariharan, IBM</p> <p><i>Key Strategic Issues in Implementing IBM WebSphere Portal Across the Enterprise</i> Janus Boye, J. Boye</p>

	T1: Online Strategy	T2A: State of the Intranet	T3: E-gov Challenges	T4: Technology & Standards
13.00 - 14.00	Expert Panel discussion moderated by Janus Boye : <ul style="list-style-type: none"> • Lisa Welchman - WelchmanPierpoint, Martin White - Intranet Focus and Nicolai Porsbo - Danish Broadcasting Corp. 			
14.00 - 14.30	Break			
14.30 - 15.15	<p><i>Intranet governance case study – a story about realizing the potential</i> Case: Maersk Line Simon Werner Hansen, Wintra Analytics</p> <p><i>Managing intranets? It's business as usual!</i> Case: BT Mark Morrell</p>	<p>Case studies moderated by Lau H. Andreassen, J. Boye:</p> <p><i>Improving BBC intranet - Case Study of a tactical, user-centred Approach</i> Case: BBC Claudia Urschbach</p> <p><i>Intranet redesign - from getting the basics right to facing new challenges</i> Case: UNHCR Ernst Decsey</p>	<p><i>Citizen King - Are Citizens the Government's Customers?</i> Erik Hartman, Hartman Communicatie</p>	<p><i>Content Management Interoperability Services (CMIS): The new Lingua Franca of ECM?</i> Alan Pelz-Sharpe, CMS Watch</p> <p><i>JCR: Standardizing the Content Repository</i> Frank Schmiedle, Day Software</p>
15.15 - 15.45	Break			
15.45 - 16.45	<p><i>Web strategy – when you are not the CEO</i> Peter Nissen, J. Boye</p> <p><i>Let information finally empower your business - How to successfully sail the ocean of information</i> Truls Berg, Digital Insight & Movation</p>	<p><i>Intranet 2.0: case study examples of the next generation of killer intranets</i> Toby Ward, Prescient Digital Media</p>	<p><i>Local neighborhood goes digital: interactive city portal for Hamburg</i> Case: hamburg.de Georg Konjovic</p> <p><i>Meeting the users - anywhere</i> Case: Køge Bibliotek Michael Ljungberg</p>	<p><i>Open standards for future flexibility</i> Case: WHO Jane Wallace</p> <p><i>Is the Open Web the Platform for Tomorrow?</i> Joe Walker, SitePen</p>
17.00 - 18.00	Web Idol 2008			
18.30	Conference Party			

T5A: SharePoint 2007: Web	T6: Web Marketing & Metrics	T7: Web 2.0 in Real Life	T8: IBM WebSphere Portal
<p><i>High-fidelity Web Content Management with Microsoft Office SharePoint Server 2007</i> Shawn Shell, Consejo</p>	<p><i>45% goal conversion. How did we do it?</i> Case: UPM Markku Herral</p> <p><i>Web design minus religion = better conversion</i> Case: LOVEFiLM Josh Mortensen</p>	<p>Case studies moderated by Peter Sejersen, J. Boye:</p> <p><i>Blogging broadens dialogue</i> Case: Nykredit Laurine Mindegaard</p> <p>Case: Kristeligt Dagblad Anders Ellebaek Madsen</p>	<p><i>Business Managers – Addressing their needs with WebSphere Portal</i> Munish Gupta, Wipro</p>
<p><i>Implementing a multi-national public website on MOSS</i> Case: Alfa Laval Pernilla Webber</p>	<p>Experts Exchange:</p> <p><i>The Top Five Trends in Web Analytics for 2009</i> Phil Kemelor, Semphonic</p> <p><i>3rd and 4th generation web analytics</i> Piotr Narloch, Actionize</p>	<p><i>Clearing the way to informed design</i> Dana Chisnell, UsabilityWorks</p> <p>Jim Hobart, Classic System Solutions</p>	<p><i>Tying together a global organizations with elements of Web 2.0</i> Case: Danisco Lars Toftgaard</p> <p><i>Development and Maintenance of Group Web Sites</i> Case: ATP Michael Lehmann</p>

	T9: Web Communication & Project Management	T2B: Intranets in the Future / Enterprise 2.0	T10: Experiences from Large, Global and Complex Projects	T11: E-Health Challenges
9.00 - 9.05	Conference opening by Janus Boye			
9.05 - 9.15	Winning Web Idol presentation			
9.15 - 10.00	<i>Keynote: Why Good Content Must Suck: Designing for the Scent of Information</i> Jared Spool			
10.00 - 10.30	Break			
10.30 - 12.00	<p><i>Planting a Flag vs. Engaging Users</i> David Hobbs, Welchman-Pierpoint</p> <p><i>Burning down the silos: the hidden truths of web project management</i> Case: Sauer-Danfoss Lars Bech</p> <p><i>Managing Web Projects in a Politically Managed Organisation</i> Case: BUPL Michael Aage Jensen</p>	<p>Panel on social software moderated by Tony Byrne, CMS Watch:</p> <p><i>Connected Collaboration - utilising the power of business social networking to bolster team collaboration</i> Kris Duggan, Socialtext</p> <p><i>Making Wikis Incredibly Successful – Real Lessons, Real Tips</i> Jeffrey Walker, Atlassian</p>	<p><i>I Can See Clearly Now The Fog Has Gone</i> Alan Pelz-Sharpe, CMS Watch</p> <p><i>Control, Change and Communications: The elements of success</i> Case: Borealis Peter Stern</p>	<p><i>Engaging patients & consumers with Web 2.0</i> Toby Ward, Prescient Digital Media</p> <p><i>Patient centered information management</i> Case: Rikshospitalet University Hospital (Oslo) Sissel Jor</p> <p><i>The business case game</i> Case: Cambridge University Hospital Caroline Coetzee</p>
12.00 - 13.00	Lunch			
13.00 - 14.00	What's on? Roundtable discussions			
14.00 - 14.30	Break			

T5B: SharePoint 2007: Behind the Firewall	T12: Enterprise Search	T13: Finding the Right Web CMS	T14: Enterprise Portals in 2009
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<p><i>Roles and responsibilities in your SharePoint project</i> Michiel Hazen, Ordina</p> <p><i>Life on MOSS – Intranet experiences and challenges</i> Case: LM Glasfiber Martin Risgaard Rasmussen</p> <p>Case: The Danish Ministry of the Environment Helle B. Martinussen</p>	<p><i>Search on your Website: More than a Button to Push</i> Keynote by Adriaan Bloem, Radagio</p> <p>Vendor panel on Website Search with:</p> <p>FAST Göran Karlsson</p> <p>Interse Dan Thomsen</p>	<p>Panel: Running a Web CMS procurement moderated by Jarrold Gingras, CMS Watch:</p> <p>Graham Oakes, Graham Oakes Ltd</p> <p>Seth Gottlieb, Content Here</p> <p>Søren Sigfusson, Nordic Council</p> <p>Piero Tintori, Terminalfour</p>	<p><i>The Next-Next-Generation Web and the Future of the Portal</i> Jim Murphy, AMR Research</p> <p><i>Portals in 2009</i> Janus Boye, J. Boye</p>
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	T9: Web Communication & Project Management	T2B: Intranets in the Future / Enterprise 2.0	T10: Experiences from Large, Global and Complex Projects	T11: E-Health Challenges
14.30 - 15.15	<p><i>The Catch-22 of the Web Project Manager</i> Sara Redin, J. Boye</p> <p><i>Newsfeeding Investors the Ultimate Online Experience</i> Case: Børsen Jørgen Andresen</p>	<p><i>ExpertBase – an expert system en route to Enterprise 2.0</i> Case: MLP Axel Dornis</p> <p><i>Mythbuster: Common Wiki Myths</i> Dorthe R. Jespersen, J. Boye</p>	<p><i>Regulating content and content services to Enterprise 2.0 and Web 2.0 channels</i> Peter Delahaye, EMC</p>	<p><i>Does e-health really benefit the patient? - What do the health care workers really need?</i> Case: Vejle Sygehus Finn Mathiesen</p>
15.15 - 15.45	Break			
15.45 - 16.45	<p>Panel on challenging customers and difficult projects:</p> <p><i>Case: A Good Pub Guide</i> Tony Wood, VisionWT</p> <p><i>Creating happy endings with difficult customers</i> Jens H. Hansen, Creuna</p> <p><i>Case: VisionScopeBuild</i> Ramsey Khoury, Head</p> <p><i>Communication, a key word in difficult projects</i> Jesper Munkholm, Valtech</p>	<p><i>Taking the 'social' out of social media - social tools in a business context</i> Case: BT Richard Dennison</p>	<p><i>Strategy. Management and Technology: Lessons learned for ECM</i> Case: EUMETSAT Niklas Sinander, EUMETSAT and Graham Oakes, Graham Oakes Ltd</p>	<p>Case studies moderated by Lau Hesselbæk Andreasen, J. Boye:</p> <p><i>Keeping health information current and relevant</i> Case: WHO Jane Wallace</p> <p><i>The Magical World of Sundhed.dk</i> Case: Sundhed.dk Margrethe Harbo</p>
16.45 - 17.00	Break			
17.00 - 18.00	Town Hall			
18.30	Farewell Dinner			

