**Two-day conference and workshop
26-27 September 2007, London**

Inside Knowledge magazine presents the 7th annual

Knowledge management
for the public sector

ASSESSING THE BALANCE OF NEEDS BETWEEN KNOWLEDGE MANAGEMENT, INFORMATION MANAGEMENT AND RECORDS MANAGEMENT

Featuring case studies from:

Foreign and Commonwealth Office

Manchester University

The Environment Agency

Birmingham City Council

Health and Safety Executive

IDeA

Scottish Enterprise

Merseyside Fire & Rescue Service

Shell International B.V.

A two-day conference designed to help you:

- Define and implement a knowledge management strategy
- Look at knowledge and information management from the user's perspective
- Obtain buy-in from senior management
- Build your knowledge management strategy onto a legacy system

Pre-conference workshop
25 September 2007
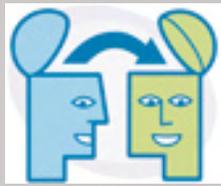**Working effectively through times of change**
Facilitated by Tony Quinlan, **Narrate Consulting**

Researched by:

InsideKnowledge

Supported by:

SPiN
SOCIETY OF PUBLIC INFORMATION NETWORKS

ALGIS in LARiA

WHY THIS EVENT?

Knowledge management brings together practitioners and academics in an effort to develop our understanding of one of the most important issues facing private and public sectors alike: the creation, storage, transfer and use of organisational knowledge. The reality in the public sector is that, due to lack of time and resources, effective knowledge management strategies remain elusive and inconsistent. After all, many public sector organisations are still struggling to implement EDRM, records and information management systems.

Following the success of last year's event, this year's forum will address some of the fundamental problems facing public sector organisations today and will examine how effective EDRM, records and information management systems can be used to build the stable foundation for a future knowledge management strategy.

This two-day conference will enable you to assess your organisation's needs. Whether you are still implementing an EDRM, records and information management system or already have a knowledge management strategy in place and are looking for ways of improving or reinvigorating it, this business forum will provide you with the necessary tools to move the plan forward with confidence.

The forum includes many case studies presented by practitioners and will give you practical advice on how to align information and knowledge management with your business objectives and to focus on the user's perspective.

Our research has shown that there is a huge demand for further information on bringing about the cultural change needed before a knowledge management strategy can be implemented and, as a result, we are preceding the event with a one day workshop on working effectively through times of change.

ABOUT THE WORKSHOP

Managing change is a challenging process, particularly in the public sector where the need to balance political leadership with longer-term vision and priorities makes for an uncertain environment – and creates a tendency for people to cling to old habits rather than risk embracing strategies that may be quickly disowned.

This dynamic, practical one-day workshop will explore ways of helping employees engage with change, find their own effective approaches and identify the blockages that impede successful change. Using narrative frameworks and techniques, alongside cognitive science and complexity principles, this workshop will change the way you communicate, the way you listen and the beliefs you hold about people in your organisation.

Delegates will leave the event having learned:
- New methods of engaging departments and strategic partners in change
- How to inspire change and promote innovation
- Practical tips and actions they can adopt to drive change within their organisation

Tony Quinlan is a business alchemist, combining ideas from varied disciplines into a uniquely effective fusion of techniques and tools for change. He has spent 18 years shaping communications and change programmes for blue chip companies, international aid organisations and the public sector. Founding **NARRATE CONSULTING** in 2000, he's developed powerful frameworks that generate more shared understanding and greater engagement than traditional communication methods.

NEW REPORT

STRATEGIC FUTURES PLANNING: A GUIDE FOR PUBLIC SECTOR ORGANISATIONS

Ark Group's Strategic Futures Planning report aims to provide managers, planners and strategists in public sector organisations with more information about futures planning efforts, why they are useful, and what needs to be considered in putting together a futures initiative.

Including practical examples from a range of efforts, this new in-depth report covers:

- The origins of strategic futures work.
- Why it is important,
- How to do it,
- The useful methods that could be considered.

Strategic Futures Planning incorporates research on the different strategic futures tools and methodologies and a range of ways in which futures tools might be selected are provided. Call us on 020 8785 5900 for more details.

