

 **PASSAGEWAYS**
PowWOW2012



Enterprise Solutions Conference
Success through Collaboration
#PowWOW2012

May 16th-18th, 2012 Intercontinental Hotel Milwaukee, WI

2012 Session Schedule



Enterprise Solutions Conference

“Success through Collaboration”

Certification (Optional)

Portal Administrator Certification

8:30am – 11:30am

Price: \$100.00

Who Should Attend: Any current Portal Administrators or future Portal Administrators

This certification covers the skills that are needed for effective setup and administration of version 4.0 (or higher) of the Portal Framework. The critical portal administration tools are explored to ensure a full understanding of effective portal administration.

Topics: Tool Security, Module Administration, Portal Framework Settings, Configure the User Interface, Layout Configuration, Theme Permissions, Role Management, Workgroup Management, User Management, Profile Fields, Log Files, Reports, System Summary

Trainings (Optional)

Complementary Training (One per registration)

12:30pm -1:30pm

Who Should Attend: Any current Passageways software user

Description: Need to brush up on a Passageways product? Attend one of our complementary trainings! Each one-hour training will cover the key areas of knowledge needed to effectively utilize the product.

Vendor Management Module

Employee Portal Suite

Workshops (Optional)

Portal Server Maintenance

1:45 – 4:45pm

Price: \$250

Who Should Attend: Network Administrators, IT Managers, any other technical staff members

Your server's optimal health is a critical factor in achieving peak performance for your portal. Learn everything you need to know to keep your portal servers running smoothly. Some topics will include:

Log File Management, Cleanup and best practices

IIS Log File Maintenance program creation

Event Viewer Log File Maintenance program creation

Expressway Q&A and Training, Expressway troubleshooting before contacting Passageways

Passageways Website Basics (iis, web.config, module.config)

Preparing information and support details before contacting passageways support for faster resolution

Portal Re-launch How-To

1:45 – 4:45pm

Price: \$250

Who Should Attend: Portal Project Managers, Portal Project Sponsors

This workshop will educate users how to carry out a successful portal re-launch. This comprehensive session will cover topics like establishing top-down support, pre-launch marketing tactics, team building, workgroup restructuring, and post-launch marketing and ongoing maintenance.

JOIN US FOR A GUIDED TOUR!

WEDNESDAY MAY 16TH 3:30-5:00PM

\$16 ADMISSION PAID AT THE GATE

HARLEY- DAVIDSON MUSEUM™



History Art Culture America



**A GLIMPSE OF AMERICAN HISTORY AND CULTURE
LIKE YOU'VE NEVER SEEN IT BEFORE.**

Whether you were born to be wild—or mild—it makes no difference at the Harley-Davidson Museum. Excite and inspire your group with a custom-made experience. Five tour options and countless food service options provide your roadmap to adventure.



General Sessions (8:00 – 12:00pm, 3:30 – 5:00pm)

Passageways 2011, 2012, and Beyond

8:00 – 9:30 am

Who should attend: Any Passageways Customer, Prospect, or Partner
Gain insight on the relevant technology trends and exciting initiatives that Passageways has been working on all year! This general session will also discuss many of the plans for 2012 and beyond!

Creating Lasting Customer Relationships

10:00 – 11:00 am

Who should attend: Any Passageways Customer, Prospect, or Partner
Knowing your customer is no longer enough. Customer Engagement is how world class companies are separating themselves from the pack. This incredible session will share insights on how Harley has been engaging with their customers for years to create perhaps the most enduring example of customer relationships in the business world.
Special Guest Speaker: Sara Hanaway, Electronic Communications - Harley Owners Group

Transitioning to an Innovative Social Enterprise

11:00am – 12:00pm

Who should attend: Any Passageways Customer, Prospect, or Partner
Now that the social revolution is in full swing, learn how to embrace the best this revolution has to offer and leave the fluff behind as you plot your way into becoming a Social Enterprise.

Best Practice Presentations

3:30 – 5:00pm

Who should attend: Any Passageways Customer, Prospect, or Partner
The industry's best get an opportunity to share some of their greatest accomplishments in areas such as; improving collaborative efforts, increasing return on investment (ROI) and raising end-user productivity. Learn the secrets of some of the industry's most effective organizations! Attendees will get an opportunity to vote on each presentation and determine 2012's best practices!

Dinner and Best Practice Awards Ceremony!

5:30 – 7:30pm

Who should attend: Any Passageways Customer, Prospect, or Partner
Walk down the red carpet and mingle with Pathfinders, industry experts, and some of the most successful portal professionals in the country. Enjoy a delicious meal while we present the winners of the 2012 Passageways PowWOW Best Practice Competition!

Port of Call Bistro and Beer Garden : Private Charter Cruise

8:00 - 10:30pm

Who should attend: Any Passageways Customer, Prospect, or Partner
Mingle with the award winners and grab some drinks on this relaxing private charter cruise through the bay. Or for those of you that are more of a land-lover, enjoy a drink and the wonderful atmosphere at the Bistro and Beer Garden.



Break Out Sessions (1:00 – 3:00pm)

Productivity at First Sight: Insight on Page Designs that are Both Useful and Engaging

1:00 – 2:00pm

Who should attend: Portal Team Members

Learn how page design impacts the “User Experience” and see examples of pages that allow staff to be more productive but still remain appealing to the eye!

Teaching the Top Dogs Some New Tricks: The Importance of Continuous Board Education

1:00 – 2:00pm

Who should attend: Board Members, Management Team Members, Training Professionals, and Executive Support staff members

The guidance and oversight that your Board provides is vital to the success of your organization. In order to make informed decisions, your directors need to be as knowledgeable as possible. This session explores the best practices for setting up an effective board portal. Among other things, learn why Board Education is critical and simple ways to keep your directors up-to-date.