T5B: SharePoint 2007: Behind the Firewall	T12: Enterprise Search	T13: Finding the Right Web CMS	T14: Enterprise Portals in 2009
<p><i>What You Need To Know About Search in SharePoint 2007</i> Adriaan Bloem, Radagio</p>	<p><i>Trends in Enterprise Search for 2009</i> Stephen E. Arnold, Arnold IT</p>	<p>Open Clinic: Bring questions and ask the experts: Ernst Decsey, UNHCR Graham Oakes, Graham Oakes Ltd. Janus Boye, J. Boye</p>	<p><i>10 Ways Modern Portals can Protect and Grow your Business in Good Times and Bad</i> Ajay Gandhi, Oracle</p>

<p><i>Using SharePoint as central point for Knowledge Sharing</i> Case: Borealis Peter Stern</p> <p><i>Applying governance to SharePoint</i> Anders B. Skjønaa, Netmedia. as</p>	<p>Case studies moderated by Adriaan Bloem</p> <p><i>A "People First" approach to Enterprise Search</i> Case: Oticon Charlotte Eir</p> <p><i>Making and Maintaining a Search Strategy</i> Case: Danske Bank Herluf Helt Mølgaard</p>	<p><i>What NOT To Do When Selecting a Web CMS</i> Jarrod Gingras, CMS Watch & Sara Redin, J. Boye</p>	<p><i>Graphic Art Portal: A detailed account of a complex portal redesign</i> Case: HP Eric Leroy, Resource Group International</p>
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Social Events

Our end-of-day social events are ideal for networking. We have carefully selected some of Aarhus' best venues and invite you to enjoy the opportunity of getting to know your fellow conference delegates over good food and a glass of wine. The conference party is always a sell-out.

If you have not already signed up, please see the registration desk. Note that spaces are limited and some of the events may sell out. Guests that are not registered conference delegates can attend social events at a fixed price of Dkk. 490 per event. (€65 / £50).

For directions, see map on page 51.

Danish Evening

Tuesday 4th November 18.30

At the end of the pre-conference tutorial day, we host the Danish Evening at Studenterhuset. Our local master chef, Chili John, is back ready to serve up delicious delicacies garnished with John's very own style of poetic commentary!

Address: Nordhavngade 1, 8000 Aarhus C



Conference Party

Wednesday 5th November 18.30

The main Conference Party is this year held at the top floor of Aarhus' fabulous contemporary art gallery AROs. Enjoy great food, classy live music and spectacular views over the Aarhus area from the top of this exciting venue.

Address: Aros Allé 2, 8000 Aarhus C

Farewell Dinner

Thursday 6th November 18.30

True to tradition, we invite those who are still in town on the Thursday night after the official conference end to gather for one last time over an informal bite to eat before heading off. This event takes place at Det Grønne Hjørne. Please note: Unlike the previous evenings, food and drinks are NOT included in the conference registration price.

Address: Frederiksgade 60, 8000 Aarhus C

Web Idol 2008

Wednesday, 17.00 - 18.00

In this fast-paced session, we give 6 vendors the opportunity of showing off their latest gear, and the audience decides what's hot and what's not.

We keep it short and snappy: each demo is no longer than 6 minutes, so unlike other long-winded vendor presentations, there is no risk of nodding off!

An expert panel of judges will provide brutally honest commentary, and the ultimate winner is selected by the audience at the end!

The winner will be announced and officially crowned during the Conference Party and receive our infamous and enormous trophy.

This year's participants:



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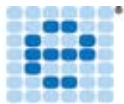
IBM (International Business Machines) is a multinational computer technology and consulting corporation headquartered in Armonk, New York, USA. The company is one of the few information technology companies with a continuous history dating back to the 19th century. IBM manufactures and sells computer hardware and software, and offers infrastructure services, hosting services, and consulting services in areas ranging from mainframe computers to nanotechnology.



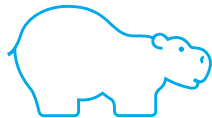
IBM has been known through most of its recent history as the world's largest computer company; with over 388,000 employees worldwide, IBM is the largest information technology employer in the world. IBM holds more patents than any other U.S. based technology company. It has engineers and consultants in over 170 countries and IBM Research has eight laboratories worldwide.

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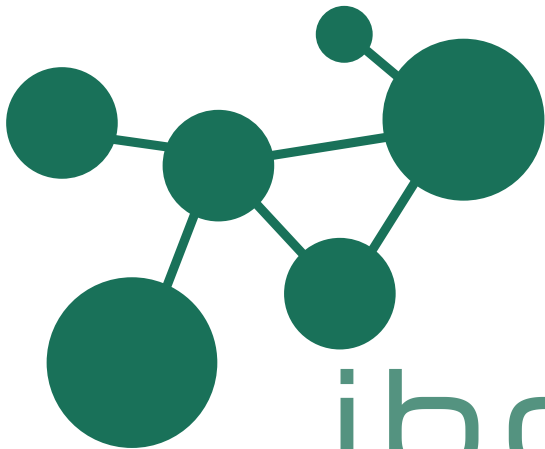
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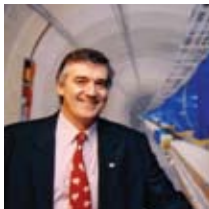


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Speakers & Abstracts

Keynotes

Robert Cailliau, Co-developer of the WWW, Switzerland



Robert joined CERN, the European Laboratory for Particle Physics, in 1974. There he first worked on computer-controls of particle accelerators. When Robert became head of Office Computing Systems for CERN he began considering a hypertext system to link all CERN documentation over networks. In 1989 he teamed up with Tim Berners-Lee to produce the foundations for what became WWW at the end of 1990.

In 1993 Robert started the first www-based project funded by the European Commission together with the Fraunhofer Gesellschaft. He was instrumental in making CERN putting the Web technologies into the public domain (April 1993). During 1994-1997 he helped CERN and INRIA to set up the Web Consortium that overlooks the WWW standards, to transfer WWW technologies from CERN to the Consortium.

In 1993 Robert started the first www-based project funded by the European Commission together with the Fraunhofer Gesellschaft. He was instrumental in making CERN putting the Web technologies into the public domain (April 1993). During 1994-1997 he helped CERN and INRIA to set up the Web Consortium that overlooks the WWW standards, to transfer WWW technologies from CERN to the Consortium.

Jared Spool, Usability Expert, USA



If you've ever seen Jared speak about usability, you know that he's probably the most effective, knowledgeable communicator on the subject today. What you probably don't know is that he has guided the research agenda

and built User Interface Engineering into the largest research organization of its kind in the world. He's been working in the field of usability and design since 1978, before the term "usability" was ever associated with computers.

Jared spends his time working with the research teams at the company, helps clients understand how to solve their design problems, explains to reporters and industry analysts what the current state of design is all about, and is a top-rated speaker at more than 20 conferences every year.

