

Web Content Management Masterclass

Optimising web content performance, usability, functionality and accessibility to improve your web content ROI

Sydney Harbour Marriott,
Australia

22nd & 23rd November 2010

"You have to stand **outside** the box to see how the box can be **re-designed**."

Charles Handy

Maximising both direct and indirect gains of web initiatives to effectively attract, connect, engage and retain your users and community through innovative web contents



Your course leader:

Simon Rawson Founder
Microz Australia
Director and Senior Consultant, Australia
Synergy Corporate Technologies
Professional Member
AIIM

Simon has worked as an ECM specialist for over 10 years. He was formerly the technical director for Stellent (acquired by Oracle in 2006) in the Asia Pacific region. Since then he has consulted to ECM vendors and clients, advising them on product development and the innovative use of ECM technologies.

He is the expert of selection and application of content management, document management and workflow technologies. In particular applying these technologies in the automation of business processes in line with maximising internal / external customer satisfaction.

His specialties are vendor selection and contract negotiation, collaborative identification of business requirements, facilitating professional and corporate contacts, vision for future IT product development, and identification of intellectual property issues and opportunities.

Simon is currently the director or technical adviser of a number of technology companies. His current focus is accessibility, customer service and workflow to automate customer interactions across web and intranet applications.

Testimonials from past relevant conferences:

"A professionally run event, very organised, relevant and interesting subject matters. Good range of speakers and experts in web content management."

Business Analyst/Implementation Facilitator

Corp Tech

"Excellent presentations and networking. Case studies were great ways to learn from others."

Director of Command Information Management

Navy Systems Command HQ

"Very worthwhile event. I've walked away with a wealth of new ideas and discussions to share with my work colleagues."

Web Content Manager

ING Australia

"Well organised. Good structure with a relevant agenda and topics. Well prepared presentations and the ability to get material online."

Development and Support Manager

NAB/ MLC

"marcus evans events provide a well organised and valuable experience."

Senior FOXTELNet Editor

FOXTEL

Your co-facilitator:

David Warwick Executive, Marketing and Online Strategist
Co-Chair
CM Pros Australia Community
General Manager
Viocorp International

Course approach:

This course aims to provide audiences with

- A clear methodology applicable to all relevant organisations
- Industry standard terminology and content
- Methodology and tools that are consistent with the entire business case

Key benefits and learning outcomes:

Over this 2-day training course, you will obtain valuable insights on:

- **Optimising** the web content performance to improve your internal and external customer satisfaction through innovative and cost effective web contents
- **Transforming** web initiatives into performing assets to optimise web content ROI
- **Enhancing** leadership and project management competency to ensure on-time and efficient web project deliveries
- **Improving** the functionality of web content for competitive e-commerce and e-business environment
- **Enhancing** usability and accessibility of web content and intranet to improve operation efficiency
- **Increasing** web security and enhancing the access control of confidential information
- **Building** a reputable corporate image through the reliable and sustainable content management system

marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training to your organisation. Our format:

- Pre-course questionnaires
- An in-depth tailored programme to address market concerns
- Diverse real life case examples
- Comprehensive course documentation
- Interactive roundtable discussion and breakout sessions

Pre-course questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

Endorsers



CIO NETWORK

Monday 22nd November 2010

Session One

Overview of web content management best practices

- Common concerns and issues of web content management
- How to eliminate technology bottlenecks
- New risks and challenges of web content management
- Future trend and role of e-marketing, e-commerce and e-business

Session Two

Information and data governance

- How to ensure the accuracy of the website content
- Web content maintenance in the timely and cost effective manner
- Information security and privacy
- Web security and access control best practices

Session Three

Web content performance optimisation

Recent Forrester research shows that 40% of consumers will wait no more than 3 seconds for a web page to load before abandoning a site. This module will provide you the practical insights on how to:

- Transform web initiatives into performing assets
- Enhance web load-time and speed
- Boost web content and features without compromising performance

Session Four

User-centric web content - Information architecture, SOA and design philosophy

One of the biggest impediments in getting best ROI is pinning design and functionality on 'user-centred design'. Most users don't know what ECMs are capable of delivering. Most marketing departments and web content managers don't know either. From this module, you will learn how to:

- Connect and engage users
- Improve community/customer satisfactions through user-centric service delivery
- Incorporating interactive features to promote and encourage interaction and 2-way communication
- Employ the right technology and business process components for on-going process improvement

Session Five

Intranet optimisation

- Examine the common pitfalls of intranet management
- Development and re-development of sites to foster productivity among staff in information sharing
- Record and knowledge management

To ensure you gain the utmost benefit of attending, please consider the below for general interactive discussion during the course:

- What are your organisations asking you to deliver – are there specific identified projects or strategies? What are your organisations' strategic goals relating to information management?
- How do you measure effectiveness, in terms of analytics and usage, but also business impact?
- How effective is your current governance framework? Who are the key stakeholders and participants?
- Does social media play a part in what you do, and if so what are the drivers? Is social media something on your radar?
- What's the philosophy behind the information architecture, and is your system seen as a strategic or key operational business tool?
- What works best? Where do you see opportunities for innovation or extension?

