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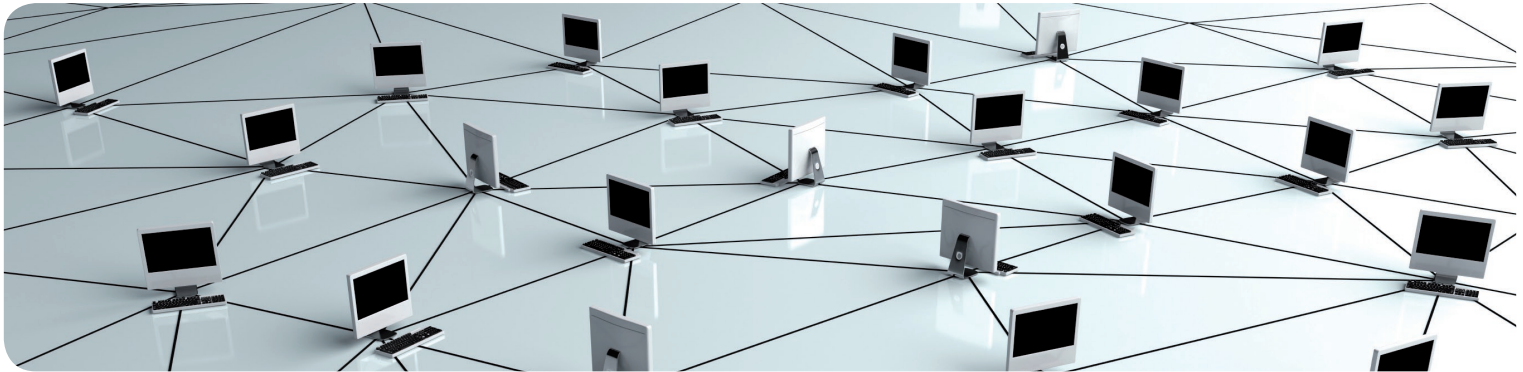
Two-day event incorporating four "LIVE" demonstrations  
17-18 March 2010, London

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**5 February 2010**  
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Ark Group presents the 5<sup>th</sup> annual

# Public & Third Sector Intranets

Maximising the potential of your intranet to deliver real organisational value



#### Expert contributions from:

- » Manchester City Council
- » Transport for London
- » The NHS Confederation
- » Southwark Council
- » London Development Agency
- » Northamptonshire County Council
- » East London NHS Foundation Trust
- » Save the Children UK
- » The City of Edinburgh Council
- » London Borough of Camden
- » FutureGov

#### Who should attend?

All those involved in intranet design and development and responsible for intranet content and communication from all public and third sector organisations in the UK, including government departments, government agencies, local and regional government, regulatory authorities, housing, health, criminal justice, police, fire and rescue, defence, universities, charities and the voluntary sector.

#### A two-day event designed to help you:

- » Align your intranet with your organisation's needs
- » Optimise intranet navigation and search
- » Manage devolved content ownership
- » Integrate social media into your intranet
- » Measure and demonstrate intranet value
- » Assess future intranet developments

#### Plus!

Examine and experience four highly regarded intranets first hand with "LIVE" intranet demonstrations from **Manchester City Council, The NHS Confederation, Save the Children UK** and **East London NHS Foundation Trust**

#### Benefits of attending:

- ✓ LIVE intranet demonstrations
- ✓ INTERACTIVE course format for optimum LEARNING experience
- ✓ Superb NETWORKING opportunities
- ✓ Explore IN DETAIL four progressive intranet sites
- ✓ BENCHMARK a broad selection of key intranet tools and applications
- ✓ DISCUSS the wider issues of intranet development, governance and strategy

Researched by:

Inside**Knowledge**



#### 5 easy ways to register

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or see back page for mailing details

# AGENDA

## DAY ONE - Wednesday, 17 March 2010

Ark Group's 5<sup>th</sup> annual **Public & Third Sector Intranets** event will equip you with the skills to improve the functionality of your intranet and advance staff communication via your intranet, both of which will vastly improve the efficiency of your everyday processes, ultimately driving down costs. Featuring real-life case studies, in-depth presentations and four "LIVE" intensive intranet demonstrations from **Manchester City Council, The NHS Confederation, Save the Children UK** and **East London NHS Foundation Trust**, this two-day, highly interactive event will enable you to share best practice, benchmark your progress, and direct your questions to the people directly involved in intranet development, implementation and use.