Expert Panelists



Lisa Welchman, Welchman-Pierpoint, USA



Martin White, Intranet Focus, United Kingdom



Nicolai Porsbo, Danish Broadcasting Corp., Denmark

Speakers & Abstracts (A-Z)

Adriaan Bloem, Radagio

Search on your Website: More than a Button to Push

Thursday, November 6th: 10.30 - 12.00

That little "search" button on a website seems so simple and straightforward. In reality, that button could cost you as much as the CMS your site runs on, while most of your visitors might still leave and use Google instead.

Adriaan Bloem will talk about the importance of the search functionality on your website, and why it's not as simple as it seems. This is really something you'll want to know about before you start building a website -- but if you've already implemented a system, you might still be surprised about what you can learn!

What You Need To Know About Search in SharePoint 2007

Thursday, November 6th: 14.30 - 15.15

Search is important to most SharePoint projects, but unfortunately it is also something that causes quite a bit of frustration as well as confusion. In this talk Netherlands-based CMS Watch analyst Adriaan Bloem will cover some of the usual pitfalls and

also share some recent project experiences (both positive and less positive) with SharePoint's search functionality.

Ajay Gandhi, Oracle

10 Ways Modern Portals can Protect and Grow your Business in Good Times and Bad

Thursday, November 6th: 14.30 - 15.15

Learn how to evolve enterprise portals from foundational technology for Intranets and Websites to flexible, user-empowering business platforms that help enterprises more effectively run their businesses, scale their operations and catalyze their business models to achieve significant competitive advantage. Whether it's improving worker productivity, leveraging community intelligence or harnessing customer feedback - modern portals can help achieve your business and IT goals with a high ROI approach.

Alan Pelz-Sharpe, CMS Watch

Content Management Interoperability Services (CMIS): The new Lingua Franca of ECM?

Wednesday, November 5th: 14.30 - 15.15

CMIS has the potential to become the most important ECM

standard to date. Backed by all the major vendors in the space the next two years will be critical to it's success. In this session we discuss what CMIS is, explore it's strengths and limitations. Examine it's impact and value for you the user and buyer of ECM technology, and assess it's chances of succeeding where others standards have previously failed.

I Can See Clearly Now The Fog Has Gone

Thursday, November 6th: 10.30 - 12.00

As the economic climate worsens globally, there is much to be gained from looking at the project experiences of others. In this session Alan will look at lessons learned from deployments that failed and that continue to fail to gain a return on their investments.

By looking at real life examples of what can go wrong, you can gain valuable insights to help avoid doing the same. Drawing on many years of experience working with Fortune 500 and large Government Organizations - Alan will give a rundown of the top reasons why projects fall short or fail entirely. At least one of the reasons might relate to strategy...

Anders B. Skjønaa, Netmedia.as

Applying governance to SharePoint

Thursday, November 6th: 15.45 - 16.45

This session will focus on the use of SharePoint for intranet and collaboration use. You will learn about common pitfalls in these implementations and how to avoid them by applying solid governance to your project from the beginning.

Anders Ellebæk Madsen, Kristeligt Dagblad

New media growing out of old media, 110 year old media

Wednesday, November 5th: 14.30 - 15.15

This is the story of the last Danish national newspaper to go online - and how it by now has launched its 6th web 2.0 site. The Christian Daily is behind www.religion.dk, www.hjertedatting.dk, www.bogbasen.dk, www.religionblog.dk, www.mindet.dk og www.kirku.dk.

Old media is having a heated debate on the journalistic value of web 2.0. Listen to the experiences and the reflections on what kind of content is good for web 2.0 and what is not.

Axel Dornis, MLP

ExpertBase - an expert system en route to Enterprise 2.0

Thursday, November 6th: 14.30 - 15.15

Meeting the requirements of a "prosumer-centric" working environment. Case Study of the information and knowledge management at MLP, a financial services provider. Highlights:

- Managing a complex and permanently changing data basis with ECMS
- How to organize and ensure an active and approved exchange of information, knowledge and expertise
- ExpertBase - an information source and basis for collaboration and professional advancement
- Providing a basis for Enterprise 2.0: successfully implementing Social Software features like comments, ratings and blogs in an "running" system and culture

Ben Knudsen, The Danish Red Cross

Matching the goal of users and stakeholders

Wednesday, November 5th: 10.30 - 12.00

When the front page of your website is a battlefield where your organisations various departments are field testing their will of strength, how do you – the webeditor - survive? And how

do you secure that your users and their tasks are not forgotten in the heat of the battle? This presentation is about making peace between you, your websites users and the stakeholders of your organisation or company – all by using web statistics, online surveys plus a bit of strategy and sleigh of hand.

Bjørn Guldager, Networking expert

Networking – across and beyond the organisation

Wednesday, November 5th: 10.30-12.00

Software and tools are good – if supported by a great attitude and knowledge. Get inspiration on both from networking expert Bjørn Guldager.

Bjørn speaks on what networking actually is, how people and organisations can network (internally and with other organizations), and how using the right tools and questioning can help you. Discover five networking strategies and how to identify your own, two keys to success with your network, and why most people overlook one of them. Bjørn will also identify three “golden rules” of networking. Learn how networking to benefit others ultimately benefits yourself in the long term.

Regardless of your current perspective and skills on networking, you will become even better after having met Bjørn.

Caroline Coetzee, Cambridge University Hospitals NHS Foundation Trust (CUH)

The business case game

Thursday, November 6th: 10.30 - 12.00

Visit jboye08.dk for further details.

Charlotte Eir, Oticon

A “People First” approach to Enterprise Search

Thursday, November 6th: 15.45 - 16.45

Learn how Oticon is using a people focused Enterprise Search to support knowledge sharing in a growing organisation.

Oticon has been very successful in using informal personal networking to gain success in product development. However, the growing organisation could not rely on personal networking alone; we needed tools to formally support knowledge sharing and collaboration.

“Searching what we have” and “making people more accessible” were two main goals when implementing the first Enterprise Search solution at Oticon.

See how we use SharePoint Search, a competence focused Staff Directory, Communicator Presence information together with a few add on products to form a People centered Enter-

prise Search solution that works well with the “People First” corporate culture.

Claudia Urschbach, BBC

Improving BBC intranet - Case Study of a tactical, user-centred Approach

Wednesday, November 5th: 14.30 - 15.15

This BBC case study shows how with little man power and no leeway for changing the technical infrastructure a user-centred design approach can improve your site.

In early 2008 it became clear that intranet for the BBC’s Future Media & Technology division had to become a much more vital part of everyday staff life - over the next 4 years a third of the division’s staff are asked to relocate from London to the north of England. This is a mayor challenge for the organisation and the internal communications team. While many intranet projects include an upgrade or change of the technical infrastructure the brief for this project stated that changing the CMS or search engine is not an option. The objective was to increase the usage of the intranet without changing the technical set up.

The presentation covers how by cleverly combining a range

of user-centred design methods (eg. focus groups, interviews, card sorts) user needs were identified and lead to a long list of non-technical changes. The changes covered content, design, organisational & editorial processes and their implementation followed in several almost separate work streams over a 6-months period.

Dana Chisnell, UsabilityWorks

Clearing the way to informed design

Wednesday, November 5th: 15.45-16.45

Organizations have all kinds of reasons for not doing user research and usability testing. And are disappointed when the collaboration, dialogue and user-generated content, that was planned for the web 2.0 project, are just not happening.

We’ll talk about typical reasons for avoiding user research, obstacles that attendees have run into, and how to get past those issues to gather user data to inform design decisions – in all kind of web projects.

David Hobbs, WelchmanPierpoint

Planting a Flag vs. Engaging Users

Thursday, November 6th: 10.30 - 12.00

Any CMS needs to be customized to a particular institution's requirements. This customization is not solely a technical matter, and hence needs to have someone wearing both the technical and user hats to define how the product should work at all stages of the CMS product within the organization. In other words, you need a product manager. This talk would cover:

- Roles of the internal CMS product manager
- Differences between project management and product management
- What's unique to product managing an institution's internal CMS
- Skills the internal CMS product manager needs

Ten tips for successful internal product management: Publicize participation, Keep all, deliver some, Differentiate stakeholders, Ask for details, Know details, as well as underlying technologies, to creatively solve problems, Publish a product schedule, Day-to-day product support, A stakeholder group and process with teeth, Don't just go through the motions, Short delivery cycles.