Why you cannot miss this event

Web content is the core and major element of your websites to effectively communicate with your users. As the technology evolves at such fast pace, the online users are expecting the highest quality online experience and fast web performances. Therefore, delivering compelling features and content as well the overall web accessibility is a must-do, in order to maximise the gains and ROI of your websites and intranets in this competitive business environment.

Web Content Management Masterclass aims to examine what works and what not in enhancing the overall online experience of your users and facilitating operational efficiency among staff through optimised intranets. This highly interactive and hands-on training course will also keep you updated with the latest CMS technologies whilst equip you with emerging online trends and must-know to maintain your competitive edge, corporate image and reputation.

About your course facilitator:

Simon Rawson Founder
Microz Australia
Director and Senior Consultant, Australia
Synergy Corporate Technologies
Professional Member
AIIM

Simon Rawson has been working with information systems since 1980, when he joined Trans-Australia Airlines. During 17 years in the aviation industry his highlights included strategic re-engineering of long range planning processes and managing IT R&D in two airlines. Outcomes from this include changing the way planning is done around the world in scheduled transportation and a move from capacity based planning to demand driven planning.

In 1997 Simon started Microz Australia. Its initial goal was to commercialise systems developed in conjunction with the CSIRO. However his scope of work quickly branched out. Since 1997 Simon has been a strong proponent of integrated systems which blend approaches from organisational psychology, management science and information technology. This approach has made him a strong influencer in the development of business processes which take full advantage of online technologies, and conversely, of vendor solutions to better support business processes and outcomes.

Simon has a collaborative, inclusive approach towards business and business relationships. He is known for mentoring companies with respect to their products and their long term development, and for facilitating links between companies with complementary technologies or approaches to the market.

Microz has actively worked with Government, not for profit, corporate and SME sectors. They have also supported the Micro Business Network by participating on the Advisory Panel.

Some of Microz's clients include:

- Yarra Valley Water
- Department of Main Roads (WA)
- Synergy Corporate Technologies
- Telstra
- Sensis
- Victorian Red Cross
- Sunstate Airlines
- Victorian Department of Justice
- Franklin-Collins
- City of Boroondara
- Metrofile
- Department of Human Services (Vic)
- AXA
- Victorian Auditor-General's Office
- National Office for the Information Economy (NOIE)
- Tattersalls
- CSIRO

Some testimonials about Simon:

"Simon has a strong base of knowledge in the content management and workflow industry. He is able convey complex concepts in an easy to understand approach."

VP Development

iMarkup Solutions

"Simon is a consummate professional combining deep expertise in business process management with wide ranging knowledge of the latest information technology platforms in the industry. He is one of the ablest people I know for determining the correct solution and process methodology for meeting today's business needs."

Principal

Synergy Corporate Technologies

"Simon Rawson was commissioned by CSIRO in 1997 to assist in the technology road mapping, development of and commercialisation of CSIRO scheduling and knowledge management software with Qantas and other companies in Australia and overseas. Simon had been part of bridging CSIRO capability work with the Ansett company where he was working with Ansett. Simon provided great assistance in translating industrial needs into formats against which CSIRO could develop technology for wide application. Simon's networking and contacts across large parts of industry were immensely valuable to CSIRO. Simon has great communication skills which are extremely useful in ensuring industry and technology needs are met."

Director Business Development and Commercial

CSIRO Manufacturing and Materials Technology

"I have worked with Simon in various capacities since 2002 where Simon was a content management consultant and vendor for Stellent. This is the platform we chose at BankWest and successfully implemented. Simon was extremely knowledgeable and professional. His capacity to translate business process into technical solutions is world class and I am delighted to be a reference for him. Since BankWest, Simon and I have consulted each other on a number of technical issues where we have looked for possible solutions. Both Platform Interactive and I will continue to work with Simon on mutually beneficial projects."

Executive Director

Platform Interactive

"Simon was able to match our requirements to market product and service solutions with unbelievable ease, identifying why sometimes obscure options would deliver outcomes whereas more visible market solutions would lead to dead ends. Simon's knowledge of the industry is unfathomable, knowing not just what product alternatives exist, but from where each grew, how long it had been around, where it was going, what its design strengths and shortcomings were and the names of the individuals involved in its evolution."

