

Strategic Intranets Summit

19th August 2010, Duxton Hotel, Wellington

Linking Intranet Development Back to Organisational Strategy and Good Business Practice

Online Customer Experience Conference

20th August 2010, Duxton Hotel, Wellington

Aligning your Online Customer Experience and Web Metrics with Organisational Strategy



Strategic Intranets Summit

Featuring 2 international experts:

James Robertson on Intranets in 2015

Michael Sampson on Effective Use of Intranet Collaboration

Use this opportunity to discover how to:

- Develop a Business Case for Your Intranet
- How the AGILE Methodology Can Be Used to Effectively Roll Out Features
- Link Good Knowledge Management Practice to Better Business Process
- Effectively Use Intranet Collaboration

With presentation from organisations that will give you real practical tips on how to manage and develop your intranet:

**Intergen | AMI Insurance | Waveadep | NZ Army
Nelson City Council**

Online Customer Experience Conference

Covering topics that will teach you how to lead in your online channels:

- Aligning Online Communications with Overall Marketing Strategy
- Choosing the Right Web Metrics and Developing a User-Centric Website
- Ensuring smooth collaboration between the online and marketing teams
- Engaging the Interactive Crowd

Hear from organisations that reach a national audience:

Leftclick | Eventfinder | Mediaworks | Telecom | Museum of New Zealand | Positively Wellington Tourism | Westpac |

PLUS: Two separately bookable full day workshops on the 18th of August

Workshop A: Practical Techniques for Designing Intranets

Workshop B: Delivering a User-centric Online Experience

**Share a Ticket
& Save Up to \$595***

See backpage for details

Supporting Organisation



Strategic Intranets Summit

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Linking Intranet Development Back to Organisational Strategy and Good Business Practice

- Is your intranet user-centric?
- How do you ensure your intranet strategy and development is linked to employee and organisational performance?
- Can you say that your intranet and knowledge management is based on good business practice?
- Is your intranet able to enhance collaboration?

Organisations often struggle with these questions as they attempt to justify further intranet development and investment to senior management and at the same time get employee buy-in.

Now in its 10th year, our **Strategic Intranet Summit** will examine these questions and more in a one day intensive conference.

Don't miss this opportunity to learn more about the tools that will enable your intranet to truly enhance your organisation's performance.

Online Customer Experience Conference

20th August 2010, Duxton Hotel, Wellington

Aligning your Online Customer Experience and Web Metrics with Organisational Strategy

The buzz over social media tools and Web 2.0 is over. Its time to get serious on how your website and online channels can be used to win over your target audience. Our **Online Customer Experience Conference** features successful NZ case studies with a strong focus on business processes and having your online channels strategy grounded in reality.

With case study presentations that cover the themes of usability, web metrics, social media, and online engagement and drawing upon a variety of organisations across both public and private sectors, this conference will tell just what actually works and can truly drive audience engagement.

Share a Ticket & Save Up to \$595*

See backpage for details

Register online at www.brightstar.co.nz

For further information on either conference please contact Barnabas Soon on 09-912 7638 or email barnabas@brightstar.co.nz

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Sponsorship is now recognised as a highly effective marketing medium – make sure you gain competitive advantage in your markets by sponsoring this event. To discuss the range of opportunities available, contact Dominic Duncan on 09 912 7633, or e-mail dduncan@brightstar.co.nz, or Hailey Crow on 09 912 3615, or e-mail hcrow@brightstar.co.nz

