

AIIM First Canadian Chapter is excited to offer our next set of four educational workshops that will continue the journey to providing your organization with the knowledge and awareness 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! Workshops will be taking place, the 3rd Thursday of each month from May to August.

Workshop One – DIY Taxonomy Overview – Thursday, May 21, 2015

Any document management system is missing a key ingredient: the taxonomy. The system comes with many features, but requires you to design and implement the access control, inheritance, metadata fields, and folder structure yourself.

There is no guide provided by the vendor, yet making an incorrect decision in the beginning can cripple a system within a year if volume was under-estimated, too many folders were required, or the security inheritance is too complicated. Additional features such as project teams, version control, and links can quickly turn good intentions into chaos similar to a network share disaster. To drive the most out of the investment made in the system, this session will provide key direction on how to avoid common pitfalls while saving time by avoiding any taxonomy rebuilds.

Register here: <http://aiimmay212015.eventbrite.ca>

Workshop Two – Intelligent Content – Thursday, June 18, 2015

The Content Marketing Institute defines intelligent content as “content that’s structurally rich and semantically categorized and therefore automatically discoverable, reusable, reconfigurable, and adaptable”. Intelligent content allows organizations to realize benefits such as faster time-to-market, better collaboration, multi-channel deployment and reduced translation costs.



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While these concepts may have started out in technical publication departments, they are rapidly catching on with other parts of the business trying to solve issues with their high-value content. Intelligent content, or more specifically semantically-rich XML content, presents numerous benefits to adoption but also creates new challenges for effective management and deployment. This session, targeted at decision makers, consultants, and information professionals, introduces the concepts behind intelligent content and discusses the benefits and challenges to adoption.

Register here: <https://aiimjun182015.eventbrite.ca>

Workshop Three – Content Analytics – Thursday, July 16, 2015

Enterprise Content Management (ECM) solutions and technologies help organizations to store and manage their content. However, we all know that in addition to ECM systems, the content is stored in CRM systems and file shares, call centre management solutions and enterprise collaboration applications. Organizations are looking for technologies that would enable business decision-making based on the analysis of all the data available for an organization, which includes unstructured data in the form of text, audio and video, internal and external.

We all have heard about Big Data and how big data analytics helps organizations to derive insights and make educated business decisions based on the analysis of the data. More than 80% of the data used by big data technologies is unstructured data, analyzed with the help of text, audio and video analytics.

This workshop will provide an overview of the content analytics solutions and technologies. We will discuss examples of the business problems that can be solved using content analytics and the steps the organizations are taking to define their content analytics roadmap and strategy.

Register here: <http://aiimjul162015.eventbrite.ca>



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Workshop Four – Information Governance Roadmap – Thursday, August 20, 2015

There is no recipe on how to get started with your information governance initiatives. Each organization is at a different point of evolution in their document and records management maturity. This dictates any starting point is unique to your situation. Many factors contribute to determine the work streams, resources, order of activities and pace of implementation. The roadmap is the most efficient form to document, develop and understand the needs and goals of your corporate initiative. The roadmap sets the stage for a business case, project management plan and the critical communications strategy.

This workshop will look at critical road map inputs, techniques to gather corporate needs, and real life examples.

Register here: <http://aiimaug202015.eventbrite.ca>

All workshops will be held at The National Club, 303 Bay Street, Toronto, from 8:30 a.m. to 11:00 a.m.

Breakfast will be provided.

Cost per workshop will be \$35 – AIIM Member; \$45 – AIIM Non-Member

Cost to attend all 4 workshops will be \$120 – AIIM Member; \$160 – AIIM Non-Member

When you purchase the workshop package, your name will automatically be entered in a draw to win a \$25 gift card.

Registration will be through Eventbrite.

ANOTHER EVENT – Social Business Networking – Thursday, May 21, 2015

Register here: <http://aiimsocialmay212015.eventbrite.ca>

