

## Why This Conference?

Attendees benefit from an unbiased, deep, and up-to-date understanding of content management technologies, vendors, trends, and best practices. We have been analyzing content technologies since before we started publishing the Gilbane Report 15 years ago, when we began advising all members of the content technology community on what content technology was, how it could be used for enterprise business applications and how content and computing would evolve.

Because we are strictly neutral with regard to vendors, analysts, enterprises and consultants, we have been able to maintain a constant dialog with each group. Our conferences are designed to foster interaction between all stakeholders in the content technology community, with the ultimate goal of increasing the successful implementation and deployment of content technology.

### Who should attend:

- IT Strategists, Managers, Staff
- Digital Strategists
- Content Management Project Managers
- Intranet, Internet, Extranet, Portal Managers
- Information Architects/Knowledge Managers
- Content Management System Designers
- Project Managers
- Product Data Managers
- Webmasters, Developers and Administrators
- Interactive Marketing and Sales
- Brand Managers
- Business, Market and Technology Analysts
- Enterprise Architects
- Consultants and Integrators
- Training
- Technical Documentation Managers

## New Lower Registration Pricing For 2010!

With Discount Code GILBANE - Conference options start as low as \$595. Find details at <http://gilbanesf.com>

## NEW! Analyst Insight Program with Conference Plus and Conference/Workshop Options

This program will connect you with leading analysts in fields related to your content management projects. You receive a free 50-minute Analyst Insight consultation with an expert!

Analyst Insight topic areas include:

- Web content management and customer experience
- XML and structured content applications
- Collaboration and social media for the enterprise
- Multilingual content strategies
- Enterprise search
- Business and technology for information services providers

Request to be part of this program TODAY! Visit <http://gilbanesf.com>

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## 2010 Gilbane Conference San Francisco Schedule-at-a-Glance

For more detailed information on conference sessions, pre-conference workshops and speakers, please visit <http://gilbanesf.com>

### Wednesday May 19, 2010\*

8:30	Opening Keynote Panel - Open To All!				
10:00	Break & Technology Demonstrations				
11:00	Track Keynote Debate	Open Source Collaboration Tools: Benefits & Challenges	SharePoint 2010: WCM & ECM	Eliminating the Multilingual Multiplier: Eliminating the Cost of Producing Formatted Content in Multiple Languages	Product Lab A
12:00	Lunch & Technology Demonstrations				
1:30-2:30	Findability – Crafting Your Site to Drive Traffic & Improve Conversions	Integrating Collaboration Software & Content Management Systems to Enhance the Content Lifecycle	Evaluating the SharePoint Ecosystem	What Ebook Readers, Pads & Tablets Mean for Enterprise Publishing	Product Lab B Atex
2:40	Connecting Users & Content – Panel	Cloud-Based B2B Collaboration Hubs: Cross-Firewall Groupware	Content Metrics: Tools for Measuring ROI in Global Content Infrastructures	A Blueprint for Book Publishing Transformation - Content Management & Metadata Across Publishing Systems	Product Lab C Ephox
4:00	Industry Analyst Debate - Open To All!				
5:00-6:00	Reception & Technology Demonstrations				

### Thursday May 20, 2010\*

8:00	Reaching More Customers - Case Studies in Multilingual, Multisite WCM	Social Analytics: The Key to ROI in Enterprise Social Software?	SharePoint Search – Evaluating Options & Alternatives	Building & Managing Content in the Cloud	Product Lab D
9:40	Audience Engagement Frameworks - Case Studies	Real-time Search – Mining the Conversation for Immediate Results	The Future of Open Source Content Management	Understanding Information Strategies - Building the I in Your IT Team	Product Lab E Sitecore
10:40	Break & Technology Demonstrations				
11:40	Gathering Customer Intelligence – Are Listening to Your Customers?	Integrating External & Internal Social Efforts to Maximize Business Performance	Open Source Tools That are Changing the Content Technologies Landscape	DITA As High Tech Strategy: Plans & Vision	Product Lab F
12:40	Lunch & Technology Demonstrations				
2:00-3:00	How to Mold the Customer Experience	Breaking out of the Silo: Improving Global Content Value Chains by Collaborating Across Departments	Semantic Technologies – Foundation for Smarter Online Business	Migrating Data: Building Robust Content Assets	Product Lab H Translations.com
3:10	Smarter e-Commerce – Raising the Bar for the User Experience	WCM as the Digital Marketing Hub		The Leading Edge of Content Technologies	Product Lab I
4:30	Adjourn conference				