

# Event Guide

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

15-16 June 2022, Online

Time: 10:50 - 17:05 BST

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### Programme

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

#### DAY ONE: 15 June 2022

10:50 - 10:55	<b>UNICOM's Introduction:</b> Alec McCutcheon, UNICOM <b>Event Chairperson:</b> Dhira Mitra, UNICOM
10:55 - 11:00	<b>Introduction to Sponsors</b>
11:00 - 11:30	<b>Opening Keynote: Narrative Forms of Knowledge Using Stories as a Knowledge Asset</b> Dave Snowden, Director, Cynefin Centre, Chief Scientific Officer, Cognitive Edge.
11:30 - 11:40	<b>Q&amp;A Session</b>
11:42 - 12:12	<b>The Status of KM Right Now, and How it's Changing</b> Nick Milton, Director, Knoco Ltd
12:12 - 12:22	<b>Q&amp;A Session</b>
12:24 - 12:54	<b>How Innovative is Your Approach to KM?</b> Robin Ray-Howett, Creative Director, Microsoft
12:54 - 13:04	<b>Q&amp;A Session</b>
13:06 - 13:36	<b>The Knowledge Graph as a Central Element of Enterprise Knowledge Hubs</b> Andreas Blumauer, CEO, Semantic Web Company Inc.
13:36 - 13:46	<b>Q&amp;A Session</b>

13:46 - 13:51	<b>Tool Showcase from eGain</b>
13:51 - 13:56	<b>Sponsors' Booth Viewing</b>
13:56 - 14:30	<b>Panel: Knowledge Management in The Hybrid Work Environment.</b>  <b>Panel Moderator:</b> Nick Milton, Director, Knoco Ltd  <b>Panelist:</b> Helmut Nagy, COO, Semantic Web Company GmbH Dave Snowden, Director, Cynefin Centre, Chief Scientific Officer, Cognitive Edge. Robin Ray-Howett, Creative Director, Microsoft Ron Young, CEO / CKO Knowledge Associates Cambridge Ltd. Stephen Kennedy, Director of Solutions eGain
14:40 - 16:10	<b>Workshop I - Knowledge Asset Management</b>  <b>Ron Young, CEO / CKO Knowledge Associates Cambridge Ltd.</b>
16:10	<b>End of Day One</b>

#### DAY TWO: 16 June 2022

10:50 - 12:20	<b>Workshop II: Designing and Re-Energising a Knowledge Programme</b>  <b>Dave Snowden, Director, Cynefin Centre, Chief Scientific Officer, Cognitive Edge</b>
12:20 - 12:30	<b>Sponsors' Booth Viewing and Technology Showcase</b>
12:30 - 12:35	<b>UNICOM's Introduction:</b> Alec McCutcheon, UNICOM <b>Event Chairperson:</b> Dhira Mitra, UNICOM
12:35 - 12:40	<b>Introduction to Sponsors</b>
12:40 - 13:20	<b>Radical KM, Specifically "Creativity: The Missing Piece of The KM Puzzle"</b> Stephanie Barnes, Chief Chaos Organiser, Entelechy
13:10 - 13:20	<b>Q&amp;A Session</b>
13:20 - 13:40	<b>Knowledge Hubs   Turbocharge Your CX and AX with KX (Knowledge-Guided Experience)</b> Stephen Kennedy, Director of Solutions eGain
13:40 - 13:50	<b>Q&amp;A Session</b>
13:50 - 14:10	<b>Making Enterprise Search Work Like Google</b> Graham Charlesworth, VP International Operations, Pureinsights
14:10 - 14:15	<b>Q&amp;A Discussion</b>
14:15 - 14:20	<b>Technology Showcase from Pureinsights</b>

