

14th annual KM Asia 2014

18-20 November 2014,
Grand Copthorne Waterfront Hotel, Singapore



NETWORKING, COLLABORATION, AND TECHNOLOGY

KM Asia, the region's most prestigious KM event, is bigger and better for 2014. This year's international programme will not disappoint, with world-class keynotes standing alongside award-winning case studies from across the continent.

Alongside KM stalwarts such as David Gurteen and Ron Young, you will hear from MAKE-award winners, and benefit from practical case studies from across Asia and the Atlantic. You will even take part in a live video link up with KM guru Dave Snowden.

KEY TOPICS FOR DISCUSSION AT KM ASIA 2014 WILL INCLUDE:

- Gamification
- Co-creation
- Cloud-based infrastructures
- Big data and predictive analytics
- Sector sensing

“KM Asia is definitely the best conference for me to learn and to share knowledge and experiences with the thought leaders and leading practitioners from successful knowledge driven organisations in Asia and globally. The programme and speakers this year are simply world class and I am looking forward to participating again.”

Ron Young, KM Asia 2014 Speaker

DELEGATE FEES

- Three-day international learning and networking event: \$2495+GST (SGD).

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- 5 September 2014 and receive 15% off, making the event \$2120.75+GST (SGD).
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- 5-10 delegates: 25% off standard (no other discounts allowed); i.e. \$1871.25+GST (SGD) for each event place.
- 11+ delegates: 30% off standard (no other discounts allowed); i.e. \$1746.50+GST (SGD) for each event place.

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8.30am: Registration

9.00am: Opening remarks from your chairs
Co-chairs: Rudolf D'Souza, Nancy Dixon (TBC)

9.10am: Keynote
The Future of KM
Ron Young

In 1998, Ron was asked to predict the next ten years of knowledge management by a leading business publication. He has just completed a further analysis and prediction for KM to 2025. In this keynote he will summarise and:

- briefly share the 1998 predictions and examine what actually happened
- discuss what we may learn from this
- present his predictions and trends for KM to 2025
- gain delegates discussion and initial feedback

9.50am: Defining KM Strategy: The Role of Knowledge Management in Business Transformation
Hariprasad Reddy, Wipro Limited

The role of the knowledge management function in any organisation should be similar to the 'sun in solar system' – there should be a little bit of KM in every management decision, every core business process, in every conversation within the workforce. For KM to play such a role, stronger alignment with business priorities is required and KM strategy should focus on delivering significant business value. This session addresses elements of KM strategy and key KM initiatives for delivering value.

10.30am: Morning refreshments and networking

11.00am: Gamification: Creative Storylines and Experiential Learning
Janan Goh, BASF

Janan will present a case study about a gamification concept that has been recognised as a Best Practice in 2014 by BASF. Impressively, this 'game' has garnered more than 50 per cent participation through a creative storyline and concept that was designed with Generation X and Y in mind. It fully achieved the aim of the gamification objective, which is to enable experiential learning of BASF's internal online enterprise network by exposing participants to the platform's knowledge-sharing features.

11.45am: Building a Social Collaboration Platform: Strategy, Action Plans, and Stakeholder Engagement
Daniel de la Morena, International Finance Corporation (World Bank Group)

The International Finance Corporation, a member of the World Bank Group and the largest global development institution focused exclusively on the private sector, did not systematically introduce knowledge management until the mid-2000s. In the last few years, the organisation has made significant progress. This case study about their social collaboration platform will highlight the efforts made to establish and embed the knowledge function, focusing on how it engaged management and staff, established a baseline, and created its strategy and action plan.

12.30pm: Lunch break and networking

1.30pm: Enterprise 2.0 for KM: Enhancing Operational Efficiency and Stakeholder Engagement
Dr Ricky Tsui, Arup

The firm is the creative force behind many of the world's most innovative and sustainable projects and new design technologies, delivered by over 11,000 colleagues from 90 offices in 35 countries. Arup has established an effective Knowledge Management Framework for more than 15 years. The talk will introduce the latest development in Arup on deploying social media tools to enhance operation efficiency and stakeholder engagement to ensure its business success.

2.15pm: The Sherlock Syndrome: Big Data in an Evolving Analytics World
Eric Hunter, Bradford & Barthel

We all remember the detective, Sherlock Holmes, right? Let's consider his ability to process vast amounts of information towards investigation and process as a parallel for leveraging vast amounts of information for competitive strategy and knowledge management in the legal world. In this discussion, Eric Hunter will characterise the inherent struggle to wield predictive analytics systems in the context of advancing a law firm's knowledge and competitive strategy. He will provide some useful examples drawing on the predictive analytics systems that clients run on law firms (and their competitors) while illustrating how to use these systems to the law firm's advantage by engaging the executive and finance teams.