Day One: Wednesday, 26 September 2007

09.00 Registration and refreshments

09.30 Chairman's opening remarks
Bob Wood, Professor of Information Systems and Head of the School of Informatics, **MANCHESTER UNIVERSITY**

THE VISION: A KNOWLEDGE-BASED COMMUNITY

09.45 Lessons from the private sector: positioning knowledge management as a key enabler in achieving business objectives
- Enabling an ask-learn-share culture
- Implementing related tools and processes on a global scale
- Safeguarding your intellectual assets through effective knowledge retention planning
- Developing a four year knowledge management strategy aligned with business objectives

Donna Hendrix, Knowledge Management Senior Analyst, **SHELL INTERNATIONAL B.V.**

THE BASICS: THE RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT, EDRM, INFORMATION MANAGEMENT AND RECORDS MANAGEMENT

10.30 Defining and implementing the knowledge and information management strategy to improve services for customers

CASE STUDY

- Explaining the concept
- Getting others to see the benefits
- Finding out what you know
- Starting to harness and exploit it
- Taking it forward

Isabel Merrifield, Head of Knowledge Management, Children & Young People's Service, **LEICESTERSHIRE COUNTY COUNCIL**

11.15 Morning coffee break

11.45 Professional skills and standards for public sector knowledge professionals
- Introducing the knowledge, information and records management PSG framework
- How is it useful?
- Why is it important?
- Future development

David Smith, Chief Knowledge Officer, **DEPARTMENT FOR COMMUNITIES AND LOCAL GOVERNMENT**

ALIGNING KNOWLEDGE AND INFORMATION STRATEGY WITH BUSINESS OBJECTIVES

12.30 Looking at knowledge management and information management from the user's perspective
- Where does the knowledge management project sit best within a government organisation?
- Identifying a business unit's critical information and knowledge needs
- Listening to people to obtain an understanding of what they need to know and what information they need to share to do their jobs
- Designing information flow to meet user needs
- Making information available at the exact point where it is needed

Stefan Carlyle, Head of Information Management, **THE ENVIRONMENT AGENCY**

13.15 Networking lunch

14.15 Obtaining buy-in from senior management
- Making the business case for knowledge management
- ROI – how do you measure return on investment?
- Exploring low-cost initiatives
- Piggybacking knowledge management on to another project (if all else fails!)

Gerry McMullan, Business Policy Manager (ICF) Policy and Delivery Directorate, **BIRMINGHAM CITY COUNCIL**

USING TECHNOLOGY TO ENABLE KNOWLEDGE SHARING

15.00 How to build your knowledge management strategy on to a legacy system
- Exploiting low-cost initiatives
- Finding resources for the knowledge management initiative
- Working on a low budget in the public sector

Dr Marilyn Leask, Head of Knowledge and Learning, **IDeA**

15.45 Afternoon coffee break

16.15 Sharing knowledge in virtual teams
- Identifying and bringing virtual teams together
- The role of blogs and wikis in communicating knowledge
- Exploiting the opportunities created by social media in your organisation
- Teaching core skills in knowledge search and retrieval
- Understanding the potential security risks posed by human vulnerability

John Curtis, Knowledge & Information Manager, **MERSEYSIDE FIRE & RESCUE SERVICE**

17.00 Chairman's closing remarks

17.15 Close of day one

the public sector

RECORDS MANAGEMENT

Day Two: Thursday, 27 September 2007

09.00 Registration and refreshments

09.30 Chairman's opening remarks
Bob Wood, Professor of Information Systems and Head of the School of Informatics, **MANCHESTER UNIVERSITY**

TOWARDS A KNOWLEDGE-BASED ORGANISATION: MAKING CHANGE HAPPEN

09.45 **Managing the culture change needed for knowledge management implementation**

CASE STUDY

- Things have definitely got to change! Getting the message across
- Investing resources into communicating the vision of the new culture
- Overcoming common reactions to culture change
- Identifying possible risks
- Managing people – the greatest challenge in the people, process and technology matrix
- Engaging people and supporting them in the change process

Carryl Allardice, Head of Information Strategy, **FOREIGN AND COMMONWEALTH OFFICE**

10.30 **Examining some of the uses of storytelling and narrative techniques**
- Using storytelling to engage people
- Techniques for successful knowledge sharing
- Looking at the results of recently completed research
- Examples of the successful use of storytelling and narrative techniques in knowledge management

Bob Wood, Professor of Information Systems and Head of the School of Informatics, **MANCHESTER UNIVERSITY**

