ASIDIC SPRING 2009 MEETING

March 22-24, 2009
Grand Hyatt Hotel Tampa Bay
Tampa, Florida

Innovation in a Time of Great Change

FINAL PROGRAM

Program Chairs: Rich Weber, *Sr. Business Development Manager,*
Content Data Solutions Inc.
Lettie Conrad, *Online Publishing/Product Manager,*
SAGE Publications
Local Host: **Mike Walker,** *Executive VP and COO, NewsBank*

Introduction to the Program

Content production and distribution organizations of all kinds are facing a dramatic evolution in communication, academia, and technology. Now with the added complexity of worldwide economic crises, we are searching for self-definition and bold innovations to weather our changing industries. What does this change look like? What do end users really expect from us? Do some new business models threaten to change our missions? Speakers and panelists from a wide range of businesses will offer varied perspectives on change management, novel product development, and customer markets.

Sunday, March 22, 2009

3:00 – 5:00 **Executive Committee**

Meeting *3:00* **Registration starts**

5:30 – 7:30 **Reception – Cocktails and Hors**
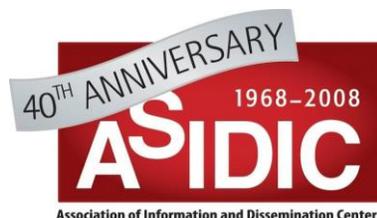
D'oeuvres *7:30 -* **No-host dinner**

Monday, March 23, 2009

7:30 – 8:30 **Continental Breakfast**

8:30 – 9:00 **ASIDIC Business Meeting** *(All are welcome!)*

9:00 – 9:15 **Welcome** – **Mike Walker,** *ASIDIC President*
    Who's Here and Program Introduction – *Rich Weber and Lettie Conrad*

9:15 – 12:15 KEYNOTE SEMINAR [SLIDES]

Strategic Innovation Online: A Hands-on Seminar To Inspire Creativity in Web 2.0

Charles B. Kreitzberg, Ph.D. and Anne Pauker Kreitzberg
CEO and President, *Cognetics Corporation*

(Presentations, discussions, and case studies, including a Networking Break)

Web 2.0 is having a profound impact on our industry. No one seems to have all the answers. Even if we did, the game is still changing. This fast-paced, interactive session will get the creative juices flowing. We will talk about "big picture" issues that Web 2.0 presents. Using a case study, we will explore these issues further to come up with "real world" approaches to tackle challenges we all face, such as how to:
build a compelling, "value added" Web
2.0 site attract and engage customers
create online communities
develop a business model for the Web environment

12:15 – 1:30 Lunch

1:30 – 2:15 Change Management: The Human Side of Progress [SLIDES]
Ann Michael
Vice President, Information & Media, Really Strategies, Inc.
When implementing new products, tools, and processes in a publishing environment how can we navigate competing agendas, concerns, or demands from our colleagues? How might individual contributors, leaders, and even our corporate policies and processes themselves be making change more difficult? What can we do about changing THAT?

2:15 – 2:45 Usability for Academic Discoverability [SLIDES]
Sue Maniloff
Alliance Manager, Global Content, ProQuest
Through groundbreaking technological developments, libraries have opportunities to offer Google-like searching to their collections for fast and easy discovery of scholarly content. Sue Maniloff manages publisher relations for ProQuest's new Summon Unified Discovery Service, which was developed after extensive quantitative and qualitative analysis of how scholars access authoritative content. Sue will address what the search process means for publishers and researchers.

2:45 – 3:15 Networking Break

3:15 – 4:15 Case Studies in Social Networking and Social Content [SLIDES]
*(Panel moderated by **Judy Luther**, President, Informed Strategies)*
The Web enables connections between people and content, and people and people. What are the drivers, the risks and the benefit in utilizing new software to support these connections? Learn from the experience of two societies that are using new technologies in innovative ways to support their members and increase the usefulness of their content.

- *Tracey Sutherland,* Executive Director, American Accounting Association
  [SLIDES]
- *James Wonder,* Director, Emerging Technology, AIP **[SLIDES]**

4:15 – 5:15 *Leveraging Openness in a Universe of Free:*
             Lessons from the National Academies Press **[SLIDES]**

Michael Jensen, Director, Strategic Web Communications,
             National Academies Press

Since 1994, the National Academies Press has been allowing some kind of free access to all its frontlist books. Today it has 4,000 books online for free and for sale, with 1.5 million visitors a month to its site. The Internet's shift to "free" challenges many of the basic presumptions of publishing. How do we turn this threat into an opportunity?

6:30 –   *Dinner*

Tuesday, March 24, 2009

8:00 – 8:30 *Continental Breakfast*

8:30 – 9:30 **KEYNOTE ADDRESS**
             Redefining Search: Technology Solutions for
                 Better Information Access **[SLIDES]**

Eric Brégand, CEO, Temis Inc.

Editorial teams require flexible, precise and real-time access to all relevant information through integrated information solutions enabling information access, analysis, and management and supporting scientific, cultural or business editorial investigations. As classical search engines are no more sufficient to provide highly granular and precise analysis, robust indexing solutions are now required to power existing content processing systems by embedding dictionaries and annotating millions of documents to finally produce indexed, visible, searchable and actionable content. This talk will bring out the key benefits of moving to text analytics technologies based on case studies from leaders of the legal publishing, scientific publishing, and press clipping production sectors.

9:30 – 10:00 **Networking Break**

10:00 – 10:45 *Meeting the Challenges with Innovation and New Products* **[SLIDES]**

*Matt Turner*, Principal Consultant, Mark Logic

In today's publishing markets, multiple challenges are forcing publishers to rethink their strategies to get the most out of their content and provide new products to their customers. This presentation will discuss some of these approaches, including how organizations have focused on reusing assets, building targeted applications, and promoting community interaction.

10:45 – 11:45 **ENDNOTE ADDRESS**
             The Future Ain't What It Used To Be **[SLIDES]**

Chris Willis, VP, Social Media, footnote.com

Today, every major industry, not to mention every individual, is wrestling with myriad disruptions spawned by technological developments around the Internet and, in turn, causing ripples of disruption in response. We can meet these challenges with constant waves of defensiveness or with
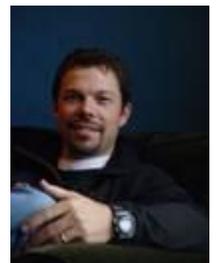
new patterns of constant innovation. In an interactive session, driven by attendee-generated "disruptions," Chris will lead a discussion on choosing the right response to these immense changes to the information at the core of our industries.

11:45 – 12:00 *Closing Remarks and Adjournment*

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