Strategic Intranets Summit

19th August 2010, Duxton Hotel, Wellington

8.30	Registration & Coffee	12.55	Lunch Break
9.00	Opening Remarks from the Chair Dorje McKinnon , Online Services Manager, LINCOLN UNIVERSITY	1.45	Round Tables: Resolving Issues and Sharing Insights Back by popular demand, this roundtable session offers you the opportunity to network and connect with others facing similar issues. Bring along two pressing issues that you are facing for other attendees to help you solve. Round Table 1: Sharepoint and Technical issues Facilitated by Mark Orange , Director Strategy + Innovation, KNOWLEDGE CUE Round Table 2: Intranet Governance and Managing User Generated Content Round Table 3: Adapting Social Media Tools for the Intranet Facilitated by Mike Riversdale , Director, WAVEADEPT
9.05	Keynote Address: Intranets in 2015 How can we plan if we don't know where we're heading? This inspirational talk will explore what intranets could look like in 2015, walking through two day-in-the-life scenarios of how staff will work when technology achieves its full potential. Presented by one of the world's foremost experts on intranets, this talk will be sure to leave you buzzing with ideas. James Robertson , Director, STEPTWO DESIGN		
9.55	Developing a Business Case for Intranet Investment and Measuring ROI Using practical examples, we examine how organisations justify investments to implement an intranet or refresh an existing one. <ul style="list-style-type: none">Identifying the problem: Why do we need to invest? What improvements/benefits will be derived from the investment?What makes a strong and believable business case?How do you quantify and measure ROI? Steve Lapwood , Senior Management Consultant, INTERGEN	2.35	Information Management, Good Business Practice and the Public Records Act The Public Records Act provides firm guidelines as to what is required for government organisations. We examine how public sector organisations can better align themselves with the government's requirements and how these lessons can apply to private sector organisations <ul style="list-style-type: none">The concepts and ideals of the Public Records ActApplication these idea to both public and private sectorAligning your intranet to better business practice and information management Janita Stuart , Information Manager, NZ ARMY
10.35	Morning Break & Refreshments		
10.55	Case Study: Rolling Out New Features for the Intranet Using AGILE Methodology In this case study presentation we examine how our organisation used AGILE methodology to launch our newest features quickly, at a lower cost than usual and to better effect with our staff due to the shorter releases. <ul style="list-style-type: none">What is AGILE methodology?Why faster releases are more efficient and save costsIncorporating feedback into improvements Kaye Churches , Content Manager, AMI INSURANCE	3.15	Afternoon Break & Refreshments
11.35	Case Study: Building a Community of Practice to Achieve Specific Outcomes People doing similar work in different places can improve their performance by talking together. Used strategically, a Community of Practice can also achieve specific outcomes for an organisation. <ul style="list-style-type: none">Planning for participation and outcomesEngaging participants and building participationUsing technology to enable participationMeasuring participation and outcomes Dan Randow , Chief Wrangler, OnlineGroups.Net	3.30	Case Study: From Document Labyrinth to Information on Demand In 2008 Nelson City Council overhauled its aging various records and document environments to enable Council to better comply with the Public Records Act and to provide fast, easy access to corporate information. We examine how we did this and show how it boosted the performance of customer service teams. <ul style="list-style-type: none">Data, data everywhere; Looking at the problem and how we got itWhat approach to use?Rolling out Open Text Document managementGetting employee buy-inDoing it again – what we'd avoid, what we'd do again Martin Erasmuson , Data Management Coordinator - Information Management, NELSON CITY COUNCIL
12.15	Case Study: User-Generated Content, Managing Content Ownership and Comments User-generated content like blogs and wikis can help enhance an organisation's business process and raise employee engagement as the best writers of content are also the audience. Using case studies, we examine how to deploy open but effective intranet content ownership policies and how it contributes to better business processes. <ul style="list-style-type: none">Who should have control? Identifying the information champions in your staffDeveloping your intranet guidelinesTraining and supporting intranet championsKeeping a handle on problem-makers Mike Riversdale , Director, WAVEADEPT	4.10	Workshop: Embracing the Culture of Collaboration and Encouraging the Use of Intranet Collaboration Workspace The intranet is increasingly being used as an online collaborative workspace. In this workshop with case studies, we examine how you can develop your organisation to embrace the idea of collaboration, and effectively manage and encourage the use of the intranet as a collaborative workspace. <ul style="list-style-type: none">A culture of collaboration – Why the people stuff comes firstKey features of an online collaborative workspace – What is the business process?Promoting and facilitating better collaboration – Encouraging user adoption Michael Sampson , Director, MICHAEL SAMPSON LTD
		5.20	Closing Remarks from Chair
		5.25	Networking Drinks