11.15 Morning coffee break

MAKING THE OUTPUT OF YOUR INFORMATION SYSTEMS USABLE

11.45 **Building a customer-focused knowledge strategy**

CASE STUDY

- Making knowledge accessible to the user
- Recycling knowledge
- Challenging the understanding of knowledge accessibility

Gayle Evans, Head of Knowledge and Information Management, **NATIONAL MUSEUM WALES**

12.30 **Succession planning: don't let your knowledge walk out of the door!**
- Developing a system to retain information when people move on to other roles or leave the organisation
- Implementing a career development strategy to identify key roles
- Ensuring new employees have essential information
- The role of communities in knowledge transfer and retention

Nicola Houwayek, Head of HR, Strategy and Policy, **SWINDON BOROUGH COUNCIL**

13.15 Networking lunch

ROLLING OUT A KNOWLEDGE-BASED ORGANISATION

14.15 **Getting the knowledge and information management strategy up and running**

CASE STUDY

- Auditing knowledge management capability and stock-taking knowledge management practices
- Introducing and developing customised collaborative software to support knowledge hubs, communities of practice and group working
- Rolling out an EDRMS to gather information
- Engaging with external stakeholders using knowledge management tools
- Disseminating knowledge and information through a comprehensive website

Andrew Phillips, Corporate Science Adviser, Corporate Science and Knowledge Unit, **HEALTH AND SAFETY EXECUTIVE**

EXPLOITING THE SOCIAL MODEL FOR SHARING KNOWLEDGE: KNOWLEDGE SHARING IN GROUPS AND COMMUNITIES

15.00 **Overcoming the barriers to knowledge and information sharing**
- The statutory framework for data sharing
- The role of the Data Protection and Information Act
- Data sharing – a practical guide

Richard Ingle, Data Protection and Freedom of Information Officer, **LONDON BOROUGH OF HILLINGDON**

15.45 Afternoon coffee break

16.15 **Implementing a community development framework**

CASE STUDY

- Exploring the business needs for developing groups and encouraging communication
- Changing attitudes in order to facilitate knowledge sharing
- Planning and implementing a community development framework
- Providing a continuous support strategy for groups
- The role of the community in knowledge transfer and retention when members leave the community
- Assessing progress: the annual community review

Fiona Clark, Senior Organisational Learning Executive, **SCOTTISH ENTERPRISE**

17.00 Chairman's closing remarks

17.15 Close of conference

VISIT WWW.ARK-GROUP.COM/EVENTS

Tuesday, 25 September 2007

Working effectively through times of change

Workshop facilitator: Tony Quinlan, Chief Storyteller, **NARRATE CONSULTING**

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09:00	**Registration and refreshments**
09:30	**Welcome and introduction** ■ Laying the foundations for inspiring change ■ Illuminating staff's core beliefs and attitudes
10:45	**Morning coffee break**
11:00	**The complex public sector environment** ■ Implications for change programmes ■ Moving from an internal focus to an external one ■ Helping leaders listen to input from the frontline
12:15	**Networking lunch break**

13:15	**Frameworks for understanding and communicating change** ■ Creating the conditions for viral change ■ Unearthing the barriers to success
14:45	**Afternoon coffee break**
15:00	**Practical techniques and advice** ■ Planning the unplannable ■ The real leadership roles
16:30	**Close of workshop**

About your **workshop facilitator:**
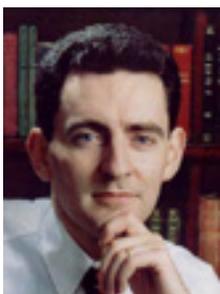
Tony Quinlan

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Today he is a writer, keynote speaker and international consultant. But he's also been a radio presenter, actor, software programmer, TV tuner, dishwasher, radar designer and lift attendant. Needless to say, he's got stories about all of them.

Knowledge management
for the public sector

A TWO-DAY CONFERENCE AND WORKSHOP

26-27 September 2007, London

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2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
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   - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
   - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
5. All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing.
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
8. All bookings will be charged 17.5% VAT
9. *This offer cannot be used in conjunction with any other Ark Group promotion or offer.
10. Ark Group reserves the right to reject any booking at any time prior to the event, without explanation.
11. The prices quoted in EUROS are correct conversion rate at the time of going to print.

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