

Beyond KM: Delivering value

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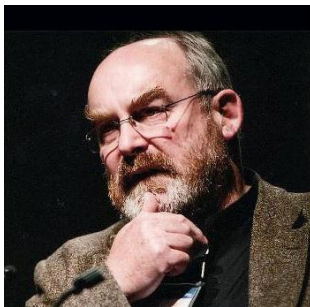
KMIRC 知識管理及創新研究中心
Knowledge Management and Innovation Research Centre

Conference highlights: Pre-conference workshop, Knowledge Café, Keynote speeches.

KM conferences have focused on the mechanics of KM for long enough. There's not much new to hear about. Let's listen instead about how KM practices are being employed in value creating projects, resulting in better decisions, increased productivity and deeper customer insight. The main themes of this year's conference are **complexity**, **collaboration**, **customer innovation** and **convergence**.

Pre-conference workshop on "**Digital Storytelling on the Web**" to be presented by Alan Levine (details can be found at <http://www.hkkms.hk>)

On Complexity



Dave Snowden
Founder & Chief Science Officer
Cognitive Edge

On Collaboration



Larry Campbell
Group Chief Knowledge Officer
HSBC

On Customer Innovation



Darrell Mann
CEO & Technical Director
Systematic Innovation

On Convergence



Dion Wiggins
Chief Executive Officer
Asia Online

Conference
moderator and
chairman



John Bordeaux
Associate Partner, Strategy
& Innovation at IBM

When:

21 March, 2013. Registration: 12.30 pm,
Conference ends 5.00 pm, lunch included.

Where:

Conference Room, 22/F United Centre,
95 Queensway, Admiralty, Hong Kong

Costs

Conference only: **HK\$1,800**
(HK\$1,500 for HKKMS/KMIRC members)

Pre-conference workshop only: **HK\$700**
(HK\$630 for HKKMS/KMIRC members)

Special package discount, including pre-conference workshop
HK\$2,350 (\$2,000 for HKKMS/KMIRC members)

To book your place register at:

<http://www.hkkms.hk/index.php/2013-conference/>

(register early, places are limited)

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HKKMS 2013 Conference - detailed agenda

12.30 pm Registration Opens

12.45 pm **Welcome from the Organisers**

Les Hales – President of HKKMS & Prof. W B Lee – Director of KMIRC of The Hong Kong Polytechnic University

12.50 pm **Opening remarks**

Forum Chairperson and Moderator: John Bordeaux , Associate Partner Strategy and Innovation , IBM

1.00 pm **Lunch served at our Knowledge Café**

A Knowledge Café brings together a group of people together to have a face-to-face conversation and share experience. A Knowledge Café is not about group decision making or reaching a consensus or a documented proposal. A Knowledge Café is about learning from each other, gleaning insights; the surfacing of assumptions, issues, problems and opportunities; seeing things that have not been seen before or seen only dimly.

Knowledge Café table leaders	
MAKE 2012 award winners including EY and HKPC Topic: KM award winning practices	John Bordeaux Topic: KM in the public sector
Prof. Eric Tsui Topic: Massive Online Open Courses (MOOC) and Corporate Universities	David O'Dwyer Topic: The highs and lows of E-learning

2.00 pm – 3.15pm

KEYNOTE PRESENTATIONS I & II

I. Whispered Voices - Understanding Customers Better Than They Understand Themselves

Speaker : *Darrell Mann, Systematic Innovation, UK*

II. Language Convergence - The Power of People and Technology

Speaker : *Dion Wiggins, Asia Online, Thailand*

Synopsis of the keynote talks can be found on the next page

3.15pm – 3.45 pm

****COFFEE AND NETWORKING BREAK****

3.45 pm – 5.00 pm

KEYNOTE PRESENTATIONS III & IV

III. Case Study - KM in Financial Services

Speaker : *Larry Campbell, HSBC, Hong Kong*

IV. Finding Opportunity in Times of Uncertainty

Speaker : *Dave Snowden, Cognitive Edge, UK*

Synopsis of the keynote talks can be found on the next page

5.00pm – 5.15 pm

CLOSING REMARKS

John Bordeaux, Associate Partner Strategy and Innovation , IBM

Remarks: Organizer reserves the right to amend the program without prior notice.