14:20 - 14:50	<b>Embedding Knowledge Into Operations Processes</b> Trevor Lui, Managing Director, Knowledge Associates Hong Kong Limited
14:50 - 15:00	<b>Q&amp;A Session</b>
15:02 - 15:32	<b>Case Study: Reshaping KM: Using The Power of Automation, Analytics and Smart Design</b> Doug Kalish, Head of Employee Experience and Knowledge Management, Grant Thornton LLP, USA
15:32 - 15:42	<b>Q&amp;A Session</b>
15:44 - 16:14	<b>Knowledge Management &amp; Six Sigma</b> Kaushik Roy, Senior Knowledge Management Advisor, FMO - Dutch Entrepreneurial Development Bank
16:14 - 16:24	<b>Q&amp;A Session</b>
16:34 - 17:05	<b>Panel: Take Aways From The Conference.</b>  <b>Panel Moderator:</b> Stephanie Barnes, Chief Chaos Organiser, Entelechy  <b>Panelist:</b> Graham Charlesworth, VP International Operations, Pureinsights Trevor Lui, Managing Director, Knowledge Associates Hong Kong Limited Doug Kalish, Head of Employee Experience and Knowledge Management, Grant Thornton LLP, USA Kaushik Roy, Senior Knowledge Management Advisor, FMO - Dutch Entrepreneurial Development Bank
17:05	<b>End of Conference</b>

#unicomKMconference

#knowledgemanagement

### Sponsors' Profiles

#### Platinum Sponsor

eGain

Infused with AI, our knowledge-powered software automates digital-first experiences for enterprises and government agencies. Pre-connected with leading CRM & contact center systems, the eGain platform delivers quick value and easy innovation with virtual assistance, customer self-service, and modern agent desktop tools.  
[www.eGain.com](http://www.eGain.com)

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PoolParty Semantic Suite is the most complete and advanced semantic middleware platform on the global market. As a middleware, PoolParty serves as the powerful intermediary between customer databases and applications so that customer knowledge models can continuously evolve in a stable, interconnected environment. The PoolParty Semantic Suite leverages machine learning, language processing, and graph technologies to enrich enterprise data. It uses innovative means to help organizations build and manage enterprise knowledge systems as a basis for their AI strategy. Therefore, with PoolParty Semantic Suite you can automate many steps of data analysis, text mining and knowledge discovery. With our software, you create networked 360-degree views of your business objects, making the most of all your data.  
[www.poolparty.biz](http://www.poolparty.biz)

#### Silver Sponsor

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Search is an integral part of Knowledge Management. People need to find content, locate experts, and get answers to questions. But user expectations have changed, and technologies have evolved. Influenced by internet search, people are no longer satisfied with ranked search results from keyword search. They want to type in full questions and get answers. AI technologies such as Natural Language Processing (NLP) and Machine Learning (ML) mean that search engines can now understand language in much the same way as humans do. And in combination with graph databases, they can provide a direct answer to a factual question. Pureinsights has deep expertise building search applications with conventional search engines. Now we can take you "Beyond Search", using Knowledge Graphs, ML and NLP to build enterprise search applications that better understand user intent and deliver what users want. "Just make it work like Google."  
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### Speakers' Profiles



#### JANS AASMAN

Jans Aasman is a Ph.D. psychologist and expert in Cognitive Science – as well as CEO of Franz Inc., an early innovator in Artificial Intelligence and provider of Knowledge Graph Solutions based on AllegroGraph. As both a scientist and CEO, Dr. Aasman continues to break ground in the areas of Artificial Intelligence and Knowledge Graphs as he works hand-in-hand with numerous Fortune 500 organizations as well as government entities worldwide.



#### 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 1), is ITIL Masters certified, has a Business Systems Analysis certificate, as well as completing a certificate in Gamification.



#### ANDREAS BLUMAUER

Andreas Blumauer is CEO and co-founder of Semantic Web Company (SWC), the provider and developer of the PoolParty Semantic Platform. With headquarters in Vienna, Austria, but operating globally, SWC has worked with over 200 commercial, government, and non-profit organizations to deliver AI and semantic search solutions, knowledge platforms, content hubs, and related data modeling and integration services.

In his role as CEO, Andreas is responsible for both the strategic growth of the company and its organizational evolution toward a highly focused customer orientation. SWC has grown every year since its inception under his leadership, and has been able to develop a cutting-edge and unique software platform that is ISO 27001 certified, and is deployed globally across a number of key industries.



#### GRAHAM CHARLESWORTH

Graham is a co-founder of Pureinsights and has been working in enterprise search since 1995 when he joined Excalibur Technologies, a leading search engine vendor (later renamed Convera). By 2006, Graham had risen to Senior VP for Worldwide Sales for Convera and was also responsible for all International Operations.

