



**POCKET AGENDA**

APRIL 22 – 24, 2018

BOSTON PARK PLAZA, BOSTON, USA

**CONFERENCE DAY X SUNDAY, APRIL 22, 2018**

**INTRA.NET RELOADED BOSTON ICEBREAKER SESSION**

Round Tables providing a setting for an informal get-together and networking opportunities for speakers, business partners and participants. Business casual!

7 :00pm **ICEBREAKER ROUND TABLES**

- 1 Round Table: Collaboration and beyond – or what else defines the digitalized user centric workplace?**  
David Kroes, Head of HR, Ingrooves Music Group
- 2 Round Table: How do you measure and prove the value of content in your intranet?**  
Fred Kuebler, Director, Integrated Communications, Aflac
- 3 Round Table: Determining the true benefits and desire results of implementing a Digital Workplace**  
Reserved for Karen DiScala, Director Internal Communications, Burlington Stores, Inc.
- 4 Round Table: Your perspective on the cloud technology**  
Speaking Opportunity

**CONFERENCE DAY 1 MONDAY, APRIL 23, 2018**

7:30am Registration

8:30am Welcoming and Introduction to the Intra.NET Reloaded by we.CONECT and the Conference Chair  
Dr. Michal Tsur, Founder, President and CMO, Kaltura

**SAY HELLO**

Get the show on the road – Discover who is joining the conference and why. To warm you up for the conference we invite you to get to know your conference peers. Have your business cards ready.

8:45am Opening Keynote: **Why Your Company Needs More Collaboration**  
David Kiron, Executive Editor, MIT Sloan Management Review, MIT Sloan

9:15am Case Study: **Getting proactive to drive organizational collaboration, awareness and efficiency**  
Douglas Bacon, Global Lead, Digital Collaboration, Novartis Institutes for BioMedical Research (NIBR)

9:45am Solution Study: **It's the intelligence!**  
Maximo Castagno, Chief Product Officer, Beezy

10:15am **MORNING REFRESHMENT & NETWORKING BREAK** **PEER TO PRESENTER SESSION**

In each break, speakers who have just been on the stage, will gather in a designated area to give attendees the chance to have a closer look at issues that were raised during the presentation. Delegates and solution providers have the chance to actively participate in product and service demos on the expo floor.

10:45am Case Study: **Creating an Engaging Cloud-Based Intranet Together**  
Eric Scholz, Senior Director & Editor in Chief, Marriott International & Michael Johnson, Website Development Manager, Freddie Mac

11:15am Case Study: **How to run Business Processes from your Intranet, automatically generate documents and connect to any system – the flexible way of life**  
Reserved for Brightstarr and Client

11:45am Case Study: **How to work together with IT while moving to the cloud?**  
Phuong Tran-Le, Digital Design & Content Manager, Internal Communications, Freddie Mac

12:15pm Solution Study: **Establishing a governance model for a sustainable health intranet portal and collaboration workspaces**  
Dan Thomsen, Partner, Wizdom

12:45pm **LUNCH & NETWORKING BREAK** **PEER TO PRESENTER SESSION**

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**STREAM A**

**KNOWLEDGE MANAGEMENT AND LEARNING**

2:00pm Case Study: **U-Haul University – our new mobile-first cloud-based learning resource**  
Tom Prefling, Director, Internal Communications, U-Haul

2:30pm Case Study: **How to handle change and build excitement around new tools and technologies – A KM perspective**  
Jennifer Michael, Director, Knowledge Management, Bechtel

3:00pm Case Study: **Introducing content strategy for the intranet**  
Steve Kirkpatrick, Northeast Director, Digital Workplace Strategies, Akumina

3:30pm Case Study: **Data and tools for learning in a knowledge-driven company**  
Frederick Zapp, Director of IT, Knowledge, and Collaboration Services, MITRE Corp. & Donna Cuomo, Associate Technical Director; Knowledge, Information & Collaboration Systems, MITRE Corp.