3.00pm: Afternoon refreshments and networking

3.30pm: Dave Snowden – Live video link-up
(Details TBC)

4.15pm: Gurteen Knowledge Café – An Introduction to Conversational Leadership

Conversational leadership is a style of working where everyone in an organisation, especially managers and the natural leaders understand the transformative power of conversation.

- They take a conversational approach to the way that they work and interact with people.
- They purposefully nurture and stimulate the natural conversations that take place in the organisation.
- They identify the conversations that are needed, the questions to trigger them, and design the processes to convene and host them.

Conversational methods include dialogue, anecdote circles, knowledge cafes, after action reviews, peer assists, storytelling, communities of practice, randomised coffee trials and much more.

5.25pm: Closing remarks from your Chairs

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8.30am: Registration

9.00am: Opening remarks from your Chairs *Rudolf D'Souza, Nancy Dixon (TBC)*

9.15am: There and Back Again: KM Challenges for a Cloud-Based Infrastructure *Christopher Ching, AIC*

Cloud computing technology has been around for some time. Its promise of affordability, ease of setup and use, reliability, performance, and scalability has driven many organisations to embrace it along with its enabling technology – virtualisation. However, given its lack of control, is it still possible to implement such infrastructure for a Knowledge Management portal? What are the potential pitfalls and challenges faced by the team to undertake such a task? This presentation highlights the benefits/positive experiences and also the tricky issues when moving to a cloud-based infrastructure before rounding up with some tips and tricks to watch out for in this brave new world.

10.00am: An Exploratory Analysis of Knowledge Management and Organisational Performance *Devseen Kruthiventi, Tata Projects; and Rama K, Research Scholar, Department of Commerce and Business Management, Osmania University*

This presentation will focus on case studies specific to manufacturing companies and looks closely at the relationship between knowledge management and better organisational performance. The presentation will cover the following:

- The specific KM practices that have the greatest relationship with organisational performance
- The impact of KM on organisational performance in relation to using the balanced scorecard system
- The perceptions about KM from a wide group of stakeholders in a range of organisations

10.40am: Morning refreshments and networking

11.10am: Keynote *Nancy Dixon, TBC*

11.50am: The value of co-creation: Exploring three case studies in the telecoms, legal, and finance sectors in Russia *Vadim Shiryaev, SOMAR, KM Alliance Russia*

The first case study in this presentation will look at the Russian government company, Rostelecom, which has launched a new co-creation project. This case study will highlight how co-creation, using both KM and innovation, has a positive influence on product development and sales. The second case study considers the legal industry, and highlights how good knowledge management principles have led to cost reductions and the development of an on-demand legal service. The third and final case study focuses on the relationship between a bank and an insurance company, and how the development of a co-creation project has allowed their customers and suppliers to influence their product lines and benefit all stakeholders.

12.45pm: Lunch break and networking

1.45pm: KM Buy-in: Mission Impossible? *Mariette Peters, Zul Rafique*

Why do most knowledge managers have a common problem in trying to get management to buy in to their ideas? Is it because knowledge managers are not convincing enough or is it because senior management is simply not listening? How do you convince management that the KM department is just as important as any other department in your establishment? How do you 'show them the money'? Is it really mission impossible?

2.30pm: Can Gamification Get You to Heaven? *Rudolf D'Souza, In-Kno-Win Consulting*

No jokes: this is the serious use of gamification by a religious sect! In this interesting case study, Rudolf will present how a religious body has unknowingly used gamification to drive desired behaviours among their followers. They have a points system for every activity – from private prayers to community service. How did they come up with this method? Was it accepted easily? Has it changed behaviours? Will this get copied by other religious bodies? Some miracles might happen during this session!

3.15pm: Afternoon refreshments and networking

3.45pm: Stay Ahead of Your Client through Sector Sensing *Nikita Tete, Vice President – Knowledge Management, Deloitte*

Knowledge activities are critical to remaining competitive in the world of professional services. Pursuits and sales, project delivery, and talent development are at the core of our knowledge architecture to mobilise expertise and deliver market insights. Learn how Deloitte's proprietary Industry Sensing tool, including an industry-specific Knowledge Map, helps deliver competitive advantage by enabling practitioners to stay ahead of key market trends to better serve our clients. The tool overview will highlight an industry sector analytical framework and will include information on feature selection, adoption, and lessons learned in developing, deploying, and maintaining this transformational application. This presentation will also highlight how knowledge teams working together across time zones and distributed geographies were able to develop and deliver the ontologies and knowledge map required to produce unique industry sector sensing solutions.