**If you can only go to one intranet event this year, this is the one to attend!**

- 09:00 Registration and refreshments**
- 09:30 Chair's opening remarks**  
*Tom Wright, Intranet Manager, Communications Team, Manchester City Council*
- 09:40 Aligning your intranet with the needs of the organisation**
- » Ensuring your intranet supports the strategic goals and meets the needs of your organisation
  - » Designing and re-evaluating your intranet to continually meet user needs
  - » Promoting your intranet, driving traffic and engaging your intranet users
- Brian Dobson, Delivery Manager, Group New Media, Transport for London*
- 10:20 Achieving seamless content migration in redesigning or redeveloping your intranet**
- » Auditing existing content in terms of de-duplicating, rationalising and archiving content and developing a migration plan
  - » Maintaining parallel mirrored environments so that production is unaffected by any migration initiative
  - » Conducting a well-planned and executed migration that minimises the impact on its users
  - » Addressing cultural and financial challenges content migration presents
- Sharmain Gallagher, Intranet Manager/Web Executive, London Development Agency*
- 11:00 Morning coffee break**
- 11:30 Navigation techniques: Organising content and optimising internal search**
- » Understanding intranet user interaction and journey
    - How does different content in different places fulfil different parts of the user journey?
    - How might you lose your users and what can you do to avoid it?
  - » Using user groups, workshops and card sorting to group content better
  - » Examining the different sorts of intranet navigation structures and identifying the advantages and disadvantages with each one
  - » Tips on making intranet content easier for users to find
- Richard Beards, Web Team Leader, Northamptonshire County Council*
- 12:10 Intranet governance: Managing devolved content ownership and intranet champions**
- » Understanding the importance of intranet governance to the integrity of your intranet
  - » Defining and owning your governance model - how much responsibility and control should your intranet publishers share?
  - » Developing and implementing a governance framework and securing the support and buy-in of the senior managers and publishers
  - » Maintaining publisher involvement and enthusiasm to ensure they keep the content fresh, relevant and standardised; how do you manage and measure this to ensure your intranet remains "fit for purpose"?
- » What processes can be put into place to generate new content and remove old content?  
*Sally Kerr, Council Websites Manager/Web and New Media Team/Communications Service, The City of Edinburgh Council*
- 13:00 Networking lunch break**
- 14:00 Introducing and integrating social media into your intranet**
- » How useful is social media and what business benefits and cost savings can it bring?
  - » Securing senior manager buy-in into the benefits of social media
  - » Aligning your social media strategy with your organisation's values, culture and strategy
  - » Reviewing social media tools and techniques and identifying which ones are most appropriate for your organisation
  - » Integrating social media into your intranet and addressing the practical challenges in making it work
  - » Engaging your users through social media and encouraging greater use
- Alice Ainsworth, E-Communications Officer, Southwark Council*
- 15:00 Afternoon coffee break**
- 15:30 Measuring and demonstrating the value of your intranet**
- » Measuring the value of your intranet and applying key performance indicators - what should you measure and how should you go about it?
  - » Establishing a return on investment for your intranet; ensuring it's worthy of the cost and time it takes to run
  - » Demonstrating value; how fundamental is your intranet to the way your organisation works?
  - » Leveraging your intranet to help your organisation reduce costs and save staff time
- David Cohen, Intranet Manager, London Borough of Camden*
- 16:10 How might public sector organisations use the intranet differently in the future?**
- » How might developments in communication, technology and user demand impact public sector intranets in the future?
  - » What other emerging trends do we anticipate for public sector intranets?
- Dominic Campbell, Managing Director, FutureGov*
- 16:50 Chair's closing remarks**
- 17:00 Close of day one**

# DAY TWO - Thursday, 18 March 2010

"LIVE" intranet demonstrations offer delegates the unique opportunity to fully explore the intranets of leading organisations in a setting which allows for an invaluable learning and networking experience. Delegates not only get to see exactly how a host's intranet operates but they also benefit from an unparalleled opportunity to find out how an intranet is used to stay at the cutting edge of their sector.