Director

Pragmatika

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

Session One

Cost effective content management systems

- Key consideration during selection of services and solutions for website upgrades - Web 2.0/ eGov/ Government 2.0/ mobile applications/ social networking application
- Identify your organisational and/ or business requirements and objectives
- Effectively finding and matching your technology direction
- Assess and qualify vendors
- Prototyping and usability testing of large projects
- Implement the change and escalating the transition
- Recommendation of solutions – selecting the right CMS

Special Case Study: Accessibility – government imperative and commercial necessity

On 30 June the federal government announced new accessibility standards (WCAG 2.0) for government and government funded agencies, and a National Transition Plan and timetable for mandatory compliance. It's not just government which needs to pay attention to accessibility. Target (USA) lost a class action against it because its online store was not accessible to be disabilities – this had caused Target \$6 million accessibility lawsuit settlement.

Session Two

Leadership and project management in web content

- How to balance cost, quality and time of project delivery and outcomes
- How to create effective workflow to foster new web initiatives and subsequent maintenance
- Effectively integrate and manage the requirement and needs of marketing, IT and communications

Session Three

Innovative web contents

This session will showcase some of the successful web content management examples of various industries, which include:

- PM.GOV.AU Video Portal - Department of Prime Minister & Cabinet (2010)
- Sydney Opera House - *Achieving digital media strategy through online player and interactive video portal to allow its users to watch and engage with the Opera House and its content (2010)*
- CommSec Video Portal and RaboPlus.TV (2010)
- Bankwest (2010)
- Victorian Government – *Multimedia Victoria - Site effectiveness, maintenance and build additional functionality improvement, the site is web standards compliant and have set the standard for Victorian Government (2005 and 2009)*
- RAMS Homeloans - Own Your First Home (2009)
- Priceline website (2009)
- Medina website (2009)
- Arnotts - Dunk for dollars (2009)
- Bupa Australia - The BUPA 'Bigger Picture' intranet site (2008)
- Rugby World Cup 2011 (2009)
- Royal Women's Hospital website (2006)

Session Four

Reliable and sustainable web content systems to ensure long term viability

- Maintain and improve organisation and corporate image through creditable websites
- Manage user/customer/community relationships through robust and user-friendly websites
- Strengthen your corporate communication and reputation through effective web content management

About your co-facilitator:

David Warwick Executive, Marketing and Online Strategist
Co-Chair

CM Pros Australia Community

General Manager

Viocorp International

David is currently the General Manager, Melbourne for Viocorp International Pty Ltd, Australia's leading provider of online video solutions and services and has driven Viocorp's growth into the Melbourne market. David also provides on-demand strategy consulting in the fields of online marketing, social media and web application development through specialist consulting practice, Veridian Media Pty Ltd. David holds a Master of Business Administration (MBA) from Melbourne Business School and a Bachelor of Arts (English and Sociology) from Monash University. David has held senior executive positions in the web development, corporate communications, design and technology industries since 1996 and previously had more than a decade of experience in the stock-broking and corporate finance industries.

David was also Non-Executive Director of branding and design agency Smart Works Pty Ltd, and the co-creator and product strategist behind the successful Australian web content management system — Komodo CMS, now part of digital agency Komosion Pty Ltd. During David's tenure as CEO, Komodo CMS was deployed by more than 300 organisations with customers including the Victorian Government (Multimedia Victoria), the Royal Women's Hospital, RAMS Home Loans and a large number of corporate clients internationally.

David has held roles as CEO of Komosion Pty Ltd and with online business Complispace Pty Ltd. David is also the current Co-Chair of the Content Management Professionals Australia Community (CMPAC) that includes more than 150 members responsible for information management within Government, large corporations and other knowledge management organisations. David is Convenor of the Australian National Design Archive, which is creating a rich digital resource and legacy of Australian Design that has had significant cultural and historical impact.

David has written marketing columns for Marketing Magazine and IDM Magazine and has been a paid case writer on innovation for the Melbourne Business School, including a published case on the Australian listed company Ausmelt Limited, now taught within the Melbourne Business School's MBA course and published in a collection of innovation case resources. David is a regularly invited speaker on content management, web design, search optimisation, online social networking and IT business management, including presentations for Open Publish, Ad:tech, AVBN, AIMIA, Komosion, the Australian Graphic Design Association (AGDA), Clubs NSW and Melbourne University. David has been an award judge for the Melbourne Press Club and Melbourne University Entrepreneurs Challenge and a Councillor for the Terry Bracks charity, Western Chances.

In 2005, David was one of 24 executives of Australian IT businesses selected by the Australian Information Industry Association (AIIA) to take part in their inaugural developing ICT business skills program held over twelve months at the Macquarie Graduate School of Management (MGSM). David is a member of professional organisations including ACS, AGDA, AIM, CM Pros, AICD and the Melbourne Press Club.

