



Making Web 2.0 and Enterprise 2.0 Agile, Controlled, Integrated & Responsible

Date

September 14-15, 2009

Time

8:30 a.m. - 4:30 p.m. (the Library of Congress is not open to the public until 8:30 a.m. - registration starts at 8:30 a.m.)

Place

Library of Congress
Madison Building, 6th Floor
Dining Room A
101 Independence Ave, S.E.
Washington, DC 20540

Metro/Directions

Capitol South
(Orange/Blue Lines)

Sponsor

FLICC Education Working Group

Information

Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations
seven business days in advance
at ADA@loc.gov.

Registration

Cost is \$335 for FT
accounts/\$360 for all others.
Register online at
[http://www.loc.gov/flicc/
feveform.html](http://www.loc.gov/flicc/feveform.html).

Cancellations

Cancellations must be called
into the FLICC office at (202)
707-4813 48 hours prior to
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program or the full fee will be
charged.

The federal government has embraced Web 2.0 and Enterprise 2.0 as demonstrated by Vivek Kundra, the federal chief information officer when he called on agencies to "tap the dynamic functionality of Web 2.0 technology if it is to capture the potential savings from a growing list of low-cost software applications and processing capabilities." But, like their private sector colleagues, levels of success, risk and exposure vary.

While Web and Enterprise 2.0 redefine how we collaborate, communicate and publish, the end result is nonetheless the production and publishing of content. While information media have changed, sound library practices and procedures still prevail. Web 2.0 and Enterprise 2.0 content still needs to be managed, governed and tracked to maximize value received and minimize risk.

This two-day seminar covers topic from A to Z -- the technologies and the basic business concepts such as wikis, blogs, RSS feeds and mashups, the drivers they support and best practices in managing them. It will also examine the role of culture and process alignment within an Enterprise and Web 2.0 environment and define and explore legacy technology and practices such as web content management, document management, records management, workflow and search.

About the Instructor

Carl Frappaolo is a co-founder and principal with Information Architected with more than 25 years experience working with a broad array of business solutions including knowledge and content management, information architecture, taxonomies, portals, search engines, Enterprise 2.0, collaboration, innovation management, document management, workflow, business process management (BPM), records management and imaging strategies.

Frappaolo is well versed in both the business and technical aspects of implementing e-applications and has consulted with a variety of organizations spanning multiple industries including: GSA, the World Bank, the Federal Reserve, IBM, AT&T, Xerox, Pfizer, RR Donnelly, The First Church of Christ Scientist, American Family Insurance Group, Merck, Lockheed Marietta, Las Vegas Valley Water Authority, Johnson and Johnson, Glaxo SmithKline, Northwestern Mutual, American Express, Apple Computer, The City of San Diego, Bausch and Lomb and Air France.





Seminar Overview & Agenda

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During the seminar you will learn about wikis, blogs, micro-blogging, social networking, RSS feeds, podcasting, social tagging, folksonomies, user ratings and mashups – both from a technology perspective and a usage/consumption perspective. The role and importance of legacy technology and practices such as web content management, document management, records management, workflow and search will also be explored. We will also examine the evolving role of culture and process alignment and worker models within an Enterprise and Web 2.0 environment.

Session Topics

- Definitions and Differentiations for Web 2.0 and Enterprise 2.0
- Web and Enterprise 2.0 with BI, Records Management, Document Management and Knowledge Management
- Enterprise and Web 2.0 Frameworks and Concepts
- Techniques to Understanding and Leverage Business Drivers
- Evolution of Worker Models and Roles
 - o The Participatory Web
- Underlying Frameworks
 - o SLATES
 - o FLATNESSES
- Content Management about Web 2.0 and Enterprise 2.0 Content
- Organizational Readiness
 - o Where to Start
 - o So Someone Has already Started – Now What?
- Definition and Evolution of Technology
 - o Generation 1.0 and 1.5 Technologies
 - o Generation 2.0 Technologies
 - Wikis
 - Blogs
 - RSS Feeds
 - Podcasting
 - Micro-blogging
 - Social Tagging and Folksonomies
 - Social Networking
 - Mashups
 - o Relevancy of 1.0 and 1.5 Technologies
- Enterprise 2.0 Extensions
 - o Strategies and Best Practices
 - o Open and Organic Does Not Mean Free and Chaotic
 - o Governance





Seminar Overview & Agenda (cont.) & More Information

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- The Role of Librarians and Records Managers
- Policies and Procedures
- Monitoring and Authentication

- o Integration Workflow and e-Publishing
- o Security
- Roles and Responsibilities
 - o Users/Consumers
 - o Authors
 - o Commenters/Contributors
 - o Managers
 - o Publishers
 - o Technicians
 - o Librarians
 - o Records Managers
 - o Designers
- A Strategy to Increase Effectiveness and Minimize Risk

More about the Instructor

Prior to forming Information Architected, Frappaolo was Vice President and founder of the Market Intelligence unit of AIIM International and the founder of Delphi Group, where he led the firm's consulting and market research practice until its acquisition by Perot Systems. Frappaolo is a Master of Information Technology and Information Systems Laureate. In 2000, he was bestowed the Distinguished Service Award by AIIM and in 2009 he was inducted into the ECM Company of Fellows in recognition of his outstanding contributions to the ECM industry.

Frappaolo has authored over 400 studies and papers and has been cited and published in leading industry periodicals including, Forbes, The Wall Street Journal, BYTE, ComputerWorld, InformationWeek, KM World, CIO, Network World and Digital News & Review. He is also the author Electronic Document Management Systems: A Portable Consultant, an analysis of electronic documents as the cornerstone of today's knowledge-based paradigm of computing; Smart Things to Know About Knowledge Management, the leading primer on this business paradigm; ExecExpress Knowledge Management, a critical business executive's view on knowledge management, and Knowledge Management, a primer on the business and technical aspects of knowledge management. He wrote the industry's first extensive study on Enterprise 2.0, published by AIIM in 2008.

