

8th Annual



PROGRAM & EVENTS GUIDE

SUNDAY, March 25, 2007

- | | | |
|---------------------------|---|-------------------|
| 10:00 a.m. –
6:00 p.m. | Registration | GOLDWATER GALLERY |
| 1:00 p.m. –
6:00 p.m. | Golf Tournament
Sponsored by Macrovision | INDIAN BEND |
| 10:00 a.m. –
2:00 p.m. | Making Sense of Users Project
Facilitated by Consultant Michael Cheveldave, NuOptiks | TOWN HALL |
| | Share your stories in this interactive narrative capture project that will result in the development of archetypal content users. The results of this group's work will be used to inform the BSEC audience at the main meeting's closing session. (Lunch included.) | |
| 10:00 a.m. –
4:00 p.m. | <u>SIIA & SLA Present</u>
Certified Content Rights Manager (CCRM) Course
Facilitated by Adam Ayer, President, License Logic | BOARD ROOM |
| | Developed and offered by the Software & Information Industry Association (SIIA) in association with SLA, the fast-paced, interactive agenda will have you talking knowledgeably about copyright compliance in no time. You'll walk away knowing how to develop, communicate, and implement a copyright-compliant content management plan for your enterprise. (Separate registration required.) | |
| 7:00 p.m. –
9:00 p.m. | Sunset Welcome Reception
Sponsored by Copyright Clearance Center | GARDEN POOL |

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8th Annual



PROGRAM & EVENTS GUIDE
MONDAY, March 26 2007
West Arizona Ballroom

8:00 a.m. –
8:45 a.m. Continental Breakfast
Sponsored by Mergent

8:45 a.m. – 9:00
a.m. Welcome
Tom Hogan, Sr., President & CEO, Information Today, Inc.

9:00 a.m. – 9:15
a.m. Opening Remarks & Introduction of the Keynote Speaker
Ken Marlin, Managing Partner, Marlin & Associates

9:15 a.m. – 9:45
a.m. Opening Keynote
Sponsored by Marlin & Associates

**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

Since the mid-1990s, millions of users and thousands of companies have started settlements on the Web. Some business models have struck it rich, and some have gone bust, but nearly everyone agrees, there's gold out there. What's exciting is that there are no hard and fast rules in this wild frontier, so there are many discoveries yet to be made. New technologies, new content types, and access to an unprecedented number of Internet consumers are blending into a lucrative opportunity for savvy content owners and buyers. Clare Hart will discuss how content owners and buyers can profit in this new environment and whether new media and social publishing are changing the definition of trustworthy content. Learn how you can be a successful prospector in the online frontier, then talk about it with your peers.

9:45 a.m. – 10:30
a.m. Opening Round Table Talks
See Conversation Menu #1, behind the Day 1 tab.

10:30 a.m. –
11:00 a.m. Networking Break
Sponsored by Financial Times

PROGRAM & EVENTS GUIDE
MONDAY, March 26 2007 (Continued)
West Arizona Ballroom

11:00 a.m. –
12:30 p.m.

New Media Models in Practice (Part I)
Facilitated by Michelle Manafy, Editor, *EContent* magazine

**Content's May to September Challenge:
Traditional Business Models and User-Generated Content**
Paul Pellman, President, Hoover's

Hoover's is integrating blog content and social networking/relationship mining capabilities into its traditional business information offerings. It is also paving the way for users to augment and enhance existing editorial content. Paul Pellman will discuss how the company has overcome the potential perils and pitfalls of publishing content not subject to editorial review, negotiating with bloggers, and monetizing blog traffic.

Media in the B2B Space: Taking Baby Steps (But Quick!)
Tom Cintorino, Senior V.P., Digital Media, PennWell

The challenges facing today's B2B publisher are not unique. They are classic business transformation challenges that arise from innovative and disruptive technologies. Tom Cintorino will talk about generating and implementing nontraditional media formats and user-generated content in PennWell's Fire franchise. He will focus on the organizational aspects that must be overcome and cover the processes involved from concept to delivery.