In 2009, Graham joined Search Technologies, as VP of Europe, responsible for Sales and Operations for the International region. Search Technologies were a boutique consulting firm, focussed on helping clients build world-class search-based applications and during this period Graham worked with many leading companies around the world. Following the successful acquisition of Search Technologies by Accenture, Graham led the Search and Content Analytics group in the International Region.

Pureinsights helps organizations go "beyond traditional search" by leveraging search, knowledge graphs and AI technologies such as Machine Learning and Natural Language Processing.



#### DOUG KALISH

Doug Kalish leads Grant Thornton LLP's employee experience and knowledge management practice, driving the firmwide knowledge sharing, collaboration, and employee engagement strategy. He has been in the management consulting business for over 25 years with expertise in product management, knowledge management strategy & execution, enterprise collaboration, business transformation and organizational change management.

Prior to joining Grant Thornton, Doug was the knowledge management leader for Deloitte's \$1.6B Federal practice, overseeing a team focused on the development and delivery of knowledge services. Doug sold and delivered business transformation and change management consulting services to US federal agencies and state governments and was also chief of staff for a 500+ person management consulting solutions practice at KPMG Consulting/BearingPoint.



#### STEPHEN KENNEDY

Stephen Kennedy heads the EMEA solutions team at eGain. Working with eGain's customers and prospects, he helps clients understand the benefits that can be obtained with a successful eGain implementation. Stephen started his career with Sterling Software where he managed the Northern European support centre. Using effective knowledge during his tenure at Sterling software, he moved into a Pre-Sales role, working with prospects and customers to achieve some of the results he attained. For the last 20+ years, Stephen has been involved in many aspects of the implementation of successful Customer Service environments and ensuring that customers attain the expected benefits.



#### TREVOR LUI

Trevor Lui is a strategic process analyst, innovation & technology, and knowledge management (KM) consultant based in Hong Kong. He conducted over 100+ consulting projects in different sectors, particularly in healthcare, education, retail (omni-channels), MNCs, governments and international organizations. Trevor is currently a strategic advisor and KM consultant for an air cargo terminal and a local legal association as well as an adjunct assistant professor at the Business School of the University of Hong Kong.



#### NICK MILTON

Nick Milton is director and co-founder of Knoco Ltd ([www.knoco.com](http://www.knoco.com)) with nearly 30 years experience in Knowledge Management. Working with Knoco Ltd, Nick has helped develop and deliver KM solutions, implementation plans and services in a wide range of different organizations around the globe. He has a particular interest in Lessons Learned programs, and has managed major lessons capture programs, particularly in the area of mergers and acquisitions, and high technology engineering. Nick is co-author of "The Knowledge Manager's handbook" and was on the team that created ISO standard 30401, the management systems standard for KM.



#### HELMUT NAGY

"Helmut is COO of the Semantic Web Company (SWC), the vendor of the PoolParty Platform in Pool Party Semantic Platform. SWC is headquartered in Vienna, Austria, but operates worldwide. The PoolParty Semantic Platform is in use in over 200 commercial, government and non-profit organizations to provide KM, AI and semantic search solutions.

In his role as COO and strategic product manager for the PoolParty Semantic Platform, he designs and implements customer-centric processes and plans the strategic development of the PoolParty Semantic Suite together with the involved teams based on the SWC business strategy.

Helmut is a known expert in the field of knowledge management and semantic AI. He has worked with global organizations to help them develop their knowledge and AI strategies and implement semantic search solutions based on knowledge graphs. Helmut is co-author of The Knowledge Graph Cookbook."



#### ROBIN RAY-HOWETT

Reporting directly to the CTO, I lead a multi team of modern customer specialists and have spent 15 years of my career driving knowledge & Innovation management at both Microsoft and our customers. I currently reside in Zurich, Switzerland.



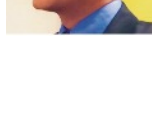
#### KAUSHIK ROY

Kaushik Roy, Program Management, and Process Excellence professional with 20+ years of experience in leading large, cross-functional teams across locations, KM implementation projects, and process excellence initiatives.

- Certified Knowledge Manager (eCKM from KMI)
- Certified Project Management Professional (PMP)
- Expertise in Six Sigma methodologies (Black Belt Certified)

#### Core Competencies:

- Knowledge Management
- Process Excellence
- Community Management
- Change Management
- Digital Content Strategy



#### 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.



#### RON YOUNG

on 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 Based 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 topic areas 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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