Online Customer Experience Conference

20th August 2010, Duxton Hotel, Wellington

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See backpage for details

8:30	Registration & Coffee	
9:00	Opening Remarks from the Chair Dorje McKinnon , Online Services Manager, LINCOLN UNIVERSITY	
9:05	How to Create Online Experiences That People Love: Three Keys to World-Class Customer Experience In this opening presentation, Trent will distil learning from research and design projects with 150 clients across 17 industries and present the most important online trends that are emerging here and overseas. This information will help you make better design decisions, create online experiences that people love, and allow you to speak with more authority. <ul style="list-style-type: none">What trends you need to be aware of with regards to data, devices and social interactionsWhat people expect from websites and online channels, based on over 4,500 usability testsLocal and overseas examples of customer experience excellence across a number of industriesThe latest research in the fields of consumer interaction design and user experience Trent Mankelow , CEO, OPTIMAL USABILITY	2.00
9:50	Case Study: Using Web Metrics to Drive Change and Improve Organisational Performance This presentation will use a case study example to show how web metrics can be linked back to overall organisational performance and to drive operational improvements. <ul style="list-style-type: none">Web metrics that need to be measuredPrioritisation and planning for changeMeasurement and optimisationIssues that can arise when rolling out new featuresUsing data to direct business and online strategy Alan Cox , Managing Director, LEFTCLICK LTD	
10:40	Morning Break & Refreshments	
11:00	Case Study: Increasing Brand and Customer Loyalty Through a User Centric Website In this case study, we share how we redeveloped our website to become more user-centric and give users exactly what they needed to boost customer satisfaction. <ul style="list-style-type: none">Understanding your business and what users wantWorking from there and implementing website designSetting out KPIs and metricsBalancing simplicity and usability Michael Turner , CEO, EVENTFINDER LTD	3.30
11:45	Case Study: Aligning Online Marketing and Online Communications Strategy with Organisational Strategy Your website and online channels are key areas which therefore must send the right image. We examine models of good online communications strategy and how to better align it with your overall organisational strategy. <ul style="list-style-type: none">Choosing and matching the right online communications channels to your organisation and its valuesGetting senior management buy-inAligning your plans with the overall organisational strategy Siobhan McKenna , General Manager, MediaWorks Interactive, MEDIAWORKS	3.45
12:30	Lunch Break	
1:15	Panel Discussion: Being realistic about Digital Innovation and the Future of Web Communications Our panel will provide different perspectives on effective forms of online communications with the focus on looking towards the future but keeping things real and local. <ul style="list-style-type: none">Where is NZ now in terms of digital innovation?	5.10
		5.15
	<ul style="list-style-type: none">How has digital media affected the way New Zealand organisations work?How should online managers, communications and marketing position themselves in this new landscape? Matthew Wright , Manager, Online Innovation, e-business, WESTPAC Hayden Sanders , Managing Director, LEFTFIELD INTERACTIVE Alana Ainsworth , Digital Marketing Manager, POSITIVELY WELLINGTON TOURISM Lucy Hoffman , Manager, Software Development, MUSEUM OF NEW ZEALAND TE PAPA TONGAREWA	
	Ensuring a Solid Strategy and Smooth Relations between the Online Team and the Marketing Team In these back-to-back case studies we look at how to forge strong relationships with Marketing stakeholders and launch successful online marketing campaigns, with practical examples and useful tips will be given Case Study 1: Telecom <ul style="list-style-type: none">Selling yourself - getting marketers to understand what you doGetting involved - engagement and strategic alignmentGetting the right mandate - avoiding design by committeeAdding value - insights and measurement that help you prove your worth Jennie Leng , Digital Experience Design Manager, TELECOM Case Study 2: Te Papa <ul style="list-style-type: none">Thinking like and understanding what marketing wantWhat online metrics can you the online manager bring to the marketing table?Measuring success and evaluating your results for future campaigns Anna Wilson , Manager Marketing & Communications, Lucy Hoffman , Manager, Software Development, MUSEUM OF NEW ZEALAND TE PAPA TONGAREWA	
	Afternoon Break & Refreshments	
	Case study: Engaging the Online Interactive Crowd Positively Wellington Tourism has been actively engaged in using online channels such as blogs, Facebook, Twitter and Trip Advisor. Here we cover our experiences and what we've learnt. <ul style="list-style-type: none">Why it has to be all or nothing - Developing a strategy and making sure you're in it for the long runGetting user engagementMeasurement metrics and how they relate back to strategy Sarah Meikle , General Manager Marketing, POSITIVELY WELLINGTON TOURISM	
	Workshop: Developing Your Online Channel Strategy Using real case study examples, participants will be provided key tools on how to create and execute a viable long term online channel strategy that is tightly integrated with both marketing and overall strategy. <ul style="list-style-type: none">Harnessing online channel possibilities and emerging channels to your advantageSetting out an integrated strategy and understanding your audienceSetting out your business case and delivering what you need Hayden Sanders , Managing Director, LEFTFIELD INTERACTIVE	
	Closing Remarks from Chair	
	Networking Drinks	

