

AIIM First Canadian Chapter is excited to offer four educational workshops in 2015 that will provide your organization with the building blocks to better manage your content. Delivered by industry specialists within leading ECM firms, these sessions will provide valuable insight to common challenges faced by organizations like yours, best practices on how to address, and steps to get there. Join us for the whole series!

This is the first workshop in the four-part series, which will be presented by Janet de Guzman, on Five Steps to Building an Effective ECM Strategy.

Enterprise Content Management (ECM) technologies and business solutions enable organizations to manage their unstructured information and take advantage of enterprise information to gain better business insights, create positive business impacts, increase process velocity, reduce risks related to information governance, and protect intellectual property from internal leaks and external threats.

Often organizations dive head first into technology implementations without understanding their overall objectives, roadmap, or how they will measure success. Whether you are at the beginning of your ECM journey or are mid-stream and wish to pause and re-assess, this session will provide you with a best practice approach to developing your ECM Strategy.

This workshop will provide you with five key steps to successful strategic planning for ECM.

Topics:

- A brief overview of ECM technologies and the market
- Business Drivers – Why organizations are turning to ECM to solve their business challenges
- Information Reference Model - ECM breaks up the silos of information and makes information flow along your business process. Understand how to achieve this by defining and applying your organization's Information Reference Model.
- Prioritization of initiatives - We will discuss a practical approach to define an ECM roadmap for your organization, to identify and prioritize the business areas and solutions to start with as well as the specific change management issues around deploying ECM successfully.

Target Audience:

CIOs, ECM Program Leads and Champions, Business Information Managers, IT Managers, Technical and Business Architects, Information Management Practitioners

PROGRAM INFORMATION

Date: Wednesday, January 28, 2015

Registration: 8:00 – 9:00 a.m.

Seminar: 9:00 - 10:15 a.m.

Networking: 10:15 - 10:45 a.m.

Location: The National Club, 303 Bay Street, Toronto, Ontario

Cost per Workshop: \$35 AIIM Members / \$45 Non-AIIM Members

Cost to attend all 4 Workshops: \$120 AIIM Members / \$160 Non-AIIM Members

When you purchase the workshop package, your name will automatically be entered in a draw to win a gift card to The Keg

DRESS CODE: The National Club requires business casual dress. No jeans, runners, shorts or logo golf shirts are allowed.

To register, please [click here](#) or cut and paste this link: <http://aiimjan282015.eventbrite.ca>

Janet de Guzman, Director, Compliance Group at OpenText

Janet de Guzman is Director, Compliance Group at OpenText which is responsible for monitoring the regulatory landscape to which our customers must comply and supporting OpenText in its goal to provide best practice governance and compliance solutions and services.

She has also worked in the Enterprise Information Management (EIM) Professional Services Practice at Open Text where she was responsible for business development and delivery of strategic EIM advisory services. Janet has also held the roles of OpenText Account Executive and Program Director in public and commercial sectors.

Prior to joining OpenText, Janet was an Information Management (IM) Practitioner and Leader for CGI's Toronto IM Practice. She has 12+ years' experience in the IM and ECM domains where she has worked with her clients to develop ECM Strategic Plans, Information Governance Programs, ECM Readiness Assessments, and User Adoption Strategies. Janet is also an instructor at the University of Toronto iSchool Institute where she teaches "IM Analyses" for the Professional Certificate in Information Management.

OPENTEXT

The Power of Information

OpenText is the leader in Enterprise Information Management, helping customers to create a Digital-First World by simplifying, transforming, and accelerating their information needs. Over 100,000 customers already use OpenText solutions, either on premises or in our cloud. For more information about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com

Not yet an AIIM member? [Sign up](#) to become a member and please don't forget to reference "FIRST CANADIAN" during sign up.

Workshop Two – Establishing an Information Governance Program – Wednesday, February 25, 2015

Workshop Three – Shared Drive Cleanup & Migration – Wednesday, March 25, 2015

Workshop Four – Metadata and Taxonomies for Organizing Your Content – Wednesday, April 22, 2015