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15TH ANNUAL

KMASIA

HONG KONG
18-19 NOV 2015

#KMAAsia2015
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Capture knowledge-sharing best practice from the biggest names in Asia

KM Asia returns for its 15th annual conference exhibiting some of the most globally influential figures in innovation, change management and knowledge management. This two day conference will cover **strategy** and **organisational culture** on Day 1, with Day 2 delving deeper into **processes**, **people** and **technology**.

Whether you're keen to learn more from KM Asia favourites David Gurteen and Professor David Snowden, or you want to tap into expertise from our new speakers, you'll benefit from **interactive workshops**, **panel discussions**, **case studies** and **live-polling**.

Why attend?

- **Attend** the only pan-Asian KM event, allowing you to draw from a wider pool of expertise
- **Learn** essential skills to cut out duplication and save money
- **Save** time by learning from others at different stages in their KM evolution
- **Get** insight and answers to the questions you really want to ask via our anonymous Q&A and live-polling technology
- **Hear** from global and local influential speakers on current solutions to your latest challenges

“ Best practice knowledge management is such an important factor to ensure economic growth in Hong Kong and Asia. Delegates can expect to learn from a range of collaboration, change management and knowledge sharing expertise currently taking shape in Asia. I look forward to the different formats of this year's speaker sessions. ”

Eric Chan, *Chairman*,
Knowledge Management Development Centre,

Hear from global speakers including



David Gurteen,
Founder and Director,
Gurteen Knowledge
Community



Dr Eric Cheng,
*Chief Knowledge
Champion*,
Hong Kong Police Force



Frankie Lai,
Knowledge Manager,
Huawei, China

Three ways to book:

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Wednesday 18 November 2015

Business trends in KM: KM strategy and organisational culture

DAY ONE

08:30 Registration and refreshments

09:00 Opening remarks from the Chair

Eric Chan, *Chairman, Knowledge Management Development Centre*

09:10 **Guest Speaker:** Mr Kim Anthony Salkeld, *JP, Head, Efficiency Unit, Hong Kong*

ESTABLISHING AND EMBEDDING THE STRATEGIC VISION

09:20 **Implementing a vision through strategic planning: A Knowledge Management Methodology**

- A rigorous way to distinguish between information and knowledge
- Clearing up the confusion between the surface effect and the underlying problem
- Learn why it's critical to understand the dynamic between information management and knowledge management

Gene Tey Shin, *Policy & Planning Specialist II, Virginia Department of Transportation, United States*

CASE STUDY

10:00 **How to align your corporate strategy with optimum resource management**

- Case study 1: Cultural filters
- Case study 2: Learning from other sectors
- Case study 3: How to evaluate the effectiveness of transforming data into powerful information

Geoff Gibas, *Managing Director, Amber Management sàrl, Switzerland*

10:40 Morning coffee break

CASE STUDY

11:20 **The Hong Kong Police Force: A knowledge enterprise fit to serve the local society in a global context**

- Transforming enterprise knowledge into shareholder/stakeholder value
- A knowledge-driven culture to serve the local society
- Creating an enterprise wide collaborative environment
- Developing knowledge workers through senior management leadership, with buy-in by all

Dr Eric Cheng, *Chief Knowledge Champion, Hong Kong Police Force, Hong Kong*

A DEBATE OF DIFFERENCES

12:00 **Format of session: After action review: Why, what and how? Looking at the two sides of the debate - What is working in KM versus what is not working in KM**

- Barriers and enablers of KM
- Overcoming cultural barriers to share knowledge
- Sustaining KM in a complex world
- Lines of authority and getting approval
- What should KM provide?
- Overcoming uncertainty around what KM means
- How does KM affect your contribution to big data?
- HR challenges - knowledge capture, storing and sharing knowledge

Panel facilitator: Ron Young, CEO/CKO, Knowledge Associates Cambridge, St Johns Innovation Centre, UK
Bill Proudfit, Principal, Knowledge Management Services
Bill Kaplan, Founder, Working Knowledge CSP, Virginia
Eric Tsui, Knowledge Manager Professor, The Hong Kong Polytechnic University

Patrick V. DiDomenico, *Director of Knowledge Management, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., United States*

13:00 Networking lunch

14:00 **Ice breaker: This session is designed to help you get to know your colleagues**

Ron Young, *CEO/CKO, Knowledge Associates Cambridge, St Johns Innovation Centre, UK*

CULTURE TRANSFORMATION

14:15 **Transformation of corporate culture, the democratisation of learning and collaboration across business ecosystems**

- Knowledge transformation is coming of age
- From customers to vibrant new business ecosystems
- Collaboration across time and space
- Transforming a learning programme scattered across different businesses

Annalie Killian, *Director, Innovation, Communication & Social Business, AMP Ltd, Australia*