SEPARATELY BOOKABLE FULL DAY WORKSHOPS:

18 August 2010, Duxton Hotel, Wellington
9.00-5.00pm

Workshop A: Practical Techniques for Designing Intranets

The biggest staff complaint about intranets? They can't find what they are looking for. With many organisations planning an intranet redesign in the next 6-12 months, it is crucial that the relaunched site actually works well for staff.

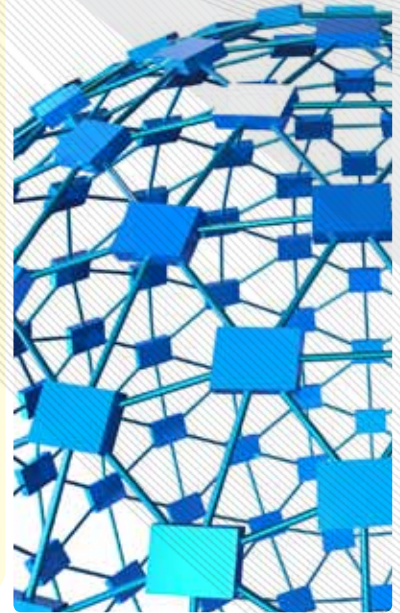
This full-day workshop provides a practical methodology for designing and redesigning intranets. Taking a user-centred approach, the workshop provides hands-on experience with a range of techniques, along with plenty of screenshots and discussions.

Topics covered on the day:

- What is your intranet brand and what does it convey to your staff
- Best practice user-centred design methodology
- Creating a robust intranet using card sorting and tree testing
- Usability testing and using staff feedback to enhance intranet development
- Designing page layouts
- Designing the homepage

James Robertson, Director, **STEPTWO DESIGN**

James is recognised as one of the world-wide thought leaders on the topics of web content management and intranet strategy. He has worked with many organisations in both the public and private sectors, including Fortune 500 companies and Federal Government agencies.



Workshop B: Delivering a User-centric Online Experience

Your website like any other public channel is key to your brand. A good website will engage users and increase the chances of meeting your website KPIs be it making sales or providing information to the public.

In this workshop, attendees will be taken step by step through best practice customer service, how it relates to online communications and how to deliver a truly solid website and online strategy.