Some testimonials about Viocorp:

"It has been our great pleasure working with Viocorp on this project. They have been easy to deal with and have delivered world class technology which has been extremely well received by the Sydney Opera House's online viewers. Long term we see Viocorp as an extremely valuable partner as we navigate our way to a much more digital future."

Head of Digital

Sydney Opera House

"We found the system incredibly easy to use and the feedback from staff was amazing."

Bankwest

"Viostream makes it easy for us to publish new videos quickly at RaboPlus.TV. The flexibility of the platform means we can also embed streaming video in our corporate site and create branded media players that can be linked to from anywhere. The social sharing elements are all built in which makes it a cinch to go viral."

Digital Marketing Manager

Rabobank

Who must attend

- CIOs/CTOs/IT Directors/ICT Directors
- Content Managers
- Head of Information Services
- Open Source Technology Managers
- Web Managers/ Designers/ Developers
- Online Project or Services Managers
- Business Systems Architect
- IT Services Managers/ICT Services Managers
- Infrastructure Portfolio Managers
- E-Business/ E-Commerce Strategy Managers
- Web Masters
- Web Publishing Officers
- Knowledge Managers
- Technology Business Managers
- Web Content Administrators
- Enterprise Architects
- Head of Publishing
- Record & Database Managers
- Programme/Project Managers
- Website Administration/ Development Managers

From industries:

- Tourism/Leisure/Hospitalities
- Government departments and agencies
- Retail
- Automotives
- Telecommunications & IT
- Media/Entertainment/Education
- Banking/Insurance/Financial Services
- FMCGs
- Freight/Transportation/Logistics
- Legal, Accounting, Auditing

About the Endorsers

Founded in 1992, **AIMIA** is the peak industry body for digital media in Australia. AIMIA's membership represents the full spectrum of digital media in Australia, including top digital media powerhouses; the ABC, Sensis, Yahoo!, Google, BigPond, Foxtel, Disney, ninemsn and Fairfax Digital as well as developers, creators, producers, investors, service providers, educational institutions and students.

The objective of the **CIO Network** is to provide a forum for executives to learn from peer experience. Our aim is to provide practical peer input into challenges faced by the IT management team. Our objective is to help our members reduce cost, increase ROI and improve efficiencies through effective knowledge sharing.

For additional information on the CIO Network, please visit our website at www.cionetwork.com.au or call us on 02 93322953.

Programme schedule

Day one & two

- 0815 Registration & coffee
- 0845 Morning session commences
- 1015 Morning refreshments and networking breaks
- 1045 Workshop re-commences
- 1230 Networking luncheon
- 1330 Afternoon session begins
- 1515 Afternoon refreshments and networking breaks
- 1545 Workshop re-commences
- 1715 Course concludes

Web Content Management Masterclass

SY-ITM1986 | Please write in BLOCK CAPITALS

Sales Contract

Please complete this form immediately and fax back to

JOSH GEORGE

FAX: +61 (2) 8088 6090

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

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Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____

Country: _____ Postcode: _____

Tel: () _____ Fax: () _____

Nature of Business: _____

Company Size: 1-9 10-24 25-49 50-99
 100-249 250-499 500-999 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

- Professional Training fee @**
 - Public Sector - AUD2,969.80 + GST / VAT (if applicable) per delegate
 - Private Sector - AUD3,217.80 + GST / VAT (if applicable) per delegate
- Early Bird 10% Discount*** A limited number of early bird seats are available. Please ask for details
- Premier Plus Discount*** Bring 3 or more delegates to this event and benefit from a 10% saving. (Applies to full conference event only).

* These discounts may not be used in conjunction with any other offer.

All options inclusive of course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of **marcus evans** training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** training shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of New South Wales to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

Register Now

Code: E

Contact **Josh George** at **marcus evans**

Tel +61 (2) 9223 2137

Fax +61 (2) 8088 6090

Email joshg@marcusevansau.com

Date: 22nd & 23rd November 2010

Venue: Sydney Harbour Marriott, 30 Pitt Street,
Sydney, New South Wales, 2000, Australia

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (+61)2 9259 7000 and make it clear that you are attending **marcus evans** conferences event quoting SY-ITM1986 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza, 34 Jalan Sultan Ismail,
50250 Kuala Lumpur, Malaysia

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:

Please debit my Visa Mastercard Amex Diners

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Card Number:

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Security Code:

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Signature: _____ Expiry Date: / /
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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at **marcus evans** training.

Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls maybe recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of New South Wales and the parties submit to the exclusive jurisdiction of the Courts in Sydney. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.