

## KNOWLEDGE MANAGEMENT REBORN MODERN KM: LATEST TECHNOLOGIES, STRATEGIES AND TECHNIQUES

21-22 September 2022, Online

**Time:** 10:15 - 17:20 SGT  
12:15 - 19:20 AEST, 03:15 - 10:20 BST, 07:45 - 14:50 IST

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### Programme

PLEASE NOTE THAT THE TIMES STATED IN THE PROGRAMME ARE IN SGT.

#### DAY ONE: 21 September 2022

10:15 - 10:20	<b>UNICOM's Introduction:</b> <i>Payal Agarwal, UNICOM</i> <b>Event Chairperson:</b> <i>Alec McCutcheon, UNICOM</i>	<b>Panelist:</b> <i>Dr Bernd Schopp, Chief Commercial Officer, Squirro</i> <i>Sarah Jacobson, Director, Knowledge Management, MinterEllison, Australia</i> <i>Zach Wahl, Founder and CEO, Enterprise Knowledge (EK)</i> <i>Kirsimarja Blomqvist, Professor Of Knowledge Management, School Of Business And Management At Lut University, Finland</i> <i>Stephanie Barnes, Chief Chaos Organiser, Entelechy</i> <i>John Antill, Knowledge Manager, US Army Expeditionary Workforce</i>
10:20 - 10:25	<b>Introduction To Sponsors</b>	
10:25 - 10:55	<b>Content Management Systems with Regard to Culture</b> <i>John Antill, Knowledge Manager, US Army Expeditionary Workforce</i>	
10:58 - 11:28	<b>Reshaping KM: Using The Power of Automation, Analytics and Smart Design</b> <i>Balaji Iyer, Director, Knowledge Management, Grant Thornton LLP, India</i>	
11:31 - 12:01	<b>How Knowledge Graphs are Fueling the Rebirth of Knowledge Management</b> <i>Lulit Tesfaye, Partner and Division Director, Enterprise Knowledge</i>	
12:04 - 12:34	<b>Why Augmented Intelligence is a Game-Changer for Knowledge Management</b> <i>Dr Bernd Schopp, Chief Commercial Officer, Squirro</i> <i>and Chris Marino, Senior Solution Architect, Principal Consultant, Enterprise Knowledge</i>	
12:34 - 12:44	<b>Tool Showcase by Squirro, Exhibition Viewing, and Break</b>	
12:47 - 13:17	<b>Panel: Knowledge Management in the Hybrid Work Environment.</b>  <i>Panel Moderator: Karen Livey, TEDx Speaker, Keynote Presenter, Executive Coach</i>	
13:20 - 13:50	<b>Knowledge Within Reach - Integrating KM into Process Design</b> <i>Sarah Jacobson, Director, Knowledge Management, MinterEllison, Australia</i>	
13:53 - 14:23	<b>Future of Work and New Digital Forms of Organizing Expertise</b> <i>Kirsimarja Blomqvist, Professor of Knowledge Management, School of Business and Management at LUT University, Finland</i>	
14:26 - 14:56	<b>Narrative Forms of Knowledge Using Stories as a Knowledge Asset</b> <i>Dave Snowden, Director, Cynefin Centre, Chief Scientific Officer, Cognitive Edge.</i>	
14:59 - 15:09	<b>Exhibition Viewing and Break</b>	
15:12 - 16:15	<b>Mini-Workshop: Radical KM, "Creativity: The Missing Piece of The KM Puzzle"</b> <i>Stephanie Barnes, Chief Chaos Organiser, Entelechy</i>	
16:15	<b>End of Day One</b>	

#### DAY TWO: 22 September 2022

10:50 - 10:55	<b>UNICOM's Introduction:</b> <i>Gauravi Mathur, UNICOM</i> <b>Event Chairperson:</b> <i>Alec McCutcheon, UNICOM</i>	13:10 - 15:10	<b>Workshop 2: Principles Driven KM</b> <i>Ron Young, CEO / CKO Knowledge Associates Cambridge Ltd.</i>
10:50 - 11:00	<b>UNICOM's Introduction</b>	15:10 - 15:20	<b>Exhibition Viewing and Break</b>
11:00 - 13:00	<b>Workshop 1: To ISO or Not to ISO? - What does ISO 30401 do and is It Worth Adopting?</b> <i>Patricia L. Eng, Principal, KMHR Systems Auditors</i>	15:20 - 17:20	<b>Workshop 3: Designing and Re-Energising a Knowledge Programme</b> <i>Dave Snowden, Director, Cynefin Centre, Chief Scientific Officer, Cognitive Edge.</i>
13:00 - 13:10	<b>Tool Showcase by Squirro, Exhibition Viewing, and Break</b>	17:20	<b>End of the Programme</b>

