

TECHNOLOGY TRANSFER PRESENTS

# ZACH WAHL

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## **Maximizing**

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## **Return On Investment**

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## **with Your Web Systems**

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**JUNE 14-15, 2012**

VISCONTI PALACE HOTEL - VIA FEDERICO CESI, 37  
ROME (ITALY)



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# MAXIMIZING RETURN ON INVESTMENT WITH YOUR WEB SYSTEMS

## ABOUT THIS SEMINAR

Information is one of the most value commodities an organization may possess. However, organizations consistently waste money through the poor management, retention, and findability of that information. These issues are even more evident on externally facing Websites and eCommerce sites, where findability problems translate to lost opportunities for revenue. This presentation will take lessons learned from over 200 Web information management deployments and offer the Best Practices to design, manage, and operate your internal and external Web systems and the information within them. Topics covered will include usability design, end-user focused requirements gathering and design, taxonomy design, governance, content management and tagging, search, and governance.

The presentation will use a number of Case Studies in order to illustrate what it takes for you to understand and improve the Return On Investment of you Intranet and Internet sites.

### WHAT YOU WILL LEARN

- The end-to-end process to assess, design, and implement improvements to your information systems
- Strategies to identify cost-savings and revenue generation as well as recommendations on measurement of Return on Investment
- Best Practices and methodologies for the critical design considerations of your systems, including user-centered design, taxonomy and metadata design and tagging, and project and content governance
- Complete Case Studies from other organizations that have realized Return On Investment through improving their Web systems

### WHO SHOULD ATTEND

- Project Managers or sponsors about to implement a new information management system or those seeking to improve on the ROI of their existing information management systems
- Organizations looking to get a head start on their information management projects and wishing to gain a full understanding on Best Practices and capabilities
- Information management and knowledge management Leaders seeking to improve the way their organization's manage their information

# OUTLINE

## **1. Measuring and Improving Return on Investment**

- Productivity and Time Savings
- Information Retention and Reuse
- Collaboration
- Consistency and Continuity
- Regulatory Compliance
- Findability
- Sales and Customer Loyalty
- Leveraging active and passive analytics to measure Web
- Identifying the keys to improving ROI

## **2. Introduction to Information System Design and Management**

- Framing the challenge
- Benefits of effective Design and Management
- Primary design and management mistakes

## **3. Case Studies – Costs of poor Design and Management**

## **4. User-Centered Design**

- Workshop methodologies
- User-centered exercises (to identify and engage the end user)

## **5. Taxonomy and Metadata**

- Defining the value of taxonomy
- Taxonomy design Best Practices
- Multi-faceted taxonomy and navigation

## **6. Navigation Redesign and Testing**

- Search and browse
- Examples of effective navigation
- Improving SEO – enhancing “hits” to your Websites

## **7. Content Management**

- Content cleanup methodologies
- Content tagging
- Content formatting
- Content migration

## **8. Project, System, and Content Governance**

- Value Statements
- Roles and Responsibilities
- Policies and Procedures
- Communications, Education, and Marketing

## **9. Web System Technologies Review – Commercial Off The Shelf (COTS) and Open Source Options**

## **10. Case Studies – eCommerce Returns On Investment**

## **11. Review of Best Practices and lessons learned**

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Visconti Palace Hotel Via Federico Cesi, 37 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within May 30, 2012</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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### ZACH WAHL MAXIMIZING RETURN ON INVESTMENT WITH YOUR WEB SYSTEMS

June 14-15, 2012  
Visconti Palace Hotel  
Via Federico Cesi, 37  
Rome (Italy)

Registration fee:  
€ 1200

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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## SPEAKER

**Zach Wahl** is the Vice President for PPC's Strategic Solutions Division. He has worked with over 200 public and private organizations to successfully implement portals, content management, collaboration, social computing, and other information management systems. Mr. Wahl has developed his own taxonomy design methodology, has authored a series of courses on knowledge management, and is a frequent speaker and trainer on the subjects of information governance, web strategy, and taxonomy design.