

UK Content Day 2010 Program

08:00 - 09:00	REGISTRATION - LIVE ROOM LOBBY
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09:00 - 09:15	PLENARY	Simon Harrison, RVP Northern Europe	Welcome and Introduction
09:15 - 09:45	PLENARY	Tom Jenkins, Executive Chairman and Chief Strategy Officer	Open Text Vision and the Evolution of ECM – Tom will discuss the future of ECM in the wake of the content explosion across the enterprise.
09:45 - 10:15	PLENARY	James Latham, Chief Marketing Officer	Trend and Opportunities – James will discuss the ways in which Open Text is working with our customers to develop value-based solutions to Capitalise on the corporate knowledge base.
10:15 - 10:45	PLENARY	Eugene Roman, Chief Technology Officer	Product Technologies - Roadmap and Evolution - Eugene will present the product strategy and introduce the Technology Pavilion

10:50 - 11:20	BREAK - EXPERT CENTRE
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Themes	ECM Strategy	Social Media	Web Excellence	Risk & Compliance	Technology Pavilion	Introduction to Open Text Social Workplace (FirstClass Customers Only)
11:20 - 11:50	1. Thought Leadership - ECM Strategy - Dr Ian E. Wilson, Librarian & Archivist of Canada Emeritus	2. Thought Leadership Session - Social Media - David Marutiak, User Community Ambassador, Vodafone Internet Services	3. Thought Leadership Session - Web Excellence - Chris Regan, Online Marketing Manager, DTZ	4. Thought Leadership Session - Risk & Compliance - Andrew Morris, Marketing Director, BSI	Eugene Roman and the Product Management Team - a forum for our more technically oriented attendees to thank them for their commitment to the Open Text Family. Keynote kick off, followed by a break out into roundtables for the various products and roadmaps	5. (90 minute session) Designed for FirstClass Administrators, FirstClass Consultants and Support Personnel, who are responsible for the installation or maintenance of a FirstClass system. You will learn what Open Text Social Workplace is, what the Service Pack 1 upgrade does to your system, and how to configure it to function within an existing FirstClass system. Practical uses of Social Workplace will be discussed and there will be time for questions and answers. By the end of the session, participants will have the necessary background to independently upgrade and configure their FirstClass system with Open Text Social Workplace.
11:55 - 12:25	6. ECM - An essential part of your Enterprise strategy - Walter Kohler, VP Global Services EMEA, Open Text	7. The Human API – Interfacing with your workplace and marketplace through Social Media - Craig Hepburn, Director, Social Media Strategy EMEA, Open Text	8. Content Expert - Web Excellence - Bertrand De Coatpont, Snr Product Manager, Vignette Web Content Management, Open Text	9. Content Expert - Risk & Compliance, Adrian Butcher, Director, Value Engineering, EMEA, Open Text		

12:25 - 13:45	LUNCH - EXPERT CENTRE
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12:30 - 13:30	Government User Group Meeting (Open Text Government Customers Only)
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13:45 - 14:15	10. ROI Live - 1hr session hosted by the Adrian Butcher and the Value Engineering team assessing the benefits and cost realisation from ECM deployment, Adrian Butcher, Director, Value Engineering, EMEA, Open Text	11. Open Text Social Workplace increases collaboration - Craig Hepburn, Director, Social Media Strategy EMEA, Open Text	12. Extranet Self Service - Web Solutions Group - Simon Ward, Solutions Consultant, Open Text	13. Digital Mailroom - Robbie Cole, Solutions Consultant, Open Text	14. Open Text Product Strategy - Lubor Ptacek, VP Product Marketing, Open Text	15. Premier Partner Presentation - Virtusa, Srin Kanikonda, Sr. Director, ECM Solution Sales and Client Services, Virtusa Inc
14:20 - 14:50		16. The Application of Social Media within a Teaching and Learning Environment, John Nursall, Bishop Ullathorne Catholic School and Humanities and Ches Lincoln, The Open University	17. Headline Partner Presentation - Infosys, Sohel Aziz, Portals Content and Collaboration Practice Head, Infosys Technologies	18. SharePoint 2010 - What you need to know - Mike Pryke Smith, Strategic Alliances, EMEA, Open Text and In-Form Consult	19. The need for transformation in the Public Sector: Challenges to traditional records management roles - Dr. David Reeve, Corporate Information Manager, Dorset County Council	20. SAP Extended ECM by Open Text - Paul Unsworth, Solutions Consultant, Open Text
14:55 - 15:25	21. Headline Partner Presentation - SAP, Sven Hiltl, SAP	22. The social life of documents - Lee Bryant, Co-Founder and Director, Headshift	23. What's new in Open Text Web Foundation (Vignette) - Jonathan Beardsley, Solutions Consultant, Open Text	24. Right to Work - Phil Angelosanto, Business Development Manager (SAP), Open Text	25. Content Excellence in Financial Services - Richard Price, Head of Sales, Financial Services, Open Text and Derek Bottom, National Australia Group	26. ECM Suite Architecture - Paul Maker, Principal Solutions Architect, Open Text

15:25 - 15:55	BREAK - EXPERT CENTRE
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15:55 - 16:25	27. How to deliver ROI with Open Text and Microsoft - Mike Pryke Smith, Microsoft Channel Manager EMEA, Open Text	28. The Future Is Mobile - Adam Howatson – Director of Product Management, Rohit Gupta – Product Manager (Collaboration), Open Text	29. SAP Digital Asset Management - Richard Butlin, Digital Media Group, Open Text	30. Premier Partner Presentation - Aimi	31. Open Text Public Sector - Central Government Agenda, Open Text Public Sector Team	32. Open Text Accounts Payable Solutions for Oracle - Laurent Feuillet, Strategic ISV Alliance Director, Oracle
16:30 - 17:00	33. Content Server 10 - At the heart of the ECM Suite	34. Guinness Premiership Case Study - Managing your content consistently across web and mobile - Leo Mindel, Sotic	35. Open Text Media Management - Mike Verrell, Senior Solutions Consultant, Open Text	36. Best Practice in Document and Records Management - Verna Gregory, Solutions Consultant, Open Text	37. Content Excellence in the Utilities and Energy Sector - Tom O'Farrell, Head of Sales, Utilities, Open Text	38. Beyond DM – Extended Solutions For eDOCS - Joe Combes, Solutions Consultant, Open Text
17:05 - 18:00	<b>Closing Comments &amp; Drinks Reception</b> - Simon Harrison, VP Northern Europe will close out the conference with a review of the day. We would be delighted for customers and partners to take this opportunity to join us for a drink. The prize draw will also take place at this time.					