Dorthe R. Jespersen, J. Boye

Best Practices for using SharePoint for Public Websites: A Business Person's Guide

Wednesday, November 5th: 10.30-12.00

SharePoint 2007 has proven extremely popular as a web platform. While there are good reasons for the popularity of SharePoint, it is certainly not as safe and risk-free as many like to think. Join in on this analyst talk to find out, what you as a business user, should understand about using Microsoft SharePoint 2007 for public websites.

Dorthe will present conclusions from J. Boye's latest research: Best Practices for Using SharePoint for Public Websites. This research collects experiences and recommendations based on interviews with a number of experienced organizations.

Topics covered will include:

- The role of SharePoint in the organization
- Why organizations are choosing SharePoint for public websites – and if these are valid criteria
- Working with integrators and planning for the future

Mythbuster: Common Wiki Myths

Thursday, November 6th: 14.30-15.15

With wikis gaining tremendously in popularity, many organizations unfortunately start their wiki projects with unrealistic expectations. While researching the impact of wikis for Wiki in the Enterprise I came across a number of myths about wikis – adding both unnecessary anxiousness and inflated optimism to wiki projects.

Test your belief in wikis in this mythbuster session, and learn if a wiki is the new way of working in your organisation.

Eric Leroy, Resource Group International

Graphic Art Portal: A detailed account of a complex portal re-design

Thursday, November 6th: 15.45 - 16.45

The presentation will focus on the challenges and lessons learned from the redesign of the HP Graphic Arts Portal. HP's GAP program delivers targeted engaging content every two weeks through a Feature program. The goal of these feature pieces is to drive awareness, engagement, and preference for Graphic Arts product portfolio worldwide. Each bi-weekly feature is targeted to one of three target audiences, they include; Creative, Print Service Providers, or Technical.

The presentation will focus on the following topics:

- Information architecture: how to align the new portal architecture with the business objectives
- Content migration: The do and don'ts of complex content migration from static HTML to a dynamic WCMS
- Template management: What is the best strategy to provide manageable templates that can cope with constraints of a Web 2.0 user experience and data driven content
- Lessons learned from the project (process, design and metrics)

Erik Hartman, Hartman Communicatie

Citizen King - Are Citizens the Government's Customers?

Wednesday, November 5th: 14.30 - 15.15

Erik will explain the Dutch eCitizen Charter and the Citizen 1st! initiative and then facilitate a discussion with the audience about the role of both government and citizens in e-government.

Ernst Décsey, United Nations High Commissioner for the Refugees (UNHCR)

Intranet redesign - from getting the basics right to facing new challenges

Wednesday, November 5th: 14.30 - 15.15

After explaining shortly where the intranet team lies within UNHCR and some of the constraints it faces, Ernst will describe the redesign process that was recently undertaken at UNHCR to redesign a 10 years old, still manually and centrally managed intranet.

This case study will cover the different steps undertaken, from the content inventory and taxonomy definition to the wire framing and final visual design. The process happened in the context of the acquisition of a new Web Content Management System and, although primarily aimed at getting the basics right, introduced a new concept for the intranet.

Ernst will share some of the lessons learned throughout the process and the presentation will conclude with some of the unresolved issues or challenges currently facing the intranet team: the migration of the content to the new platform, the policy and governance model surrounding the intranet in a decentralized model, and the introduction of some "social" flavor.

Open Clinic: Bring questions and ask the experts

Thursday, November 6th: 14.30 - 15.15

Finn Mathiesen, Vejle Hospital

Does eHealth really benefit the patient? - What do the health care workers really need?

Wednesday, November 5th: 14.30 - 15.15

eHealth systems must assist the health care workers in performing their tasks with a minimum of contact with the computer and a maximum of contact with the patients.

With a strong focus on what benefits the patient and what helps the healthcare worker, Finn will talk on how Vejle hospital have become the first fully digital hospital in Denmark. Keep it simple, start low and 10% effort will benefit 90% of the users. Web applications and URL calls between systems are used. Strong leadership keep the development on track, doctors are anarchists and must be keep on a tight leash. Avoid "can-do-everything" systems and make systems that focus on the users need for getting information and getting rid of information in their own environment.

Make standards – not standard programs. Sign on, logging, streaming, Web portals, identification and security are major future challenges.

Frank Schmiedle, Day

JCR: Standardizing the Content Repository

Wednesday, November 5th: 14.30 - 15.15

Visit jboye08.dk for further details.

Georg Konjovic, hamburg.de

Local neighborhood goes digital: interactive city portal for Hamburg

Wednesday, November 5th: 15.45 - 16.45

Since its relaunch in August 2008, the City of Hamburg's official city portal hamburg.de has been extended by several interactive features, based on CoreMedia CMS and its Social Software Extension. Users can now directly contribute to the site at "MyHamburg.de" by uploading video or image content, commenting on or rating specific articles. The sharing and communicating of knowledge and information allows to discover similarities between users and creates digital neighborhoods.

Georg Konjovic will talk about the new interactive features, the involvement of the users and the benefits of collective knowledge for regional online portals.

Graham Oakes, Graham Oakes Ltd

Strategy, Management and Technology: Lessons learned for ECM

Thursday, November 6th: 15.45 - 16.45

The talk will discuss lessons we learned during a study of EU-METSAT's ECM systems. In particular, it will discuss the way in which this study dealt with 3 layers of concerns:

1. Strategic management - how ECM fits into EUMETSAT's overall business strategy
2. Information management - policies and processes to support effective ECM
3. Systems - systems to support these ECM policies and processes

Panel: Running a Web CMS procurement

Thursday, November 6th: 10.30 - 12.00

Open Clinic: Bring questions and ask the experts

Thursday, November 6th: 14.30 - 15.15

Göran Karlsson, FAST

Vendor panel on Website Search

Thursday, November 6th: 10.30 - 12.00

Hannu Vangsgaard, Relevance Marketing Consultant

Relevancy Rocks. Old-school marketing sucks

Wednesday, November 5th: 10.30 - 12.00

The rules of the game have changed. It is harder than ever to get your customers' attention - especially online. What has happened and why? As an online professional how do you meet the challenge, rethink your marketing and cut through the clutter?

In this presentation Hannu will present an ultra-condensed timeline of marketing's history to help you understand why users act like they do. But more importantly you will be inspired how to adapt to the new online reality.

Helle B. Martinussen, Danish Ministry of the Environment

Case: The Danish Ministry of the Environment

Thursday, November 6th: 10.30 - 12.00

Helle will share experiences from the Danish Ministry of the Environment, where SharePoint is used as a communication portal as well as for project workspaces with access for external partners.

Herluf Helt Mølgaard, Danske Bank

Making and Maintaining a Search Strategy

Thursday, November 6th: 15.45 - 16.45

In Danske Bank we choose to look at search as an individual platform that has close relations to our intranet portal, but is a platform by itself.

As a result we made a separate search strategy and project for our search platform that runs in parallel with our intranet portal efforts.

In this presentation Herluf will tell about this search strategy and give some reflections on the pros and cons of separating the strategies of search and intranet portal.

Highlights:

- Danske Banks Intranet search strategy
- Projects resulting from the strategy
- Reflection: Was it a good idea to separate Search and portals strategy?
- What are the next steps for search search in Danske Bank

Jane McConnell, NetStrategy/JMC

Getting to Essential - Still a Long Path

Wednesday, November 5th: 10.30 - 12.00

Jane has conducted the annual Global Intranet Strategies Survey with organisations around the world since 2006. She has been working in the intranet space for 12 years. Over this time, intranets have been transformed dramatically. However, in 2008, intranets are still a huge untapped potential for senior decision-makers and budget holders in most organisations.

In 2007, 11% of the Global Intranet Survey participants said the intranet was “the way of working” in their organisations. In 2008 this doubled to 22 %. That’s good news. The less good news is the other 78 %. How are these “essential intranets” different and how did they get there?