4:00pm **AFTERNOON REFRESHMENT & NETWORKING BREAK** **PEER TO PRESENTER SESSION**

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**STREAM B**

**TECH, TOOLS AND INNOVATION**

Case Study: **One Size Does Not Fit All – Regional Challenges of Implementing a Headquarters-Central Template in a Global, Multi-Brand Organization**  
Kate Herrick, E-solutions Program Manager, Richemont North America

Case Study: **Building Search-Powered Intranet**  
Ravi Mynampaty, Principal Software Engineer, Harvard Business School

Case Study: **How to make the most of your intranet with little to no budget.**  
Reserved for Withum

Case Study: **How we built a digital workplace and intranet with out-of-the-box SharePoint Online and Office 365 products**  
Braden Knutson, Technical Product Manager, LDS Church



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### CHALLENGE YOUR PEERS SESSION & TRAINING SESSION

4:30pm	CHALLENGE YOUR PEERS SESSION	TRAINING SESSION
	<p>Challenge Your Peers is an innovative workshop concept which enables participants to engage in a direct exchange with experts from a certain industry. The aim is to discuss and to identify challenges within the sector as well as problems, needs and solutions. In the run-up of the conference we.CONECT gathers information about the main questions and interests of the participants. During the session, they then discuss their specific issues and topics with their peers.</p>	<p>A setting that allows participants to be guided through specific topics by experts in small groups.</p>
	<p><b>1 Round Table</b> <b>Engaging senior leadership and employees through digital channels</b> Allysse Denmark, Head of Corporate &amp; Enterprise Internal Communications, Invesco</p> <p><b>2 Round Table</b> <b>How do you ensure readership of your content is on the rise?</b> Sarah Livingston, Internal Communications Lead, Oxfam America</p> <p><b>3 Round Table</b> <b>How to bring geographically dispersed groups together?</b> Ted Wietecha, General Manager, Corporate Communications, DISH Network</p>	<p><b>4 Round Table</b> <b>How do you govern your intranet content, but still create a sense of ownership amongst your content owners</b> Karissa Quinlan, Senior Manager, Internal Communications Technology, UPMC</p> <p><b>5 Round Table</b> <b>The role of digital in supporting change management in the global business</b> Yotvat Aviram, Worldwide Communications Manager, HP Graphics Solutions Business</p> <p><b>6 Round Table</b> <b>How to unify the user experience in an intranet?</b> Kelly Kick, Communications Technology and Operations Manager, American Family Insurance</p>
5:15pm	<p><b>Case Study: Introducing content strategy for the intranet</b> Magda Ismail, Senior Knowledge Management Officer, IFC – International Finance Corporation</p>	<p><b>Training Session</b> <b>How to design the Intranet of your Dreams?</b> Kath Regan, Experiential ProducerLive, Tiles</p>
5:50pm	<p><b>Case Study: A modern intranet for distributed organization</b> Kim Luu, Senior Director, Demand Generation, Simplr Inc</p>	
6:20pm	<p><b>Closing Keynote: How to talk to your employees? A shifting paradigm in the employee communication</b> Ethan McCarty, Global Head of Employee and Innovation Communications, Bloomberg LP</p>	
6:30pm	<p><b>Closing remarks from the chair</b> Dr. Michal Tsur, Founder, President and CMO, Kaltura</p>	
7:30pm	<p><b>INTRA.NET RELOADED NETWORKING DINNER &amp; AWARD</b> With the second annual Intra.NET USA Award, distinguished expertise and exceptional projects from within companies and organizations are exclusively recognized, celebrated and honored by we.CONECT Business Leaders. It is an excellence-initiative, that aims at promoting the deserved reputation among the event's delegates, partners and within the whole expert community.</p>	

