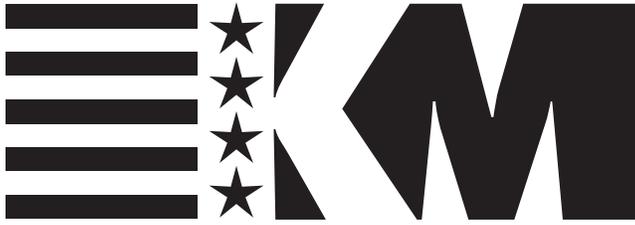


# Knowledge Management Boot Camp



## **An Effective KM Environment: Making It Happen**

*Chair:*

**Dr. Ramon C. Barquin**

*Co-Chairs:*

**Dr. Michael D. Kull, Dr. Geoffrey P. Malafsky**

**September 27-28, 2004**

Grand Ballroom • Cafritz Conference Center  
George Washington University  
800 21st Street, NW • Washington, DC

*A well-executed, vibrant knowledge management environment is increasingly vital to the ability of agencies to manage their infrastructures and execute their missions.*

*Learn how to design, develop, and operate an integrated Federal KM environment of tools, processes, and people, in order to reap the benefits of KM while avoiding the pitfalls. A well-crafted scenario will be utilized to discuss key KM methods, and to demonstrate commercial tools performing critical KM functions.*

### **Who Should Attend**

- ★ Chief Knowledge Officers and Their Staffs
- ★ Chief Information Officers and Their Staffs
- ★ Chief Financial Officers and Their Staffs
- ★ Chief People Officers and Their Staffs
- ★ Project and Program Managers and Their Staffs
- ★ Industry professionals supporting KM initiatives

### **Sponsoring Organizations**



**Barquin International**

THE COUNCIL FOR  
**EXCELLENCE**  
IN GOVERNMENT

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC



### **Steering Committee**

**Ramon Barquin**, Barquin International  
**Mike Burk**, Federal Highway Administration  
**Jay Mandelbaum**, Institute for Defense Analysis  
**Michael Kull**, Amplifi  
**Geoff Malafsky**, TECHi2.com

**Knowledge Management Workbench  
Participating Companies TBA**

## **SEPTEMBER 27**

### **8:30 Knowledge Management: A Framework for Doing It** **Ramon C. Barquin**, President, Barquin International

Receive an overview of the key concepts of Knowledge Management and a framework for doing it in a Federal environment. An innovative scenario that will be used as common thread for the discussion throughout the program will be launched.

**12:00** Lunch and Visit Exhibits

### **1:00 Knowledge Management: The People Dimension** **Michael D. Kull**, President, AMPLIFI

Attending to the social side of KM requires mastering the dynamics of organizational culture, communication and collaboration. This session provides a working understanding of the social forms and factors necessary to create effective KM initiatives. Case examples and tool demonstrations will show ways to amplify an organization's collective intelligence.

*You will learn how to:*

- Capture and convert explicit and non-explicit knowledge.
- Design and lead communities of practice.
- Distinguish, validate, and voice "best practices."
- Identify and locate experts and expertise.
- Craft learning and e-learning initiatives.
- Draw on stories and storytelling to share knowledge.

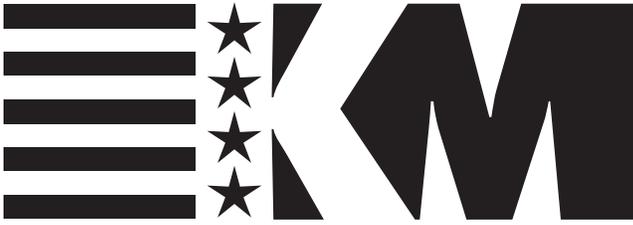
**4:30** Reception and Visit Exhibits

**TURN PAGE FOR SEPTEMBER 28 AGENDA** ➔



**Visit [www.digitalgovernment.com](http://www.digitalgovernment.com)  
for detailed program and registration information.**

# Knowledge Management Boot Camp



## **An Effective KM Environment: Making It Happen**

*Chair:*

**Dr. Ramon C. Barquin**

*Co-Chairs:*

**Dr. Michael D. Kull, Dr. Geoffrey P. Malafsky**

**September 27-28, 2004**

Grand Ballroom • Cafritz Conference Center  
George Washington University  
800 21st Street, NW • Washington, DC

### **INSTRUCTORS**

#### **Dr. Ramon C. Barquin**

Ramon Barquin is a recognized authority on e-government, data warehousing and knowledge management. He is the co-founder and past president of The Data Warehousing Institute and has chaired the E-Gov Knowledge Management Conferences. He specializes in developing enterprise information systems strategies and assisting corporations and government agencies looking for guidance in these endeavors. He holds a Ph.D. from MIT.

#### **Dr. Geoffrey P. Malafsky**

Geoff Malafsky was a research scientist at the Naval Research Laboratory in Washington, DC prior to founding TECHi2 LLC, a consulting firm. He specializes in designing and developing intelligent systems and architectures, including taxonomies and ontologies, search, classification, enterprise metadata, Enterprise Architecture, object based information, Knowledge and Content Management, and enhanced decision-making in Command and Control. He received his Ph.D. from Penn State University.

#### **Dr. Michael D. Kull**

Mike Kull founded AMPLIFI as a strategic advisory services firm to translate management theory into workable initiatives and business results. He has a proven track record in introducing innovative methods in organizational anthropology and digital storytelling that help agencies turn their collective knowledge into strategic capability. He received his PhD from George Washington University.

### **4 Easy Ways to Register:**

Online: [www.digitalgovernment.com](http://www.digitalgovernment.com)  
By Phone: 202-624-1762  
By Fax: 202-624-1766  
By Mail: DGI c/o Meeting Management  
Services (MMS), 1201 New  
Jersey Ave., NW, Washington,  
DC 20001

### **Registration Fee:**

\$795 - Government, with payment by credit  
card or check in advance  
\$995 - Industry, with payment by credit card  
or check in advance

**Group discounts available.**

**Program subject to change.**

**Application has been made for CEUs to  
George Washington University.**

### **SEPTEMBER 28**

#### **8:30 Knowledge Management: The Technology Dimension** **Geoff P. Malafsky, President, TECHi2**

Technology must be crafted into a well-designed environment that integrates and balances technology with people oriented issues and the processes that form the basis of the organization's operations.

This session will present the primary requirements for KM tools, explain the types of tools available commercially, describe how best to employ these tools, and demonstrate their effective use in situations common to your organization using the Boot Camp scenario.

*You will learn how to:*

- Use an Enterprise Architecture in the context of KM.
- Work with major tools like portals, search engines, data warehousing, data mining, collaboration;
- Leverage the pivotal role of information architecture including taxonomies, ontologies, and XML
- Transform data and information into knowledge, and telling the difference

**12:00** Lunch and Visit Exhibits

#### **2:00 Knowledge Management: Putting It All Together** **Ramon C. Barquin, Michael D. Kull and Geoffrey P. Malafsky**

For KM environments to thrive, they need strong leadership and an appropriate culture. This session focuses on the packaging of a KM environment in an organizational setting and the factors that need to be addressed, including the key issues to be faced in the future of KM. In addition, this session will feature an opportunity to hear from industry partners about their tools and services.

*You will learn how to:*

- Influence corporate culture to reward knowledge sharing
- Measure success in a KM environment
- The role of leadership in KM

**4:30** Adjourn

**TURN PAGE FOR SEPTEMBER 27 AGENDA** ➔