Jane’s talk will answer the following questions:

- How are they positioned and perceived within their enterprises?
- How do these organisations define and govern their intranets?
- What are their content strategies?
- How do they approach collaboration?
- How are they integrating social media?

Jane will also talk about how the role of “intranet managers” is evolving, how can they make a bigger impact within their enterprises and above all, how they can enter into meaningful conversations with the senior decision-makers.

Jane Wallace, World Health Organization

Open standards for future flexibility

Wednesday, November 5th: 15.45 - 16.45

As technology has become central to our effective functioning the importance of open standards is also becoming more evident. Open standards leave us freedom to develop and freedom to choose - giving us more control about how we interact with the technology we use. With this backdrop, Jane will give a manager’s non-techie view on why the WHO web site is built to standards. Readiness for not-yet-known future changes, avoiding lock-in and keeping future options open are some of these reasons.

Keeping health information current and relevant

Thursday, November 6th: 15.45 - 16.45

Based on over 10 years experience managing health web sites at the World Health Organization, Jane will talk about some

of the challenging and opportunities related to information management in a large, decentralized, multilingual context.

We are all concerned with using the most appropriate publication tool, accessibility and governance, regardless of the kind of information we have. But in a health context we are particularly concerned with some other issues.

- Is the information accurate and up to date? A special concern where health is involved.
- What about archiving - when is it useful for historical reasons and when can it confuse the user about what is current information?
- How do we get information to non-English speakers? Non parallel information architectures across language sites are one option.
- How much web 2.0 is enough? When is participation helpful and when is it harmful?

Together we will look at some of the opportunities - otherwise known as unsolved problems. Jane is hoping for some inspiration from you!

Janus Boye, J. Boye

Key Strategic Issues in Implementing IBM WebSphere Portal Across the Enterprise

Wednesday, November 5th: 10.30 - 12.00

Janus has covered IBM WebSphere Portal as an analyst since the initial release of the Enterprise Portals Report back in March 2006. Since then he has visited numerous WebSphere Portal customers and completed many briefings with customers, partners and IBM. He has also attended LotusSphere and even been offered to do consulting for IBM (which he politely turned down).

For this first time, he will share his view on WebSphere Portal in a talk focused only on the portal offering from Big Blue. Beginning with a critical evaluation detailing WebSphere Portal's strengths and weaknesses he will outline the key strategic issues which new and existing customers should be aware of.

Portals in 2009

Thursday, November 6th: 10.30 - 12.00

Going into 2009 the portal marketplace is in flux, as older technologies and platforms become deprecated while new use cases around social computing emerge. Meanwhile, the

rise of Microsoft SharePoint has led to divergent reactions among traditional enterprise portal suppliers – like IBM, Oracle, and SAP – while open source portal projects continue to expand vigorously.

Please join noted analyst Janus Boye to learn more about where the enterprise portal marketplace is headed so you can carefully plan your 2009 investments in this critical area.

What you will learn by attending:

- How the enterprise portal marketplace is segmented today
- Shifting vendor strategies in the face of SharePoint
- What open source portal platforms bring to the table
- How Portals relate to Enterprise 2.0
- Common enterprise portal use cases
- How to go about selecting the right portal technology

Open Clinic: Bring questions and ask the experts

Thursday, November 6th: 14.30 - 15.15

Jared Spool, User Interface Engineering

Keynote: Why Good Content Must Suck: Designing for the Scent of Information

Thursday, November 6th: 9.15 - 10.00

If you have thousands of pages of really cool stuff on your site, how do users find what they are looking for? Turns out that the content itself has to pull the user to it. The stronger the pull, the more likely the user will find it.

In this presentation, Jared discusses how to organize your site to pull users to the right place. He'll talk about User Interface Engineering's recent research on how people find information on large web sites. Jared shows you plenty of examples of sites that work well and those that don't.

He'll discuss how the quality of links affects whether users click on them; how longer pages actually help users get where they are going faster; the 3 types of graphics: navigation, content, and decorative and the importance of each; how users follow a scent and four ways your design could be blocking their smell.

Jarrold Gingras, CMS Watch

What NOT To Do When Selecting a Web CMS

Thursday, November 6th: 15.45 - 16.45

You've heard the experts tell you what you should do when procuring a Web CMS, but in this lively session we'll reveal what you should NOT do. We'll discuss the critical mistakes and pitfalls that many buyers make when selecting a Web CMS, so that you do not make the same missteps. Please join us for a session that you cannot afford to miss!

Jeffrey Walker, Atlassian

Making Wikis Incredibly Successful – Real Lessons, Real Tips

Thursday, November 6th: 10.30 - 12.00

Learn some simple, straightforward ways to make your wiki work in your organization. Where can you get resources to learn more?

- How widespread is the adoption?

How common is wiki technology worldwide? How significant is the use in business?

- How to approach 2.0 technology in this economy?

With the sky falling, has anything changed? Does the economy really matter?

- Great examples

Understand how Vodafone, Deutsche Bahn, SAP, Accenture and others use wiki and blogging technologies. What are European companies doing?

- 10 best practices to make wikis work

Jeffrey Walker will draw on experience with his company, Atlassian and their 13,000 customers in over 100 countries. He will draw on research from Forrester, The Economist, and other experts while sharing best practices.

Jens Hofman Hansen, Creuna

Creating happy endings with difficult customers

Thursday, November 6th: 15.45 - 16.45

Visit jboye08.dk for further details.

Jesper Munkholm, Valtech

Communication, a key word in difficult projects

Thursday, November 6th: 15.45 - 16.45

Visit jboye08.dk for further details.

Jim Hobart, Classic System Solutions

Wednesday, November 5th: 15.45-16.45

Visit jboye08.dk for further details.

Jim Murphy, AMR Research

The Next-Next-Generation Web and the Future of the Portal

Thursday, November 6th: 10.30 - 12.00

If you thought the portal was dead, think again. In fact, the evolving portal, as it employs new interface technology and encompasses a new array of enterprise 2.0 tools and technologies, will radically transform the way people work and businesses collaborate in the next five years. It's the manifestation of a more pervasive web that presents its services to the user when needed. This presentation will examine the business motivations, the enabling technology, the risks, and the vendor landscape for your next next-generation portal.

Joe Walker, SitePen

Is the Open Web the Platform for Tomorrow?

Wednesday, November 5th: 15.45 - 16.45

For many people, HTML+CSS+JavaScript, etc are the de-facto standard web development platform, but how long will this

last? What are the limitations of the open web and is it evolving fast enough to meet the growing demands that we're placing on it?

Solutions like GWT, Silverlight, Ajax Libraries, Flex and Gears are very different in their approach to the open web. This talk will look at the strategic differences and try to put into sharp focus the question: 'Can we build our next app on the Open Web?'

Josh Mortensen, LOVEFiLM

Web design minus religion = better conversion

Wednesday, November 5th: 14.30 - 15.15

Visit jboye08.dk for further details.

Jørgen Andresen, Borsen.dk

Newsfeeding Investors the Ultimate Online Experience

Thursday, November 6th: 14.30 - 15.15

An increasing number of Danes are becoming involved in small scale investments as an addition to their pensions, and therefore the need for independent coverage of all aspects of the financial world has grown. Traditionally this was covered in 3 or 4 of the major Danish newspapers; amongst those the financial daily, Børsen.

In the spring of 2007, Børsen decided to focus on establishing a serious and extensive online platform for covering as many aspects of the financial markets and finance related news as possible at borsen.dk/invester.

The task of establishing this platform has been immense and complex:

- Information had to be gathered from a huge number of sources
- The responsibility for the information lies with several different departments
- Discussion and blog were expected to appear as integral parts of the site

After 18 months', borsen.dk/invester is ready in what could be described as a version 1.0. Even at this early stage, the site contains extensive news coverage, real time updates, links to stock exchanges around the world and much more.

The session will focus on how we got the project off the ground; the discussions we had; the challenges we have faced thus far – and the unsolved ones that lie ahead.

Kent Lyager Laursen, JYSK

Web Marketing in traditional retail

Wednesday, November 5th: 10.30 - 12.00

In this case study Kent will present how JYSK, a Danish retailer, has developed an online product catalogue. Through this he tries to share thoughts on how to create an online succes in a company that traditionally concentrates on offline marketing. What are the challenges? What are the criteria of success and how do you aim for success with few resources given for web marketing?