4.25pm: Social with a strategy: Using Yammer to drive your business agenda *Brigitte Ireland, Asia-Pacific Knowledge Leader, Ernst & Young*

In its first 90 days, E&Y's Yammer network was joined by 40 per cent of employees, became one of the three largest Yammer networks in the world, and generated almost 1,000 examples of tangible business value. E&Y share their story and experiences, including:

- Starting with a strategy;
- Business needs to buy-in: identifying Yammer's purpose, value, and use cases for your organization; and
- Simple tactics for managing and mitigating risks.

5.05pm: Closing remarks from your Chairs

5.15pm: End of day two

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KM Asia 2014 - Speaker Biographies

Once again the speakers at KM Asia 2014 are made up of an unrivalled line up of experts from the global KM community.

NANCY DIXON

Dr. Nancy Dixon is a researcher and consultant. She facilitates small and large scale learning events that involve cross-boundary stakeholders who are facing complex issues. She helps organisations move beyond a series of presentations to engage people in active learning processes. Her facilitation skills and processes are able to bring together disparate groups and individuals so that they can find common ground and achieve breakthroughs in performance. She draws on techniques from large group processes including Appreciative Inquiry, Open Space Technology, Knowledge Café, and Future Search to tailor a design to purpose.

RUDOLF D'SOUZA

Rudolf D'Souza is the Founder and CEO of InKnowin Consulting. InKnowin Consulting specialises in KM and organisational learning. Rudolf is credited with the creation of the Knowledge Olympics, an organisation-wide KM programme that mobilised employees in their thousands to participate in knowledge sharing. He firmly believes that the magic of KM implementation lies in people engagement through activities that excite and motivate them and makes KM pleasurable. It is through this method that he led a renowned direct sales company in India to multiple MAKE awards, where he was head of KM for a decade.

DAVID GURTEEN

David Gurteen is well known globally as an advocate for more conversation in our organisational lives and as the creator of the Gurteen Knowledge Café – a powerful conversational tool for bringing people together to have meaningful conversations. He is the founder of the Gurteen Knowledge Community, a global network of over 21,000 people in over 160 countries whose purpose is to connect its members with like-minded people, new ideas, and alternative ways of working. Members receive his free monthly Knowledge-Letter that is now in its 13th year. David curates the Gurteen Knowledge website gurteen.com – a resource site that contains book reviews, articles, people profiles, event calendars, inspirational quotations, an integral blog, and much more on subjects that include knowledge management, informal learning, creativity, and innovation. In June 2010, David won the Ark Group's lifetime achievement award for services to KM.

DAVE SNOWDEN

Dave Snowden is the founder and chief scientific officer of Cognitive Edge. His work is international in nature and covers government and industry, looking at complex issues relating to strategy, organisational decision making, and decision making. He has pioneered a science-based approach to organisations drawing on anthropology, neuroscience, and complex adaptive systems theory. He is a popular and passionate keynote speaker on a range of subjects, and is well known for his pragmatic cynicism and iconoclastic style. His company Cognitive Edge exists to integrate academic thinking with practice in organisations throughout the world and operates on a network model working with academics, government, commercial organisations, NGOs, and independent consultants.

RON YOUNG

Ron Young is the CKO of Knowledge Associates International Ltd, based in Cambridge U.K. He is acknowledged as a leading international expert and thought leader in collaboration, learning, knowledge management (KM), and innovation. He advised and assisted the UK DTI Innovation Unit in 1999 in the production of the UK Government White Paper 'UK Competitiveness in the Knowledge Driven Economy'. He has extensive experience in working with European, Asian, and US organisations. He has chaired both the British Standards Institute (BSI) Knowledge Management Standards Committee for three years until 2003 and the European CEN Knowledge Management Standards Committee for two years until 2004.

HARIPRASAD REDDY

Hari is a business transformation leader. Combining a blend of business excellence, continuous improvement methodologies, knowledge management, and change management skills, Hari drives business growth, profitability, and customer knowledge. As part of his current role, Hari is using practices such as knowledge innovation and gamification for driving KM initiatives across Wipro Limited for improving the business parameters and customer experience.

JANAN GOH

Janan Goh is a KM practitioner who firmly believes in strategising and implementing workable solutions for the organisation. With over 12 years of KM experience, he is currently working at BASF, one of the largest global chemical companies, and part of the Asia Pacific Shared Services Functional Unit based in Malaysia. His KM Team has won Best Practice Awards for five consecutive years for coming up with innovative concepts and creative solutions.

DANIEL DE LA MORENA

Daniel de la Morena is a Knowledge Management professional with over 11 years of experience in the field with the World Bank Group. He currently runs the International Finance Corporation's (IFC) Knowledge Management (KM) programme for Asia Pacific. Daniel has participated in the formulation of the IFC's corporate KM strategy and the creation of the KM baseline for the corporation, using organisational network analyses and KM audits. Starting in 2009, he introduced and led the roll out of IFC's first internal and external social collaboration platforms.

