



M A D I S O N
The information Management Professionals

COLLABORATING WITH ENTERPRISE INFORMATION RESOURCES

The current environment is putting pressure on every enterprise large and small.

Tighter budgets, rising expectations and expanding demand for services is impacting every element of the enterprise.

The responses to reduced work force and increased workloads have led to innovations in how we do our work and how we communicate with customers and constituents.

Along with the innovations and communication tools has come legislation which place new demands on the information and records generated in the course of doing business.

Managing records in multi media across the enterprise is more fragmented than ever. Keeping up with the cool tools and managing them with new rules is a never ending task.

It is more important now to collaborate with the expert resources within our enterprise.

Who Are the Resources?

Business experts dictate what tools will help communicate with customers and business partners to get the job done with value added service and performance.

IT experts set up and integrate the new tools in the environment.

Litigation and legal experts identify new requirements for data security and accountability and defensibility.

Administrators create policy on how new tools will be used in the enterprise to promote transparency and eliminate risk to the enterprise.

Project Managers coordinate the transition from old methods through the implementation of new models.

Records Managers are charged with coordinating record retention and disposition rules to apply to the new cool tools

Seminar sessions will feature:

- Failure Points in RIM Projects and Initiatives
- Development of a Project Plan
- Project Implementation Strategies
- Identifying Project Team Stakeholders and Competing goals
- Development of a Common Language
- Panel Discussion of Stakeholder Perspectives

ONE DAY SEMINAR

APRIL 21, 2010
Fluno Center
Madison, WI



VENDOR FAIR

A technology vendor fair will be held in conjunction with the 2010 ARMAdison spring seminar.

Representatives from ECM solutions companies will be on hand throughout the day to demonstrate their product/service offerings and share their insights.



Who Should Attend:

- Records Officers / Records Managers - Legal Experts - Information Technology Managers**
- Information Architects and Developers - Data Administrators - Risk and Compliance Managers**
- Business Analysts - Program Managers - Project Managers - Team Leaders/ Facilitators**
- Technology Vendors - Business Consultants - Students**

Program Agenda

7:00am – 7:55am

8:00am – 8:30am

8:30am – 10:15am

10:15am – 10:30am

10:30am – 12:00pm

12:00pm – 1:30pm

1:30pm – 2:45pm

2:45pm – 3:00pm

3:00pm – 4:15pm

4:15pm – 4:30 pm

Registration, Vendor Fair & Continental Breakfast

Welcome and Introductions

Failure Points in RIM Projects and Initiatives

This session examines typical causes for failure or sub-optimal performance in RIM projects and initiatives and ways to avoid them. The goal of the session is to permit attendees to avoid stalled or non-performing projects by defining sound outcomes, assembling appropriate resources and managing the project in a way that achieves the organization's goals.

Break

Is your ESI (Electronically Stored Information) ready for Records Management?

Decisions to utilize a particular type of document/records/content technology are often made by senior management with little attention paid as to HOW the technology will be configured to manage the records the system contains. As a result, systems used to store ESI often fail to provide measurable, long-term benefits to the company and users.

This session will focus on the practical steps that you and your company should take to embed good records management practices into your company's new ESI systems BEFORE they become repositories that are full of unnecessary records, difficult to search or even abandoned.

- 1 Understand the differences between the most common technological tools used to manage ESI today.
- 2 Differentiate between the various types of ESI and apply records management principles, accordingly.
- 3 Define criteria that can be used during the design and implementation stages of an ESI system to ensure the system meets both the company's objectives for the system and its recordkeeping requirements.

Lunch and Vendor Fair

How Records Managers Can Collaborate with IT, Legal and Business Areas – A Legal Perspective

Effective records management requires interdisciplinary cooperation and collaboration between RIM, Legal, IT and Business operations. This session focuses on the roles and sometimes competing goals of the key stakeholders, and how records managers can bridge the gap between each to achieve cooperation in the operation of a legally defensible records management program. You will learn why collaboration is important and how records managers can leverage the expertise of Legal, IT and Business partners to achieve common goals. Learn how to develop a common language and understanding to manage your organization's electronic assets.

Break

Panel Discussion – Electronic Records Management Perspectives

Legal Counsels – *Bruce Radke, John Montaña*

Project Manager – *Christine Burns*

Information Technology – *Oskar Anderson, CIO,*

Wis. Dept. of Administration Administration

Administrator – *Gina Frank* Div. of Enterprise Services,

Wis. Dept. Health Services

Wrap Up

Parking

The Fluno Center parking lot, located under the building, opens at 7:00 am. Enter the lot from Frances Street.

Accommodations

If you require overnight accommodations, please call the Fluno Center directly at 877-77FLUNO or 608-441-7117