## CONFERENCE DAY 2 TUESDAY, APRIL 24, 2018

7:30am	<p><b>INTRA.NET RELOADED BOSTON BREAKFAST CLUB</b> Start your we.CONECT experience with a coffee and... NETWORKING!</p>	
7:45am	<p>Registration</p>	
8:30am	<p><b>Welcoming and Opening of the Day 2 by we.CONECT and the Conference Chair</b> Jeff Willinger, MVP, VP of Digital Inspiration, Rightpoint</p>	
8:40am	<p><b>Opening Keynote: A New Intranet for an Old Industry – Lessons learned from the Goldcorp Intranet Redesign</b> Kathryn Gendall, Internal Communications Manager, Goldcorp</p>	
9:10am	<p><b>Solution Study: Redefining Your Digital Workplace in 60 days</b> Reserved for Interact Intranet</p>	
9:40am	<p><b>Case Study: The Intranet is Our HQ</b> Kim Clark, Director, Internal Communications, GoDaddy</p>	
10:10am	<p><b>Solution Study: Integrating Video into Business Processes and Business Strategy – The Next Stage</b> Dr. Michal Tsur, Founder, President and CMO, Kaltura</p>	
10:40am	<p><b>Solution Study: A radical transition from functional to user-centric intranet in under 6 months</b> Beatriz Oliveira, CEO &amp; Founder, BindTuning</p>	
11:10am	<p><b>Introduction to World Cafés and short presentation of moderators</b></p>	
11:20am	<p><b>MORNING REFRESHMENT &amp; NETWORKING BREAK</b></p>	<p><b>PEER TO PRESENTER SESSION</b></p> <p>In each break, speakers who have just been on the stage, will gather in a designated area to give attendees the chance to have a closer look at issues that were raised during the presentation. Delegates and solution providers have the chance to actively participate in product and service demos on the expo floor.</p>

### WORLD CAFÉ SESSION

11:50am	<p><b>WORLD CAFÉ SESSION   ROUNDS 1-3 OUT OF 5</b></p>	
	<p><b>1 Involvement Café: How to activate employees to become content creators in an interactive intranet?</b> Sheila Kindig, Global Head Internal Communications, Morgan Stanley</p> <p><b>2 Digital Transformation Café: Building an internal digital ecosystem for internal communications</b> Chris Spilker, Manager, Corporate Communications, Textron Inc.</p>	<p><b>3 Channel Café: Multiple Communication Channels – Endless Content Delivery</b> Jennifer Wright, Manager, Global Communications Channels, Mondelez International, Inc</p> <p><b>4 Ecosystem Café: How to make your intranet a hub for a bigger digital services ecosystem?</b> Aaron Kim, Director, Innovation Research, Architecture and Digital Collaboration, Royal Bank of Canada</p>



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**5 Social Café: How to get employees to switch from e-mail to social enterprise networks?**

Raj Datta, Director of Data & Knowledge Management, Global Insights & Analytics, Intel Corporation

**6 UX Café: What is the right UX you need to attract and keep users?**

Sien Avalos, Senior Manager, Digital Communications, BD

**7 Sharepoint Café: From Collaboration to the Cloud – Is SharePoint the only Sun?**

Suzan Pickels, Knowledge Advisor and KS Lead, ConocoPhillips

**8 Advantage Café: How to reinvent productivity, enhance the employee experience, speed innovation and build advantage with the digital workplace?**

Ruven Gotz, Digital Workplace Director, Avanade

1:20pm	LUNCH & NETWORKING BREAK	PEER TO PRESENTER SESSION
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2:20pm	WORLD CAFÉ SESSION CONTINUED   ROUNDS 4-5 OUT OF 5	
3:20pm	AFTERNOON REFRESHMENT & NETWORKING BREAK	PEER TO PRESENTER SESSION
		In each break, speakers who have just been on the stage, will gather in a designated area to give attendees the chance to have a closer look at issues that were raised during the presentation. Delegates and solution providers have the chance to actively participate in product and service demos on the expo floor.
3:50pm	<b>World Café Harvesting Session</b> World Cafe Moderators who will join us on stage to summarize the key finding and take-aways from their discussion rounds.	
4:00pm	Case Study: <b>Disruptive Technology in an Era of Change: In The Mars Way</b> Dominic Fernando, Digital Adoption Senior Manager, Mars	
4:30pm	Case Study: <b>How to transform a 90 year old company with one app?</b> Kelly Medley, Vice President of Corporate Communications, Terminix / ServiceMaster	
5:00pm	Closing Keynote: <b>Technology + Communication</b> Charles Mauzy, Director of Communications, Humana	
5:30pm	Summary of the event by the Chair & End of Intra.NET Reloaded Boston 2018	

**POST-EVENT WORKSHOP WEDNESDAY, APRIL 25, 2018**

9:00am – WE.CONECT POST-EVENT WORKSHOP  
1:00pm (Limited to 15 people)

**Driving adoption**

Aaron Kim, Director, Innovation Research, Architecture and Digital Collaboration, Royal Bank of Canada

WHERE: Will be announced soon