

ASIDIC SPRING 2010 MEETING

March 23, 2010
LYRASIS Conference Center
Philadelphia, Pennsylvania

SMART CONTENT: Uncovering the Value and Benefits of Semantic Technology

FINAL PROGRAM

8:00 – 9:00 **Registration, Continental Breakfast**

9:00 – 9:15 **Welcome, Program Introduction** – *Tim Ingoldsby, ASIDIC President*
[\[Slides\]](#)

9:15 – 10:00 **OPENING KEYNOTE ADDRESS**

Smart Content: Back to the Future?

Sue Feldman, Research Vice President, IDC

Content providers have taken the value of good indexing or metadata for granted. Now the rest of the information universe is catching up. Call it the Semantic Web, faceted navigation, topic, concept or entity extraction, good indexing leads people to the information they seek. This talk will discuss current approaches to extracting and tagging media, and some of the ways in which tags are used today to improve not only search and navigation, but also online advertising, as well as business and government intelligence.

10:00 – 10:30 **Semantic Technology 101**
Thane Kerner, CEO, Silverchair [\[Slides\]](#)

10:30 – 11:00 **Networking Break**

11:00 – 11:45 **Case Study 1: Using our own information to forecast our direction**

- **Bill Pickering**, Sr. Manager, Online Services, IEEE [\[Slides\]](#)
- **Richard Klavans**, President, SciTech Strategies

11:45 – 12:30 **Case Study 2: Enriching the editor's experience with peer review**

- **Judy Quong**, Sr. Associate Editor, Cancer Research, American Association for Cancer Research [\[Slides\]](#)
- **Darrell Gunter**, Chief Marketing Officer, Collexis [\[Slides\]](#)

12:30 – 1:15 **Lunch**

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1:15 – 2:00 Case Study 3: Getting references right - How semantic technology helps linking, findability and analysis

- *Matt Turner, Principal Consultant, Mark Logic*
- *Beverly Jamison, Sr. Director, IT Architecture and Publishing Solutions, American Psychological Association* [\[Slides\]](#)

2:00 – 2:45 Case Study 4: Enhancing the user's experience with semantic "smart linking" [\[Slides\]](#)

- *Richard Fusco, Director, Content Strategy, McGraw-Hill*
- *Michael Lavitt, Director, Editorial and Online Production, AviationWeek*
- *Jim Hohman, VP, Sales — Publishing, TEMIS*

2:45 – 3:00 *Networking Break*

3:00 – 3:30 *Panel Discussion with case study participants*

Moderated by *John Blossom, President, Shore Communications* [\[Slides\]](#)

3:30 – 4:00 CLOSING KEYNOTE ADDRESS

**Smart Content Technologies in Perspective:
What have we learned and where are we going?
Steve Sieck, President, SKS Advisors [\[Slides\]](#)**

4:00 – 4:05 *Closing Comments – Tim Ingoldsby, ASIDIC President*

4:05 – 5:00 *Post-meeting Networking*