Kris Duggan, Socialtext

Connected Collaboration - utilising the power of business social networking to bolster team collaboration

Thursday, November 6th: 10.30 - 12.00

Krishnan Hariharan, IBM

Exceptional Web Experiences with Next Generation Portals

Wednesday, November 5th: 10.30 - 12.00

Attracting and maintaining new customers are at the top of an organization's priorities, and next generation portals are driving the exceptional web experiences that attract new

customers, build customer loyalty and revolutionize your own employees' productivity. This session highlights leading customer implementations and business impacts of Web 2.0, situational applications, mashups, business process automation, mobile portals, and social software. We'll also share with you the areas of focus for our future releases of WebSphere Portal and Lotus Web Content Management System.

Lars Bech, Sauer-Danfoss

Burning down the silos: the hidden truths of web project management

Thursday, November 6th: 10.30 - 12.00

Does the term 'web project management' make sense and how is it different from just 'project management'? How is the web project manager different from the ordinary project manager? And what should you be aware of managing large web projects in international organizations?

This presentation will try to answer these and other questions – based on true stories!

Lars Toftgaard, Danisco

Tying together a global organizations with elements of Web 2.0

Wednesday, November 5th: 15.45 - 16.45

Today the employees at Danisco uses the intranet platform for knowledge and to collaborate globally. Frontend web 2.0 mash-ups's and back-end systems like SAP and Google are integrated. Come and see how Danisco is using the Intranet to tie together a global organization.

Laurine Mindegaard, Nykredit

Blogging broadens dialogue

Wednesday, November 5th: 14.30 - 15.15

The Nykredit Blog has provided Nykredit with an opportunity to communicate with people who want to learn about us and our products. The comments and ideas entered on Nykredit's weblog paint a varied picture of the thoughts and wishes of its users. This is something we appreciate.

In addition to the possibility of starting a dialogue with Nykredit's experts, the Nykredit Blog offers its users access to view and download podcasts, participate in surveys and submit own ideas.

Laurine's presentation includes aspects relating to the project management, success criteria and evaluation.

Lisa Welchman, WelchmanPierpoint

Expert Panel Discussion

Wednesday, November 5th: 13.00 - 14.00

Makx Dekker, The Dublin Core Metadata Initiative

Making a case for interoperability

Wednesday, November 5th: 10.30 - 12.00

The presentation will sketch the background against which eGovernment is moving towards interoperability: requirements for joined-up government (local, regional and national) and European directives requiring cross-border exchange of data.

Some organizational models of implementation will be considered (top-down and bottom-up) with specific attention to the services that may benefit from increased interoperability.

From a perspective of the Dublin Core metadata standards, the talk will look at the current status of interoperability in the sector and what steps could be taken to reach the goal of building an integrated public sector in Europe.

Marco Boerlage, Randstad

Getting the right content & application: content & portal management 2.0

Wednesday, November 5th: 10.30 - 12.00

How can Web 2.0 help you with your content & portal management strategy? Tags and meta data help you to discover new relationships between articles & applications. But with the ever increasing amount of content & applications that are available, you need a strategy to not overload your customer. Personalization could be the answer. But how can you get these worlds to work together? Randstad will present a case study in which they show how they tackled this problem by using the open source software of Hippo.

Margrethe Harbo, Sundhed.dk

The Magical World of Sundhed.dk

Thursday, November 6th: 15.45 - 16.45

Sundhed.dk is the unified Danish eHealth Portal providing both access to and information about the Danish Healthcare Services for both citizens and health professionals. One entry for all is the keyword – but when and where does the portal succeed?

Margrethe will in her presentation present some of the main objectives of the portal, give examples of popular and promising services and share information about the use and the users of the portal. Margrethe will also present some of the major future challenges of the Dansih eHealth portal, sundhed.dk.

Mark Morrell, BT

Managing intranets? It's business as usual!

Wednesday, November 5th: 14.30 - 15.15

BT will take you on their journey from project managers involved in an intranet pilot study 14 years ago through to now where line managers approve their teams publishing needs and help manage the content of a business critical intranet.

BT's intranet has been led by its communications department who developed the governance, standards, tools to underpin the standards and training based clearly on user needs while meeting the overall strategy and needs of the business. It has continually evolved so everyone can now use it for everything they need to do for their work. This can be checking the latest company news, booking a meeting or finding help on how to do anything work related... and you can do this any time, anywhere using most devices.

BT is a global organisation with an advanced intranet that meets their growing need to collaborate online. Restrictions are avoided with time zones, geography and people not having to stay in offices.

BT has also extended its governance of more formal traditional content to other types like blogs, wikis and collaboration projects. By applying the appropriate standards users can gain the maximum benefit from collaborating and know which content type they are using. When searching they will know what is an authoritative fact or a personal opinion when deciding what they need to use for their work.

Markku Herrala, UPM

45% goal conversion. How did we do it?

Wednesday, November 5th: 14.30 - 15.15

This supply side case will present you a very successful online campaign which managed to achieve and exceed its business goals and generated an extraordinary 45% goal conversion. The presentation covers the fundamental elements of the success including:

- Defining the KPI's
- Setting the goals

- Designing the site
- Advertising the site

Martin Risgaard Rasmussen, LM Glasfiber

Life on MOSS – Intranet experiences and challenges

Thursday, November 6th: 10.30-12.00

LM Glasfiber launched a new global intranet in March 2007 based on the MOSS 2007 platform. Now the intranet has become a success both as a news channel but also as a collaboration platform enabling people from around the world to work as one team.

Learn about the very pragmatic approach chosen for implementation plus good and bad experiences with the new intranet and the MOSS platform.

Martin White, Intranet Focus

Expert Panel Discussion

Wednesday, November 5th: 13.00 - 14.00

Michael Aage Jensen, BUPL

Managing Web Projects in a Politically Managed Organisation

Thursday, November 6th: 10.30 - 12.00

On lines of command and decision, and ways to circumvent them – or what really happens while your supplier is awaiting response?

Michael Lehmann, ATP

Development and Maintenance of Group Web Sites

Wednesday, November 5th: 15.45 - 16.45

The ATP Group are through their web-sites and self-service solutions in contact with the majority of the Danish Companies and citizens. The ATP Group are determined to have the lowest administrations-cost and efficient web-channels are essentials in this effort.

The presentation will give a view in how The ATP Group works with Development and Maintenance of Web Sites.

Michael Ljungberg, The Public Libraries of Køge

Meeting the users - anywhere

Wednesday, November 5th: 15.45 - 16.45

Interaction in the physical library through QR-codes. How to

meet and engage the users in any situation by sending content to their mobile phones. Also a discussion of QR-codes and thoughts on mobiles and the next generation of the library's website.

Michael Thejl Nielsen, LEGO

From Strategy to Execution: Frequently forgotten questions

Wednesday, November 5th: 10.30 - 12.00

This case study will give you insights into some of the often forgotten topics that are left in the gap between the online strategy and the actual execution of a project.

Too often business areas come up with ideas that, at first glance, look promising - but once implemented the questions start to pile up.

The presentation covers four of the main areas that often require more in-depth thoughts before implementing a new site or functionality.

- Business assessment: Looking into how each feature is prioritized and measured against the strategy
- Promotion: How are users actually going to find the new site - and where?
- Targets: Most likely the strategies include targets for the

overall online area in 3 years time.

- How is the new site going to support that - and which actions will be taken if the KPIs are not met?
- Life Cycle: No one lives forever - including websites. What is the exit strategy for the new site?

Michiel Hazen, Ordina

Roles and responsibilities in your SharePoint project

Thursday, November 6th: 10.30-12.00

In his presentation Michiel will address best practices in SharePoint governance.

In many organizations managing a project and/or application portfolio around SharePoint ends up being a responsibility of the IT-department. That's if it's recognized as an explicit role at all.

In this presentation Michiel will show several scenarios on how to deal with this: What roles should you appoint around SharePoint governance? How do they match the roles Microsoft implicitly embedded in the product (that aren't necessarily aligned with existing organizational roles)?