14:55 **Global strategy and innovation growth**

- How Asian KM innovation is driving change in global markets
- Shared innovation techniques and trends
- What has been successful?
- Cultural barriers which might constrain growth
- Shared innovation techniques
- Increasing volume whilst continuing to focus on innovation to remain competitive

Madanmohan Rao, *Project Director, Asia Media Information & Communication Centre, India*

15:35 Afternoon coffee break

16:10 **Improving profitability through Knowledge Management in pricing**

- Focusing on moving organisations from pricing administration towards pricing management
- Strategic customer value-based pricing
- An increased focus on driving change in pricing
- Case stories: Where and how knowledge management has been used during large-scale organisational change at multinational companies in order to increase profitability
- What methodologies were used? Why is it important that KM is an integral part of these projects?
- How ROI can be measured and why projects can fail if knowledge management isn't properly embedded in the project

Jesper Hansson, *Elected President of Asia Pricing Professionals, Singapore*

CONVERSATIONAL LEADERSHIP

16:40 **Introducing the concept of conversational leadership**

Conversational leadership is a style of working where everyone in an organisation understands the transformative power of conversation

- We will look at taking an open, conversational approach to the way you work and interact with people
- Purposefully nurture and stimulate the natural conversations that take place in your organisation
- Identify the conversations that are needed; the questions to trigger them and design the processes to convene and host them

Past chair of KM Asia David Gurteen, Independent Knowledge Management Consultant, Gurteen Knowledge Community

17:20 **Chairman's close**

17:30 **Close of day one**

Thursday 19 November 2015

KM challenges: People processes and technology

DAY TWO

08:30 Registration and refreshments

09:00 Opening remarks from the Chair

Eric Chan, *Chairman, Knowledge Management Development Centre*

TAKING ADVANTAGE OF TECHNOLOGY

09:10 Collaboration on science and technology

- How to be collaborative with technology in Asia
- Making knowledge accessible to everyone
- Sharing knowledge across regional and international offices
- Collating customer knowledge
- Engaging users with technology
- Using technology in the right way
- Artificial intelligence and its relationship with knowledge
- Communication trends

Hugo Pickford-Wardle, Founder and *Chief Innovation Officer*, Experience Matter, UK

CASE STUDY

10:00 Packaging tacit knowledge to help others adapt, personalise and apply

- Building organisational capacity: Preserving institutional memory
- Robust knowledge systems
- How to deal with change when people leave the organisation
- Implementing electronic documents to improve KM
- The importance of a flexible mind set

Razeena Gall, *Professional Support Lawyer*, White & Case, Hong Kong

10:50 Morning coffee break

PEOPLE CHALLENGES

11:20 Break the Book Community: A practical way to shape a learning organisation

- The current challenge of KM: The gap between knowledge and action
- Break the Book Community in China
- The value of Break the Book Community

Frankie Lai, *Knowledge Manager*, Huawei, China

12:10 Networking lunch

13:10 Focus Groups A, B, C

Choose from two focus groups out of the three

14:10 Break to change to next workshop

14:20 Repeat of focus group A, B, C

Focus Group A

The cultural change: The real challenge

Format of session: Knowledge cafe 'open and creative'

- Which companies are dealing with knowledge as an asset?
- Which companies are making the difference and getting market share, better results, profit and recognition through KM?
- Where to start, what to do and what are the actions that make a real difference?

Ana Hofmann, *Rio de Janeiro Branch Director*, Microsoft, Brazil

Focus Group B

Gamification: No Child's Play!

Format of session: Peer Assist 'learning before doing'

- How gamification is identified by key organisations as an effective method of knowledge transfer
- Discuss the effective practice of gamification at various companies
- Case study: Gamification being implemented at one of the vibrant units at BASF
- Applying game-design thinking to non-game applications

Janan Goh, *Knowledge Management*, BASF, Malaysia

Focus Group C

Virtual team collaboration

Format of session: Knowledge café 'utilise powerful teaching resources'

- Aligning virtual communities with strategy
- Building virtual communities
- Capturing and sharing experiential knowledge through virtual communities
- Collaborating effectively in virtual teams
- Creating productivity at a distance

Simon SH Cheng, *Asia-Pacific TAS Knowledge Leader*, Global Markets, Ernst & Young, Hong Kong

15:20 Afternoon coffee break

CASE STUDY

15:50 Making a difference: agility in process and project management

- Changing the way we define requirements, linking half-understood needs with new capabilities
- Shifting peer to peer communication and bounded approaches
- Enhancing the tools and practices used in the development process

Professor David Snowden, *Founder and Chief Scientific Officer*, Cognitive Edge Pte. Ltd, UK

WORKING WITH YOUR PEERS

16:20 Format of session: Peer assist 'learning before doing'

- What problems are you facing?
- In what areas would you like to share your experience with others?
- What are others doing that you would like to find out more about?

Bill Kaplan, *Founder*, Working Knowledge CSP, Virginia

17:20 Chairman's close

17:30 Close of conference

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