

8th Annual



AGENDA

MARCH 25 – 27, 2007

SCOTTSDALE, ARIZONA

Sunday	
1:00 p.m.	Golf Tournament <i>Sponsored by Macrovision</i> INDIAN BEND
10:00 a.m. – 2:00 p.m.	Making Sense of Users Project Facilitated by Consultant Michael Cheveldave, NuOptiks TOWN HALL
10:00 a.m. – 4:00 p.m.	SIIA & SLA Present: Certified Content Rights Manager (CCRM) Course Facilitated by Adam Ayer, President, License Logic BOARD ROOM
7:00 p.m. – 9:00 p.m.	Sunset Welcome Reception <i>Sponsored by Copyright Clearance Center</i> GARDEN POOL



Monday Morning

WEST ARIZONA BALLROOM

8:00 a.m. – 8:45 a.m.	Continental Breakfast <i>Sponsored by Mergent</i>
8:45 a.m. – 9:15 a.m.	Welcome & Opening Remarks Tom Hogan, Sr., President & CEO, Information Today, Inc. Ken Marlin, Managing Partner, Marlin & Associates
9:15 a.m. – 9:45 a.m.	OPENING KEYNOTE <i>Sponsored by Marlin & Associates</i> Blue Skies, Plateaus, and Canyons: What Does the Horizon Look Like for New Media Models? Clare Hart, , Executive Vice President, Dow Jones & Company President, Dow Jones Enterprise Media Group
9:45 a.m. – 10:30 a.m.	Round Table Talks <i>See Conversation Menu #1.</i>
10:30 a.m. – 11:00 a.m.	Networking Break <i>Sponsored by Financial Times</i>
11:00 a.m. – 12:30 p.m.	NEW MEDIA MODELS IN PRACTICE (Part I) Facilitated by Michelle Manafy, Editor, <i>EContent</i> magazine <ul style="list-style-type: none">• Paul Pellman, President, Hoover's• Tom Cintorino, Senior VP, Digital Media, PennWell• Daniel Harrison, Senior Research Associate, Consumer Reports• Jonathan Hoy, Strategic Alliance Manager, LexisNexis
12:30 p.m. – 12:45 p.m.	THINK PIECE John Blossom, President, Shore Communications



Monday Afternoon

12:45 p.m. –
2:00 p.m.

Luncheon

SONORAN TERRACE

2:00 p.m. –
3:45 p.m.

KNOWLEDGE CAFÉS

Assemble in West Arizona Ballroom

Introduction

When Just Talking Is All That Counts

A Conversation with knowledge management consultant David Gurteen and Dick Kaser, VP, Content, Information Today, Inc.

CONVERSATION TOPICS & CONVERSATION GROUP LEADERS

Knowledge Cafés facilitated by David Gurteen, Gurteen Knowledge

[Complete Details Under the Day 1 Tab](#)

Through the Firewall—Intranet Access to External Content

Martin White, Managing Director, Intranet Focus

Customizing Your Content, Cultivating Your Customers

Corey Ferengul, Senior Vice President, Product & Solutions Management, Macrovision

Expanded License & Contract Terms—How to Get Value Beyond What You Pay For

Bill Noorlander, Partner, BST America

Vertical Market Opportunities—How Vertical Search Can Enhance or Create a Line of Business

Barry Graubart, Vice President, Product Development, Alacra

Enterprise Procurement—Deal or No Deal?

Nikolai S. Kopelev, Manager, Vendor Relations, GlaxoSmithKline

Business Strategy—Following the Eyeballs

Hal Espo, President, Contextual Connections, LLC, a Greenhouse Associates Affiliate

From Licensing to Branding

Joe Bremner, CEO, Kennedy Information, Inc.

DRM—Lock It Down? Or Let It Go

Ed Collieran, Senior Director, Rightsholder Relations, Copyright Clearance Center

User-Generated Content—The Future of Social Media & Enterprise Content

Jane Dysart, Principal, Dysart & Jones Associates; Program Chair, KMWorld/Intranets



Monday Afternoon & Evening

3:45 p.m. –
4:00 p.m.

Networking Break

Sponsored by Financial Times

4:00 p.m. –
4:30 p.m.

MID-MEETING KEYNOTE

Back to the Future: Will All Content Be Free (Again)?

Patrick Spain, Chairman & CEO
HighBeam Research

WEST ARIZONA BALLROOM

4:30 p.m. –
5:00 p.m.

Round Table Talks

See Conversation Menu #2

6:30 p.m. –
9:00 p.m.

Reception & Southwestern Dinner

Sponsored by UPI

MUMMY MOUNTAIN



Tuesday Morning

WEST ARIZONA BALLROOM

8:00 a.m. –
9:00 a.m.

Continental Breakfast

Sponsored by Mergent

9:00 a.m. –
10:15 a.m.

NEW MEDIA MODELS IN PRACTICE (Part II)

Facilitated by Marydee Ojala, Editor, *ONLINE:
The Leading Magazine for Information Professionals*

- Mike Stelzer, Director, Global Vendor Management, Ernst & Young
- Jim McGinty, Vice Chairman, Cambridge Information Group
- Cindy Hill, Consultant and Past-president ,SLA

10:15 a.m. –
10:30 a.m.

THINK PIECE

Rafat Ali, Editor & Publisher, PaidContent

10:30 a.m. –
11:00 a.m.

Networking Break

Sponsored by Financial Times

11:00 a.m. –
12:00 p.m.

TWO ASPECTS OF MERGER

Dot-Com Era 2.0? Recent Trends in Acquisitions and Mergers

Tolman Geffs, Managing Director, The Jordan, Edmiston Group

Model Breaking Mergers—What Happens to Information Centers and Licensing Deals When Ownership Shifts?

Roberta (Bobbie) Goering, Exelon Corporation, Corporate Library

12:00 p.m. –
1:00 p.m.


TWO VIEWS ON PIRACY

Avoiding Piracy in Library Practice

John McDonald, Caltech Library

Piracy as a Business Model—What's to be Learned from the Pirates?

Corilee Christou, VP, Affiliate Marketing, Cygnus Business Media

	
Tuesday Afternoon	
1:00 p.m. – 2:15 p.m.	Luncheon SONORAN TERRACE
2:15 p.m. – 3:00 p.m.	WHAT THE USERS LOOK LIKE Report from the Making Sense of Users Project Michael Cheveldave, NuOptiks Consulting
3:00 p.m. – 3:30 p.m.	CONCLUDING KEYNOTE: New Media Models to Influence Buyers and Users— Building a Marketing and PR Strategy to Reach Your Customer Archetypes with Web Content David Meerman Scott, Evangelist, The New Rules of Marketing and PR