Munish Gupta, Wipro Technologies

Business Managers – Addressing their needs with WebSphere Portal

Wednesday, November 5th: 14.30 - 15.15

This presentation will present some of the critical Business Manager Requirement Patterns when developing an online shop and how WebSphere Portal can address those requirements.

The requirement patterns cover requirements like customer tracking, ability to shut down certain sections of shop, providing personalized experience to customer's etc. We will see how, WebSphere Portal can address these requirements in the most effective ways.

Nicolai Porsbo, DR (Danish Broadcasting Corp.)

Expert Panel Discussion

Wednesday, November 5th: 13.00 - 14.00

Niklas Sinander, EUMETSAT

Wiki from theory to practice

Wednesday, November 5th: 10.30 - 12.00

EUMETSAT introduced an internal wiki as part of a relaunch of

our intranet in October 2007. The aim of the wiki was to allow for knowledge sharing among all personnel on any topic. In addition the wiki would reduce the number of emails sent around asking the same questions every two weeks or so since old emails were lost.

This presentation will present how management was convinced to authorise the implementation of a wiki, what governance model was defined, the initial user experiences and the usage over the longer term. It will also present what updates were steps are planned for the future. In addition, the experience from the introduction, what was successful and less successful and what should/could be done in another way will be presented. Based on the experiences, thoughts on basic prerequisites for a successful wiki initiative will also be presented, e.g organisational culture and trust level in the organisation, specific areas vs general wiki, closed/open wikis, etc.

Strategy. Management and Technology: Lessons learned for ECM

Thursday, November 6th: 15.45 - 16.45

The talk will discuss lessons we learned during a study of EUMETSAT's ECM systems. In particular, it will discuss the way in

which this study dealt with 3 layers of concerns:

1. Strategic management - how ECM fits into EUMETSAT's overall business strategy
2. Information management - policies and processes to support effective ECM
3. Systems - systems to support these ECM policies and processes

Olle Olsson, The Swedish W3C office

E-gov and the citizen - transformation by new technology

Wednesday, November 5th: 10.30 - 12.00

This presentation will explore future and emerging ways of using the Web in E-government, and will illustrate by concrete examples how various public agencies world-wide are using technology in novel ways. E-government faces legacy challenges, as well as opportunities opened up by new technology and new user expectations.

Increased efficiency, effectiveness, and relevance is needed, when the available economic space shrinks.

We see on the Web new ways in which commercial entities organise their business - new processes, cooperation models, customer relations, encouraging innovation/evolution,

knowledge management. The public sector should adopt (and adapt) such validated best practice approaches.

The most important aspect concerns how technology acts as a transformative instrument - new possibilities enable new solutions that create new expectations, which in its turn sheds light on how technology can be used in innovative ways.

Pernilla Webber, Alfa Laval

Implementing a multi-national public website on MOSS

Wednesday, November 5th: 15.45-16.45

In May 2008 Alfa Laval launched their new public website on the MOSS platform. The launch included the global website and 60+ local country sites.

This presentation will summarize the implementation challenges that we faced using MOSS, explaining in detail a number of the issues we faced:

- Variation system in MOSS
- Separating languages and locales
- Workflow, notifications
- Google indexing
- Global training

Peter Delahaye, EMC

Regulating content and content services to Enterprise 2.0 and Web 2.0 channels

Thursday, November 6th: 14.30 – 15.15

A focus on how organisations are able to manage the delivery content and content services to internal Enterprise 2.0 channels or external Web 2.0 channels to maximise the value of content assets.

Peter Nissen, J. Boye

Web strategy – when you are not the CEO

Wednesday, November 5th: 15.45 - 16.45

Most books on strategy are written for CEOs: they assume that you have the power to hire and fire employees as well as to initiate large-scale change programmes.

That's off limits to web managers as to any middle manager, and hence much strategy literature is of little value to getting started on creating a good web strategy.

Based on a series of recent interviews with web managers, Peters presentation will focus on what web managers can do and have done successfully in their organisations., while covering which factors are decisive for building web strategy, how

political barriers can be overcome, how you can plan the strategy process and which goals web strategies typically pursue.

Peter Stern, Borealis

Control, Change and Communications: The elements of success

Thursday, November 6th: 10.30 - 12.00

Go behind Borealis experience on how they involved major parts of the organisation as active owners and users when recently implementing 2 large intranet and web projects.

Implementing the 3 C's takes time, but in the process you might actually earn some respect from your colleagues and if you are really good the inevitable technical challenges won't hit you so hard.

Using SharePoint as central point for Knowledge Sharing

Thursday, November 6th: 15.45 - 16.45

Borealis recently rolled out global intranet based on MOSS 2007 learn about the pros and cons of this effort and experience how they build up a strong knowledge pyramid that covers collaboration, search, document management and web content handling.

Phil Kemelor, Semphonic

The Top Five Trends in Web Analytics for 2009

Wednesday, November 5th: 15.45 - 16.45

Visit jboye08.dk for further details.

Piero Tintori, Terminalfour

Panel: Running a Web CMS procurement

Thursday, November 6th: 10.30 - 12.00

Piotr Narloch, Wintra Analytics

3rd and 4th generation web analytics

Wednesday, November 5th: 15.45 - 16.45

Visit jboye08.dk for further details.

Piotr Walczyszyn, Adobe

Flex, Air and other new technologies

Wednesday, November 5th: 10.30 - 12.00

Visit jboye08.dk for further details.

Ramsey Khoury, Head

VisionScopeBuild

Thursday, November 6th: 15.45 - 16.45

Visit jboye08.dk for further details.

Richard Dennison, BT

Taking the 'social' out of social media - social tools in a business context

Thursday, November 6th: 15.45 - 16.45

The word 'social' in social media creates huge problems for many enterprises which automatically associate the word with leisure activities which they perceive as a waste of time in an enterprise setting. How do you convince management that 'social' can not only deliver huge value to an organisation, but is also an essential pre-requisite for employee engagement, knowledge management and a whole host of other desirable business outcomes?

Richard will explain how BT acknowledged the value of social media in an enterprise setting and embraced the full range of tools on offer. He will explain the business benefits, discuss the potential impact of deploying these tools in your organisation and show some practical examples of the tools in use

on the BT Intranet. Finally, he will share some of the lessons learned throughout the process.

Robert Cailliau, Computer Scientist

Keynote: What We Want

Wednesday, November 5th: 9.15 - 10.00

Starting from a (very) short history of the creation of WWW in 1990, the presentation will highlight missed opportunities, good and bad sides of the technology, and lessons to be learned. It will also address some of the problems we face today and some of the problems likely to come up in the near future. These will concern not just a few technical issues, but mainly social, economic and ethical challenges.

Sara Redin, J. Boye

The Catch-22 of the Web Project Manager

Thursday, November 6th: 14.30 - 15.15

Many stumble into it; some choose it and the lucky few who make a success of it might even enjoy it. Although it seems as if anyone can become one, being a web project manager isn't a job for everyone!

It requires cross-organisational operation as well as interdis-

ciplinary skills, and it is a job in which you are often alone. As a web project manager you are likely to be asked to make decisions where you only have half the necessary information, no real mandate and totally inadequate funds. Being caught in a deadlock of frozen budgets, increased project scope and impossible deadlines is just business as usual. However, there are ways of improving your chances of success. In this talk we will explore some of those. The contents of the session derive from the many discussions in J. Boye's Community of Practice, teachings and findings from different experts and the personal experiences of Sara Redin.

What NOT To Do When Selecting a Web CMS

Thursday, November 6th: 15.45 - 16.45

You've heard the experts tell you what you should do when procuring a Web CMS, but in this lively session we'll reveal what you should NOT do. We'll discuss the critical mistakes and pitfalls that many buyers make when selecting a Web CMS, so that you do not make the same missteps. Please join us for a session that you cannot afford to miss!

Seth Gottlieb, Content Here

Deployment Patterns

Wednesday, November 5th: 10.30 - 12.00

Visit jboye08.dk for further details.

