



**May 18-20, 2010**

The Westin San Francisco Market Street,  
San Francisco, CA

**[HTTP://GILBANESF.COM](http://gilbanesf.com)**

## **Join Us at the 7th Annual Gilbane Conference San Francisco Content, Collaboration and Customers**

Web, content, and collaboration technology have reached a new level of maturity. This is true in terms of technology, but more importantly, it is true in terms of what businesses expect to be able to do with these tools. Web content management permeates every aspect of an organization. Public facing internet sites are the front door to an organization's products and services, and where customers, partners and investors engage with the corporate brand and develop perceptions. Internal websites, whether in the form of sites, blogs, wikis, or portals, provide knowledge workers increasingly efficient ways to collaborate and share knowledge. Social software bridges internal and external communication and extends reach beyond traditional boundaries.

Gilbane San Francisco is focused on what you should expect from these technologies, and is organized into 4 tracks so that whether you are responsible for marketing, IT, a business unit, or an internal function, you will be able to easily navigate among the conference sessions.

- Customers & Engagement
- Colleagues & Collaboration
- Content Technology
- Content Publishing

**SAVE AN ADDITIONAL \$200! Use Discount Code GILBANE!**

## 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>

**FREE KINDLE**  
Wireless Reading Device  
With the Purchase of a Conference Plus!



## 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<br>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<br>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<br>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<br>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  |   |  |   |                                   |