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#knowledgemanagement

### Sponsors' Profiles

#### Gold Sponsor



Squirro is a leading provider of Augmented Intelligence solutions for search, analysis and interpretation of unstructured information. Squirro's unique technology marries Artificial Intelligence, Machine Learning and Predictive Analytics, empowering organizations to transform enterprise data into AI-driven insights.

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Enterprise Knowledge (EK) is the world's largest dedicated Knowledge Management consultancy, spanning the globe with the full spectrum of services that integrate Knowledge Management, Information Management, Information Technology, and Agile Approaches to deliver comprehensive solutions. With the world's largest open KM Knowledge Base and the number one rated KM Podcast, we serve as thought leaders for all aspects of KM strategy, design, implementation, and operations. Our mission is to form true partnerships with our clients, listening and collaborating to create tailored, practical, and results-oriented solutions that enable them to thrive and adapt to changing needs.  
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### Speakers' Profiles

**JOHN ANTILL**  
John Antill is currently a Knowledge Manager at US Army Expeditionary Workforce. With over 14 years of progressively responsible knowledge management experience in complex technical roles – both military and civilian – requiring exceptional project coordination, problem solving, and management skills, John has established a track record of success by leveraging a collaborative leadership style to accomplish all short- and long-range objectives. An engaging and articulate communicator, he is able to clearly convey complex technical information and propose novel solutions to build consensus with key project stakeholders, including high-value clients and executive leadership. Furthermore, his consistent focus on remaining at the forefront of rapidly evolving technology allows him to drive enterprise-wide innovation and maintain a competitive advantage. John is on the Board of Minority Empowerment Through Technology which provides underserved college STEM students to get the technology they need to be successful in their coursework and projects. John holds a Master of Science in Knowledge Management from Kent State university and a Master of Certified Knowledge Management from the KMInstitute.

**STEPHANIE BARNES**  
Stephanie has over 25 years successful, experience in knowledge management and accounting in the High Technology, Health Care, and Public Accounting sectors. She is also an accomplished artist having had exhibitions in Toronto and Berlin. Stephanie is a knowledge management consultant at Entelechy working with clients in a variety of sectors. In her consulting practice she focuses on aligning people, process, and technology to not only help organisations be more efficient and effective with what they know, but to be more innovative and creative, too. Stephanie has been bringing knowledge management success to organisations for more than 20 years. Information Today Inc. published, Designing a Successful KM Strategy: A Guide for the Knowledge Management Professional, in January 2015, a book Stephanie co-authored with Knoco co-founder, Nick Milton. And, in May 2011, Ark Group published Stephanie's report, Aligning People, Process, and Technology in Knowledge Management. She has written other chapters and articles for various publications and spoken at conferences around the world. Stephanie graduated from Brock University with a BBA in Accounting and from McMaster University with an MBA in Information Technology. She is a Professional Scrum Master (PSM I), is ITIL Masters certified, has a Business Systems Analysis certificate, as well as completing a certificate in Gamification.

**KIRSIMARJA BLOMQVIST**  
Kirsimarja Blomqvist is a Professor for Knowledge management at the School of Business and Management at LUT University. Her research interests relate to knowledge management, articles in digital forms of organizing such as temporary expert teams, communities, and ecosystems. She has published over 180 research articles, new in academic journals, books, and peer-reviewed conferences. She is a regular speaker in seminars, serves as a board member and leads a research consortium on future of work.

**PATRICIA L. ENG**  
Patricia L. Eng, P.E. is a certified ISO 30401 Auditor for Knowledge management systems and Principal at KMHR Systems Auditors. During her 30-year career with the U.S. Government, she wrote domestic and international regulations, and created and managed the KM program at the U.S. Nuclear Regulatory Commission saving them almost 60 million dollars in operational costs. She has co-authored two books on KM, trains and certifies ISO 30401 auditors, teaches an Intro to ISO 30401 course, and audits organizations against the ISO KM standard. She serves on the Advisory Board for the Master of Science in KM Program at Kent State University where she teaches the Leadership and Professional Development Course.