P90X for Your Vendors: Putting Them through the Fitness Test.

1:00 – 2:00pm

Who should attend: Compliance Managers, CFOs, and anyone managing third party relationships for their department
Required by regulation, most organizations have initiated a Vendor Management Program. This session will be providing insights on how to use this project to achieve the best results intended from Vendor Management reducing your third party Risk.

Add Dexterity to Charity - Learn How to Use Internal and External Tools for Your Philanthropic Pursuits

1:00 – 2:00pm

Who should attend: Marketing Professionals, Human Resources Professionals, Executive Support Staff and Portal Team members.

Giving back to your community is the right thing to do but figuring out how to do it in an easily manageable way can be a challenge. Learn how to leverage the best tools in order to execute your most successful philanthropic project yet!

Becoming a Communications Guru: Selecting the Right Tools and Avoiding the Wrong Ones.

2:00 – 3:00pm

Who should attend: Managers, Portal Project Team members, Marketing Professionals, and Training Professionals.

In an age of modern communication you have hundreds to communication tools available to you. Learn how to identify the best methods for getting your message to your target audience within and outside your Enterprise.

eGovernance and Compliance: Control, Dissemination and Discoverability Lessons.

2:00 – 3:00pm

Who should attend: Board Members, Management Team Members, Training Professionals and Executive Support staff members.

Learn about the nuances of communicating with your Board in an effective manner. Information shared with your Board can easily become a liability with serious legal ramifications. This session gives you insights on how to avoid such Risks and set up the right controls for your Board Portal.

Enterprise Risk: Looking Beyond Vendor Management by Incorporating Disaster Recovery.

2:00 – 3:00pm

Who should attend: Compliance Managers, CFOs, Facilities Managers and Operations Managers.

Vendor Management is often one of the keys to establishing a good Disaster Recovery Plan. This session explores how to take the next step towards using your Vendor Management program as an integral part of your Disaster Recovery infrastructure.

The Complexities of Simplification: Benchmarking From the Best in the Business

2:00 – 3:00pm

Who should attend: Managers, Portal Project Team members, Marketing Professionals, and Training Professionals.
Take a deep look into the different needs for various communications channels you have. This session will help you be decisive about using the right tools for increased effectiveness at an Enterprise, Department, and Project Level.





Friday, May 18th, 2012 – Main Conference, Day Two

General Sessions 9:00 – 10:30pm

Answers from the Experts: Community Leaders Unplugged

9:00 – 10:30am

Who should attend: Any Passageways Customer, Prospect, or Partner

The Passageways community has grown rapidly over the last year. Pick the brains of the CommuniTree experts in a session where you get to learn how to make the best from the wealth of online content within the Passageways Community.

Online Communities and Engagement Management

2:00 – 3:00pm (?)

Who should attend: Any Passageways Customer, Prospect, or Partner

Description coming soon!

Special Guest Speaker: Open Solutions Inc.

Get to Know your Customer Success Manager

2:00 – 3:00pm (?)

Who should attend: Any Passageways Customer, Prospect, or Partner

Join the Customer Success Manager's; Nathan Deno, Bradley Patrick, Anna Happ, and Kimberly Hitze for a Q.A. session on how to get the most from your support!

Closing Comments and Farewell

3:00 – 4:00pm

Who should attend: Any Passageways Customer, Prospect, or Partner

Join us as we say farewell to two amazing days of learning, collaboration and fun! There may be a few exciting announcements as well...



Break Out Sessions (11:00am – 2:00pm)

How to Engage Your Employees to Accomplish Your Organization's Strategic Goals

11:00 – 12:00pm

Who should attend: Management Team Members, Training Professionals and Executive Support staff and Portal team members

Jaded and disconnected employees cost companies billions in productivity every year. In this session we will discuss how to communicate your strategic goals in a ways that connect and unify your staff toward your most important goals.

How to Design a Social Enterprise

11:00 – 12:00pm

Who should attend: IT Professionals, Marketing professionals, HR professionals and Portal team members

Social Enterprise is often discussed in hushed tones. Come learn what it takes to make your organization adopt social tools to gain a competitive advantage in the business world.

Creating a Learning Organization through a Learning Management System

11:00 – 12:00pm

Who should attend: Training Professionals and Executive Support staff and Portal team members

Ensuring that your staff is fully trained and educated on the duties and policies they need to execute their jobs can be a challenge for any human resources department. Learn how a Learning Management System can streamline this process and create a culture of learning at your organization.

How to Use an Enterprise Portal for Mergers: A Financial Industry Case Study

1:00 – 2:00pm

Who should attend: Managers and Portal team Members

Merging with another organization involves regular communication around merging processes, policies, product lines and systems. Take a close look at how you can use your portal infrastructure to help in keeping everyone on the same page, and walk away with a welcoming new enterprise!

Customer Service Starts at Your Lobby

1:00 – 2:00pm

Who should attend: Portal team members, Branch operations professionals, IT professionals.

Managing a customer's experience when they enter one of your organization's branches is what face-to-face customer service is all about. In this session you will discover the best tools and techniques for efficiently managing your walk-in customers in order to provide them with the best experience possible.

Top Uncommon Uses of the Portal: Intranet Features that Staff Love

1:00 – 2:00pm

Who should attend: Portal Team members

Excited staff makes for a fun and effective portal implementation. Uncover several uncommon uses of the portal that you can take back and apply right away!

*Agenda is subject to change without notice. Additional agenda Information coming soon.