DR RICKY TSUI

Ricky Tsui holds a B.Sc. degree in engineering from the University of Hong Kong and a Ph.D. degree in science from the University of Cambridge. His career spans twenty years in high technology research, product and process development, management, and marketing.

He worked in a semi-government organisation for many years as a senior consultant and had numerous successful cases to provide innovative process re-engineering solutions to the industry. He won several awards on machinery and process design. As R&D Director in the East Asia Region for Arup, an international engineering consulting firm, he has been actively facilitating business-driven research, mostly in collaboration with universities, to develop applied technologies for the built environment. He is also leading the formulation and implementation of an effective knowledge management strategy in the region and has particular interest in using KM as a productive tool to facilitate corporate innovation.

ERIC HUNTER

Eric Hunter is the Director of Knowledge, Innovation & Technology Strategies at Bradford & Barthel, LLP and Executive Director of Spherical Models, LLC. Eric is integrating a social media, knowledge, big data, and predictive collaboration environment within the firm and is constantly looking to leverage innovation solutions to enhance client service interaction while driving business optimisation solutions internally. Eric leads the Spherical Models team focusing on spherical business models through innovations in big data, strategic pricing, predictive analytics, and social and collaborative cloud solutions. Eric speaks and writes on competitive strategy, evolving business models, big data, strategic pricing, predictive analytics, and collaborative cloud solutions globally and is the recipient of ILTA's 2010 'Knowledge Management Champion' Distinguished Peer and ILTA's 2010 'Innovative Member' awards.

CHRISTOPHER CHING

Christopher has been working in the KM and IT industry for more than 15 years and enjoys helping organisations excel at what they are doing. He currently manages the KM effort at the Agency for Integrated Care (AIC) and supports the company's journey as a learning organisation. He achieves that by promoting knowledge sharing through AIC's operational business processes and systems, encouraging organisational learning through collaborative tools, facilitating communities of practice through learning forums, and implementing knowledge and organisational learning projects. He is a technology evangelist, learner, and knowledge manager and builder.

DEVSEN KRUTHIVENTI

Devsen has over 26 years of experience in academics, research, industry, and consulting. He has worked with many large organisations in the areas of business intelligence, learning and development, e-learning solutions, competency mapping, knowledge strategy development, knowledge retention and transfer strategy, KM framework design, KM deployment, knowledge process facilitation, knowledge audits, and KM measurement.

RAMA K

Rama has over 12 years of experience in academics, research, and consulting and has guided various academic projects and published research articles in academic journals. Rama has deep expertise in knowledge management, performance management, and financial management.

VADIM SHIRYAEV

In business since 1991, Vadim has worked his way up from successful entrepreneur to expert in marketing, business strategies, and knowledge management. He gathers the best knowledge from businesses all over the world, and supports the safe and effective development of small and medium-sized businesses through the introduction of innovative methods, tools, and technologies. He has had more than 300 successful projects realised for Russian and foreign companies. Among his clients are Rosnano, Lukoil, Sberbank, JTI, and Russian Railways. He is the developer of the KM technique "FlashPoint" that was conducted in different countries worldwide, including Singapore. More than 20,000 people have been taught under the technology.

MARIETTE PETERS

Mariette Peters-Goh is a partner at the Kuala Lumpur-based law firm Zul Rafique & Partners, where she set up the knowledge management, research, and training department 12 years ago. She obtained both the Bachelor of Laws and Master of Laws from the University of Malaya. She is an Advocate and Solicitor of the High Court of Malaya and frequently lectures at the University of Malaya.

NIKITA TETE

Nikita Tete is a knowledge management professional with over 15 years of experience in the areas of content management, quality assurance, and primary and secondary research. She currently serves as the Vice President – Knowledge Management, a part of the Strategy, Brand and Innovation team at Deloitte. Nikita holds an M.Phil degree in Policy Studies from the Central University of Hyderabad.

BRIGITTE IRELAND

As knowledge leader for Ernst & Young's Asia-Pacific region, Brigitte works closely with EY's regional leadership to help to implement its knowledge strategy in alignment with global and local business goals. Within the knowledge organisation, Brigitte also leads a global team of 50 people across 30 countries to promote and support EY's self-service knowledge tools and knowledge sharing culture. Brigitte joined EY in 2000 and has since held a number of knowledge roles while being based in Sydney, Melbourne, Hong Kong, Beijing, and London.

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 - For cancellations received less than 45 days prior to the event, the full delegate rate must be paid and no refunds will be available.
 - There is no charge to replace a delegate with another member of your organisation.

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