**User-Generated Content: Tips, Techniques
and Best Practices from the Front Lines**
Daniel Harrison, Senior Research Associate, Consumer Reports

Consumer Reports has opened its publishing platform and started accepting user-generated reviews. The initiative involved a lot of rethinking, as the publisher grappled with both its mission and its relationship with its users. Daniel Harrison tells what Consumer Reports learned about encouraging user participation, integrating data from users, listening to what people want, and making it all earn money.

**Better than Expected: Results of an Experiment in Blending
Blog Content with a Traditionally Aggregated Content**
Jonathan Hoy, Strategic Alliance Manager, LexisNexis

Legal publisher and aggregator LexisNexis has come to realize the importance of blog content to its customers and now includes blog content into its feeds. Jonathan Hoy will discuss why blogs have been added to LexisNexis, how customers use them as part of their daily workflow, which topics they use most, and why the blogs are important as part of the company's transformation to a "Total Solutions" provider.

12:30 p.m. –
12:45 p.m.

Think Piece
John Blossom, President, Shore Communications

Hear John's thoughts on the "why's" of social media. (*See John's Speaker' Page for more details.*) Then discuss his vision over lunch.

12:45 p.m. – 2:00
p.m.

Delegate's Lunch

SONORAN TERRACE

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MONDAY, March 26 2007 (Continued)
West Arizona Ballroom

2:00 p.m. – 3:45
p.m.

Knowledge Cafés
Facilitated by David Gurteen, Gurteen Knowledge

Introduction: WHEN JUST TALKING IS ALL THAT COUNTS

Join us in the West Arizona Ballroom for an introduction to the Knowledge Café format we will be using this year for our conversation groups. The introduction itself will be conducted as a conversation between knowledge management consultant David Gurteen and Dick Kaser, VP, Content, Information Today, Inc.

Then, join the group of your choice for the Knowledge Café experience.

CONVERSATIONS AT BSEC

*See full details on each group under the Day 1 tab of your binder.
(Concurrent, Choose 1)*

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 Colleran, 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

3:45 p.m. – 4:00
p.m.

Networking Break
Sponsored by Financial Times

PROGRAM & EVENTS GUIDE
MONDAY, March 26 2007 (Continued)
West Arizona Ballroom

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

Most widely distributed content, whether news or data, used to be free (or nearly so) in its original print or broadcast form. You turned on your TV and watched ad-supported shows. You purchased a print newspaper for a nominal price. The exception was for narrow data and information interesting to only a few (usually business) people. Today, almost nothing is too narrow to an online audience approaching 1 billion people. Some people find this intimidating, fearing its impact on their businesses and on their libraries, while others exult in the tumultuousness of a rapidly changing electronic environment.

What do you think? Carry on the conversation in small groups....

4:30 p.m. – 5:00
p.m.

Round Table Talks

See Conversation Menu #2, behind the Day 1 tab.

6:30 p.m. – 9:00
p.m.

Reception & Southwestern Dinner
Sponsored by UPI

MUMMY MOUNTAIN

8th Annual



PROGRAM & EVENTS GUIDE
TUESDAY, March 27, 2007
West Arizona Ballroom

8:00 a.m. –
8:45 a.m. Continental Breakfast
Sponsored by Mergent

8:45 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*

Integrating New Media Tools into Daily Workflow—Beginning of a Journey of Discovery

Mike Stelzer, Director, Global Vendor Management, Ernst & Young

Ernst & Young is integrating new media tools into the daily workflow of its knowledge workers. Mike Stelzer addresses how such tools can be applied in a professional services environment and what it takes to create the cultural change necessary to support such developments. What are the right technologies and support services to improve information sharing? How has Ernst & Young designed the physical and virtual environments to affect the desired results?

Deep Indexing—A New Secondary Publishing Strategy to Enhance Search & Discovery

Jim McGinty, Vice Chairman, Cambridge Information Group

“Deep indexing” of scholarly articles is a major innovation that alters the search and discovery process and creates a new standard for secondary publishing. Jim McGinty tells how CSA researched and validated the need for an information service that allows for the searching of digital objects (such as tables/figures) within articles. Hear what scientists and researchers want in terms of searching digital objects and how CSA Illustrata addresses these needs while creating a new standard for secondary publishing. Find out what all this means to scholarly publishing.