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HKKMS Conference 2013 - Synopses of keynote presentations

Whispered Voices - Understanding Customers Better Than They Understand Themselves

Speaker : *Darrell Mann, Systematic Innovation, UK*

Capturing the Voice of the Customer is a vital part of any organisation. Unfortunately, what every organisation knows is that the customer is very often completely unable to tell us what they want next. So, they don't know what to ask for beforehand, but as soon as they see it (or pretty soon after), they know that they want it. Darrell provides insight into what organisations do in this situation?

Language Convergence - the power of people and technology

Speaker : *Dion Wiggins, Asia Online, Thailand*

As the world becomes increasingly connected and multi-polar, enormous value can be created by having an effective and rapid means of translating between languages. As a pioneer in the field of machine translation, Dion will provide us with an overview of the progress of all those working to tackle this problem. As all his developments have been done using Cloud Computing, he will also touch on some of his experiences in harnessing the enormous power of the Internet.

Case Study - KM in Financial Services

Speaker : *Larry Campbell, HSBC Hong Kong*

Until recently, HSBC presented itself as the world's local bank, with businesses in each country and community having grown over long periods as a key component of that geography's local business infrastructure. But as recent events have shown, there is a clear need to balance local decision making with global governance.

Larry will describe how, as Group Chief Knowledge Officer, he has started the journey of standardizing key group wide information, consolidating channels of distributing information, and creating a more collaborative culture across the group.

Finding Opportunity in Times of Uncertainty

Speaker : *Dave Snowden, Cognitive Edge, UK*

For the past two decades, developments such as TQM, BPR and others have driven business thinking and MBA teaching. Most organisations have achieved high degrees of efficiency, quality and process alignment. The recent global financial crisis is an indication that these approaches are limited in how they are best applied and new thinking is required to deal with the next level of business challenges in dealing with customers.

Dave will outline what new approaches to complex, human problems that address issues that current business practices leave unresolved.

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Workshop on "Digital Storytelling on the Web"

20 March 2013, 2:30pm – 5:30pm

The Hong Kong Polytechnic University

Registration fee: HKD700 (regular); HKD630 (KMIRC and HKKMS members)

ABSTRACT

Often recognized as one of the oldest traditions of communications, one that humans are "wired" for, storytelling is usually associated with entertainment. The arc shaped trajectory of films, television, books, and legendary tales has been charted as the Freytag Pyramid, the Hero's Journey, and is the playbook of the Hollywood Three Act screenplay. However, the way academic and scientific ideas are typically communicated follows a much flatter path aimed at the delivery of key information, but often fails to motivate the listener/reader to be invested in the journey. Incorporation of storytelling techniques on our communication can deliver an effective approach - what writer Randy Olson describes as "Arouse" and "Fulfill." Our work as professionals includes not only achievements in our fields, but a responsibility to communicate its importance to the public.

In this session we will explore the dimensions of modern storytelling, what happens with this tradition when it meets the capabilities of the open internet. You will learn of web-based tools for creation of multimedia stories, experience ones for practicing improvisational skills, create stories via imagery, and explore the activities used in teaching ds106, an open online course in digital storytelling. You will leave with access to free tools and activities suitable for student media projects and ways for infusing more storytelling into your own communications.

SPEAKER'S PROFILE

Alan Levine is recognized for his expertise in the application of new technologies to education. A pioneer on the web in the 1990s and an early proponent of blogs and RSS, he shares his ideas and discoveries at CogDogBlog. Among his recent interests are new forms of web storytelling (including 50+ Web 2.0 Ways To Tell a Story, pechaflickr, and the StoryBox), as well as leading and teaching the open digital storytelling class, ds106.



Web sites

<http://cogdogblog.com>

<http://cogdog.info>

Most recently he was instructional technology specialist at the

University of Mary Washington, following leadership positions at the New Media Consortium and the Maricopa Community Colleges. Currently he is exploring new options under the banner of his own creation CogDog.it

When possible, he enjoys the peace of a little cabin in Strawberry, Arizona. His interests include digital photography, bending WordPress to his whims, and randomly dipping into the infinite river of the internet.