09:00 Registration and refreshments

09:30 Manchester City Council "LIVE" intranet demonstration

- » An overview of Manchester City Council and its intranet programme
- » An update - where Manchester City Council are now
- » Designing and developing the intranet
- » Exploring the structure, organisation and core function
- » Challenges, opportunities and lessons learned
- » Post-implementation; what next?

**Tom Wright, Intranet Manager, Communications Team, Manchester City Council**

#### **Fact file: Manchester City Council**

Number of employees served by intranet: 12,459  
Number of sites: 9  
Number of pages on intranet: 17,500  
Number of content publishers: 175

**Tom Wright**, Intranet Manager for Manchester City Council, has worked in the public sector for the last 23 years with experience of both front line service delivery and back office strategic design and implementation. He is passionate about intranet usability especially with regard to the structural design and information architecture of shared information environments.

10:45 Morning coffee break

11:15 The NHS Confederation "LIVE" intranet demonstration

- » The NHS Confederation's journey so far
- » Designing and developing the intranet
- » Key features:
  - Discussion forums
  - Corporate calendar
  - Mysites
  - Staff directory
- » Challenges, opportunities and lessons learned
- » Two years on - what next?

**Cara McDonagh, Senior Web Manager and Patrick Mossop, Internal Communications Manager, The NHS Confederation**

#### **Fact file: The NHS Confederation**

Name of intranet: Fednet  
Technology: Microsoft Office SharePoint 2007  
Number of employees served by intranet: 250  
Number of sites: 5 + home workers  
Number of pages on intranet: 200+  
Number of content publishers: 4

**Cara McDonagh** is Senior Web Manager and **Patrick Mossop** is Internal Communications Manager for The NHS Confederation. The NHS Confederation is the only independent membership body for the full range of organisations that make up today's NHS. It represents over 95 per cent of NHS organisations and a growing number of independent healthcare providers.

12:30 Networking lunch break

13:30 Save the Children UK "LIVE" intranet demonstration

- » An overview of Save the Children UK and its intranet
- » Designing and developing the intranet
- » Exploring the structure, organisation and core function
- » Key features - focus on Global People Directory
- » Challenges, opportunities and lessons learned

**Laura Pallut, Internal Communications Manager, Save the Children UK**

#### **Fact file: Save the Children UK**

Name of intranet: Colin  
Number of employees served by intranet: 4,500  
Number of content publishers: 40

**Laura Pallut** is Internal Communications Manager for Save the Children UK and is responsible for managing communications channels and messages to 4,500 staff in 45 countries. Laura recently launched a new internal communications strategy, which has included managing a new global intranet for Save the Children UK.

14:45 Afternoon coffee break

15:15 East London NHS Foundation Trust "LIVE" intranet demonstration

- » An overview of East London NHS Foundation Trust and its intranet
- » What we want the intranet to do
- » An update – where East London NHS Foundation Trust are now
- » Key features
- » Challenges, opportunities and lessons learned
- » What next?

**Ljiljana Vucicevic, Communications Manager, East London NHS Foundation Trust**

#### **Fact file: East London NHS Foundation Trust**

Name of the Intranet: East London NHS Foundation Trust Net  
Number of employees served by Intranet: approx 2,700  
Number of sites: 50  
Number of pages on the Intranet: 380  
Number of content publishers: 20

**Ljiljana Vucicevic** is currently Communications Manager for East London NHS Foundation Trust with editorial responsibility for the Trust's online communications. Ljiljana has more than 20 years of communications & public engagement experience in public and voluntary sector organisations in the UK and abroad. East London NHS Foundation Trust is a mental health trust which provides local services to the City of London and the London Boroughs of Hackney, Tower Hamlets and Newham, and also provides specialist services to a wider population.

16:30 Close of event

# Public & Third Sector Intranets

Two-day event incorporating  
four "LIVE" demonstrations  
17-18 March 2010, London

Booking ref: **985-10**

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Family Name

Job Title

Department

Company Name

Address

Postcode

Town Country

Tel No  Fax No

E-mail

Signature

I have read and understand the cancellation policy and agree with the terms and conditions

PLEASE PHOTOCOPY THIS FORM TO REGISTER FURTHER DELEGATES

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- Two-day event: £895 + VAT / €1,030      20% discount when booked before 5 February 2010
- First day only: £570 + VAT / €655      10% discount when booked before 26 February 2010

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- CD-ROM (site license) - £1,185+VAT/€1,136+VAT
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