Working in the Virtual World—New Ways for Collaboration

Cindy Hill, Consultant and Past-president, SLA

As more organizations move beyond geographic boundaries, teams are exploring ways to stay connected, communicate and get work done. In this talk, you’ll meet Sydney Delphin (a.k.a., Cindy Hill, in her Second-Life avatar form), as she presents the virtual team environment she lives in, discusses what’s working and what’s not, and offers some suggestions for new uses of information and content.

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West Arizona Ballroom

10-15 a.m. –
10:30 a.m.

Think Piece
Rafat Ali,
Editor & Publisher, PaidContent

What's going on with media on the Net? Rafat comments on the latest developments. Continue the conversation at break . . .

10:30 a.m. –
11:00 a.m.

Networking Break
Sponsored by Financial Times

11:00 a.m. –
12:00 p.m.

Value Propositions—Two Aspects of Merger

Dot-Com Era 2.0? Recent Trends in Acquisitions and Mergers
Tolman Geffs, Managing Director, The Jordan, Edmiston Group

The integration of interactive content and capabilities into “traditional” diversified media is a major factor driving industry growth. Learn who’s buying what, why, and for how much from this expert in online media, services, and technology M&A. Tolman Geffs assisted Gorilla Nation Media in its sale of Quizilla to MTV Networks; Klipmart, in its sale to DoubleClick; PointRoll, in its sale to Gannett; Bitpipe, in its sale to TechTarget; and Moreover, in its sale to VeriSign. Mr. Geffs will review the major drivers of online growth, explore the strategies of the major interactive and diversified media acquirers, and discuss the recent and coming pace of interactive acquisitions.

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

Roberta (Bobbie) Goering, Exelon Corporation, Corporate Library

When two companies approached a merger to create one of the nation’s largest utility companies, the librarians at the respective companies were faced with the challenge of merging their separate information departments. Working together, the information professionals needed to evaluate their individual operations. Were they redundant or synergistic? How best could they work with common and divergent vendors in the run-up to the merger? What to do about duplicate content licensing deals, particularly those with differing conditions? Hear how two professionals worked it all out when Bobbie Goering reports from the trenches on what mergers mean to the true insiders.

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12:00 p.m. – 1:00
p.m.

Two Views on Piracy

Avoiding Piracy in Library Practice

John McDonald, Caltech Library

In an environment where file sharing has been known to run rampant--and where the cry "information wants to be free" resonates well—what's a librarian to do? John McDonald shares his experience in guarding against piracy in an academic environment populated with Internet natives. A few fascinating case studies and tips for ensuring content security round out this riveting presentation from one who has fought the fight to keep the rights of content owners safe.

Piracy as a Business Model—

What's to be Learned from the Pirates?

Corilee Christou, VP, Affiliate Marketing, Cygnus Business Media

When the vice chair of Disney/ABC, Anne Sweeney, got up to give her keynote address at MIPCOM last year, she probably didn't know how big a sensation her reference "to piracy as a business model" would be. This thought-provoking session will explore Sweeney's metaphor. What can we as information service developers and content providers learn from those who have figured out how to make money off other people's stuff? What can we learn from the pirates about the things that users really want to do with content? And how can we respond? Attend this conversation starter and continue talking about it over lunch.

1:00 p.m. – 2:15
p.m.

Delegate's Lunch

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

The working group that met on Sunday will present the archetypes of users that their narrative exchange has created. Here's your chance to see what your users really look like.

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

Now that the Internet has made it easier than ever for marketers to communicate directly with target audiences, marketers must dramatically alter their PR and marketing strategy to maximize the effectiveness of new media models. On the Web, the old rules don't apply. In this engaging presentation, Scott shows how to leverage the potential that Web-based communication offers to reach buyers. A step-by-step action plan for harnessing the power of the new rules of marketing and PR told with case studies and real-world examples shows how to identify audiences, create compelling messages, get those messages to the most consumers possible, and lead those consumers directly into the buying process.