**BALAJI IYER**  
Balaji heads the Knowledge Management practice at Grant Thornton's Shared Services Center in India and is part of the GT US National Knowledge Management leadership team. He has more than 17 years of experience in Global Knowledge and Digital Content delivery with the BIG 4, large public accounting firms and third-party operators. He has worked extensively around research & analysis, knowledge management, content strategy & deployment, new service incubation, and knowledge transformation work streams. Prior to joining Grant Thornton, Balaji worked with Ernst & Young (EY), and in his last role at EY was the Knowledge Operations Leader – responsible for establishing and growing the Knowledge Shared Services Operations in India.

**SARAH JACOBSON**  
Sarah Jacobson is the Director of Knowledge Management at MinterEllison, the largest law firm across Asia-Pacific. Sarah is also a Co-Founder and Director of the Digital Law Association. Formerly an M&A lawyer with Herbert Smith Freehills, Sarah has spent the last 5 years working in legal operations, finding better ways to deliver legal and consulting services to clients through digital transformation. Sarah is passionate in finding better ways to create, share, use and transfer knowledge through shifting cultural behaviours, improving processes and leveraging technology. Sarah also holds an MBA (Change Management) from the Australian Graduate School of Management.

**KAREN LIVEY**  
Karen believes in people first, always – it can make the difference between success and failure in all projects. Her degree in Psychology, an MBA and a qualification in Neuroscience of Leadership is combined with her experience to share practical know-how for implementing new behaviours in leaders to create higher levels of engagement and productivity. Karen has been involved with Australasian Supply Chain Institute for a number of years being a former WA Chapter President and director on the National Board. She has also been on the WA Chapter Professional Speakers Association Leadership team and Australian Institute of Management WA Professional Network group.

**CHRIS MARINO**  
Senior Solution Architect, Principal Consultant, Enterprise Knowledge

**BERND SCHOPP**  
Dr Bernd Schopp joined Squirro in 2021 as Chief Commercial Officer, to accelerate growth and help the company become the market leader for Insight Engines and Augmented Intelligence. Schopp was CEO and co-owner of leading DACH Digital Transformation agency Namics. At Namics, Schopp grew the business to a client-centric international organization with more than 550 employees. After Merkle acquired Namics, he was part of the European Executive Management team of Merkle that integrated the Namics business into the Merkle EMEA organisation.

**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.

**LULIT TESFAYE**  
Partner and Division Director, Enterprise Knowledge

**ZACH WAHL**  
Zach Wahl is the founder and CEO of Enterprise Knowledge (EK), the world's largest dedicated Knowledge Management consultancy. He possesses 25 years of experience leading KM initiatives, ranging from strategy, to design, to highly technical enterprise-level transformations and implementations. He also hosts 'Knowledge Cast,' the number one rated KM podcast, and is the co-author of 'Making Knowledge Management Clickable: Knowledge Management Systems, Strategy, Design, and Implementation.'

**RON YOUNG**  
Ron Young is the founder of Knowledge Associates, an international knowledge and innovation management consulting and solutions company based at St Johns Innovation Centre, Cambridge U.K. He is acknowledged as a leading international expert and thought leader in strategic knowledge asset management and innovation. He specialises in knowledge driven results for organisations. 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 regularly provides keynote presentations and workshops at leading knowledge management & innovation conferences around the world.

### Organiser's Profile

Established in 1984, UNICOM is a global, independent provider of IT, Finance and Management related events and training. UNICOM organises events in which leading edge topics are presented in a format that allows maximum interaction between industry, research and academe. These events also bring together end-user organisations with vendors who provide solutions and services. Among the topics covered are Cloud, Blockchain, DevOps, Digital Transformation, Data Analytics, Software Testing, Agile, Programme and Project Management, Sentiment Analysis, Financial Analytics, Artificial Intelligence & Machine Learning, Optimisation and Risk Management. UNICOM's events provide a meeting place for IT industry professionals, management, techno-executives and subject experts focusing on business, management and technical issues.

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