Shawn Shell, Consejo

High-fidelity Web Content Management with Microsoft Office SharePoint Server 2007

Wednesday, November 5th: 14.30 - 15.15

The product landscape is nearly as diverse as the sites on the Web. However, if you ask any vendor if their product can run any website, their answer will be “yes (with the proper configuration and integration).” Because web content management systems and portals are both really website development frameworks, how you implement your system can be as important as what platform you choose. This presentation will introduce different patterns for implementing your system and products that excel in these patterns.

While SharePoint ubiquity “inside the firewall” is all but established, it’s less well-known outside of the firewall. Having twilighted it’s only web content management tool (Content Management Server 2002) in lieu of SharePoint, organizations

must decide whether SharePoint fits their external web site. During this session, we’ll look at what SharePoint brings in the WCM space. In addition, we’ll discuss the good, the bad and the ugly of implementing SharePoint for public web sites.

Key points:

- Overview of WCM in SharePoint
- Strengths and weaknesses of WCM in SharePoint
- What not to do with SharePoint
- Advice for your implementation

Simon Werner Hansen, Wintra Analytics

Maersk Line intranet governance case study – a story about realizing the potential

Wednesday, November 5th: 14.30 - 15.15

This case shows that it takes more than a good decision to get the value engine running. Maersk Line defined an intranet strategy in 2007 with high ambitions to convert the intranet into a strategic enabler. One of the first tasks was to create confidence in the content of the intranet as studies showed vast excess of content in poor condition. This work was just recently started and raises a number of interesting aspects on how to construct the governance model for an intranet.

The presentation will go through the ideas behind the strategy work and detail the governance model with focus on how to enable the editor organization maintain their responsibility area.

Sissel Jor, Rikshospitalet (Norway)

Patient centered information management

Thursday, November 6th: 10.30 - 12.00

Visit jboye08.dk for further details.

Stephen E. Arnold, Arnold Information Technology

Trends in Enterprise Search for 2009

Thursday, November 6th: 14.30 - 15.15

The presentation will cover the main trends that are likely to dominate the search arena in 2009. This includes the following:

- A review of three "interesting" vendors: Exalead, Attensity, and Endeca
- A look at Google's emerging strategy to "become" the Internet for some users

Steve Arnold will also give suggestions for making money and building opportunities from these trends

Steven Pemberton, CWI & W3C

Never is a long time (Disruptive Technology and the Web)

Wednesday, November 5th: 10.30 - 12.00

In 1997 Clayton Christensen published a book "The Innovator's Dilemma" which made us look at the world in a completely new way and introduced the term "Disruptive Technology".

All around us we can see disruptive technologies at work, displacing existing technologies; the Web itself is clearly a disruptive technology for several existing things.

But how about within the Web? Are there emerging technologies that demonstrate some of the properties of disruption, where we could expect at some time they will replace existing technologies?

This talk will discuss how to identify potentially disruptive technologies, and which web technologies may qualify.

Søren Sigfusson, Nordic Council and Nordic Council of Ministers

Panel: Running a Web CMS procurement

Thursday, November 6th: 10.30 - 12.00

Thomas B. Andersen, SKAT

How can the intranet help shape the employees' identity in a virtual organisation?

Wednesday, November 5th: 10.30 - 12.00

This case study from SKAT (Danish tax administration authority) shows the need for a highly personalised intranet with a virtual social space, to help employees understand their position in a complex and increasingly more virtual organisation. On 1 January 2009 a new organisational structure will be implemented in SKAT and for a huge number of employees it will mean a radical change in their daily work lives. Some will experience that their fellow co-workers and/or their manager is no longer close by but instead located somewhere else in the country, and that the colleagues at their physical location are working in a totally different field. This is a major challenge for the organisation because it wants to secure a strong professional and social relationship between virtual colleagues and/or their manager and at the same time create a pleasant physical work environment between colleagues with no professional relation. The presentation covers thoughts on how a personalised intranet with virtual social "rooms" can help create an identity for employees in a virtual organisation.

Thomas Schnegelsberg, Microsoft

Wednesday, November 5th: 10.30-12.00

Visit jboye08.dk for further details.

Thomas Vogel, Novartis

Preparing for a digital organization

Wednesday, November 5th: 10.30 - 12.00

Based on Brynjolfsson's work on digital organisations we present our approach to a consistent information management framework. This presentation will touch on 3 aspects:

1. Governance
2. Consolidation of structured data
3. Development of a KPI framework

Toby Ward, Prescient Digital Media

Intranet 2.0: case study examples of the next generation of killer intranets

Wednesday, November 5th: 15.45 - 16.45

Through case study examples from IBM, Cisco, BT, Sabre, and others Toby will talk about the newest intranet trends including

- Blogs, Wikis, Employee networking Multimedia

Engaging patients & consumers with Web 2.0

Thursday, November 6th: 10.30 - 12.00

Visit jboye08.dk for further details.

Tony Byrne, CMS Watch

Social Software: What we still don't know

Wednesday, November 5th: 10.30-12.00

In a kind of debate format, Tony Byrne will identify key issues that remain unresolved in the world of social computing, and invite the audience to debate the pros and cons of different approaches.

Tony Wood, Vision with Technology

A Good Pub Guide

Thursday, November 6th: 15.45 - 16.45

Visit jboye08.dk for further details.

Truls Berg, Digital Insight & Movation

Let information finally empower your business - How to successfully sail the ocean of information

Wednesday, November 5th: 15.45 - 16.45

This presentation will focus on a study conducted in Norway about the level of intelligent information gathering and us-

age among 12 large Norwegian corporations. The study was a bit scary, because it showed that information management and governance is sorely lacking, and that the gap between IT and management is wide. The presentation covers six elements needed to become an Information Intelligent corporation and introduces the concept of "Information Intelligence" as a way to close that gap

Volker Grünauer, Wienerberger

Web-success: It's the customer, stupid!

Wednesday, November 5th: 10.30 - 12.00

Hardly any company can do without the internet today because a lot of customers use it in an active way when making buying decisions. In order to be successful in this new business world, it is necessary to have a customer centric marketing approach. Nevertheless – the way how we develop a web-strategy is mostly old fashioned.

In this case study Volker will present you how Wienerberger used a smart web-strategy for promoting real brick and mortar products. You will learn how Wienerberger defines the 4-elements of web-success and how customer behavior has become the trigger for every e-marketing decision.

What's on?

After 3 days of presentations (4 for some of our members) come join an hour of informal roundtable discussions. Each table has no more than 10 attendees and a specific theme or topic (governance models, intranet 2.0, wikis, selecting a portal, ECM, whatever).

The themes will be posted online for people to sign up in advance for each table. First come first served and you don't get to see who's at the table till you get there.

Thursday, November 6th: 13.00 - 14.00

Wi-Fi Access

There is free Wi-Fi access at the conference venue. Just open a browser and you will be redirected to a page where you can login.

Login as "Guest"

Access Code: vbEg-6MPC

Presentation Download

You can download the presentations from the conference website at jboye08.dk. Your login also works with the presentations from all our previous conferences: cmf2005, cmf2006 and cmf2007.

Use these credentials:

Username: jboye08

Password: community



See you in 2009

Good Ideas Know No Borders: J. Boye Travels West

We like to think that our conference is a little different from many of the other events in the industry. Some of you have told us it is. Many of you tell us that is why you return.

In Europe, the J. Boye conference has become a benchmark industry event. Next stop is the US. At J. Boye my team and I are determined to bring a breath of cool, refreshing Nordic air into the stuffy and crowded US conference landscape. Following the recipe that has worked so well for us in Aarhus, we are bringing our conference to Philadelphia from 5 May to 7 May 2009. For more details see jboye.com.

On the website, you can also stay tuned on our annual conference in Aarhus next year which will be held from 3 Nov to 5 Nov 2009. Please remember to block the dates.

We are thrilled you find it worthwhile returning. Tell us what it is that makes you come back. And please tell us what would make you return in the future.

By continuing to listen, my team and I ensure that our events remain relevant and evolve successfully.

Thank you very much for attending jboye08. We look forward to seeing you at future events and wish you all the best in these changing times.

Janus Boye