- Understanding the customer experience and examining the entire customer process
- Introduction to the marketing and IT teams – What they do and how they view the process
- Mapping out your online strategy and taking into account marketing and IT
- Web metrics – Finding out what you should be measuring, why and aligning your metrics with your organisational goals
- Understanding the marketing launch cycle
- Dealing with potential issues and managing roadblocks
- Building upon past success and failures

Alan Cox, Managing Director, **LEFTCLICK LTD**

Alan is a founder of LeftClick Ltd, he has been practising customer-centric design for well over a decade. His no-nonsense approach to website optimization has resulted in staggering increases in conversion rates and award wins with some of the big names in internet retailing both here in New Zealand and overseas.



FIVE EASY WAYS TO REGISTER:**Online:** Visit our Website www.brightstar.co.nz**By E-Mail:** Send to register@brightstar.co.nz including all the information indicated on the registration form**By Fax:** Fax completed registration form to (09) 912 3617**By Phone:** (09) 912 3616**By Post:** Return completed registration form together with payment toFreepost 83430
P O Box 31 506
Auckland 0741**Conference Code:** BD023/BD026 **Brochure Code:** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**FIRST DELEGATE**

Mr/Mrs/Ms/Dr First Name _____ Surname _____

Position _____

Email _____ Please register me for: Strategic Intranets Workshop A
 Online Customer Experience Workshop B**SECOND DELEGATE**

Mr/Mrs/Ms/Dr First Name _____ Surname _____

Position _____

Email _____ Please register me for: Strategic Intranets Workshop A
 Online Customer Experience Workshop B**THIRD DELEGATE**

Mr/Mrs/Ms/Dr First Name _____ Surname _____

Position _____

Email _____ Please register me for: Strategic Intranets Workshop A
 Online Customer Experience Workshop B**COMPANY DETAILS**

Company Name _____

Postal Address _____

Telephone _____ Fax _____

Name of Approving Manager _____

Position _____

Booking Contact _____

Position _____

No. of employees on site 0-10 11-50 51-100 101-250 251-500 500+

Nature of Business _____

SHARE A TICKET & SAVE UP TO \$595 ON THE INDIVIDUAL PRICES

Simply register to attend any two days and share the ticket between two people (First person attends one of the days, second person attends the other). Delegates must be from the same organisation and must register at the same time.

Early-Bird Special Register and pay by 5pm
8 July 2010

One Conference	\$1,295 + GST (save \$200)
Both Conferences	\$1,995 + GST (save \$300)
One Conference + 1 Wkshp	\$1,995 + GST (save \$200)
Both Conferences + 1 Wkshp	\$2,895 + GST (save \$200)
One Workshop only	\$1,195 + GST

Standard Price Register and pay after 5pm
8 July 2010

One Conference	\$1,495 + GST
Both Conferences	\$2,295 + GST
One Conference + 1 Workshop	\$2,295 + GST
Both Conferences + 1 Workshop	\$3,095 + GST
Workshop only	\$1,295 + GST

Course Proceedings

I can't attend but I don't want to miss out on this crucial information. I wish to purchase the course proceedings for \$395+GST per event. Delegates will receive course documentation electronically.

- Strategic Intranet
 Online Customer Experience

WHEN & WHERE

Strategic Intranets - 19 August 2010

Online Customer Experience - 20 August 2010

Workshops - 21 August 2010

Duxton Hotel, Wellington

HOW TO PAY**Payment must be received before the conference to guarantee your place.** Individual registrations are unable to be shared. **Direct Credit payment to our bank account**

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Bank: The National Bank, North Shore Corporate**Account Name:** Conferenz Ltd**Account Number:** 06-0273-0228588-25 **Post a crossed cheque payable to Conferenz Ltd****Please invoice my organisation the sum of** \$ _____

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You have several options:

- Send a substitute delegate in your place
- Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date, however, upon request you receive the electronic course documentation.

BrightStar reserves the right to make any necessary amendments to the agenda in the best interests of the conference. Delegates are responsible for their own travel/accommodation and no compensation will be made should the conference be rescheduled or cancelled.

Team Discount

3rd delegate receives a 10% discount. 4th delegate & subsequent delegates receive a 15% discount. Team discounts can be applied to Early-Bird specials and standard prices only.

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