



## ICRM Exam Preparation: Certified Records Analyst (CRA) – An Overview and Parts 2, 3 & 4

**Date:** 10/19/2019, 8:00:00 AM - 12:00:00 PM

**Admission:** Pre-Registration Required

**Location:** Bayou B, Delta Mezzanine

**Speaker:**

**Full Description:** The Day One, Half Day workshop will cover the introduction to the ICRM Exams, including a qualification overview, and a detailed overview of the material covered in Parts 2-4, with 20 sample questions for each part.

## ICRM Exam Preparation: Certified Records Manager (CRM) – An Overview and Parts 1 through 5

**Date:** 10/19/2019, 8:00:00 AM - 5:00:00 PM

**Admission:** Pre-Registration Required

**Location:** Bayou B, Delta Mezzanine

**Speaker:**

**Full Description:** The Day One, Full Day workshop will cover the introduction to the ICRM Exam, including a qualification overview, and a detailed overview of the material covered in Parts 1 through 5 with 20 sample questions for each part.

## ICRM Exam Preparation: Certified Records Manager (CRM) – Parts 1 through 5 and Part 6: The Business Cases.

**Date:** 10/19/2019, 8:00:00 AM - 5:00:00 PM

**Admission:** Pre-Registration Required

**Location:** Bayou B, Delta Mezzanine

**Speaker:**

**Full Description:** This workshop will combine both Day one and Day Two and cover the entire exam review.

## Registration

**Date:** 10/20/2019, 7:30:00 AM - 6:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**



## ICRM Exam Preparation: Certified Records Manager (CRM) – Parts 1 through 5 and Part 6: The Business Cases.

**Date:** 10/20/2019, 8:00:00 AM - 5:00:00 PM

**Admission:** Pre-Registration Required

**Location:** Bayou B, Delta Mezzanine

**Speaker:**

**Full Description:** This workshop will combine both Day one and Day Two and cover the entire exam review.

## ICRM Exam Preparation: Certified Records Manager (CRM) – Part 6: The Business Cases.

**Date:** 10/20/2019, 8:00:00 AM - 5:00:00 PM

**Admission:** Pre-Registration Required

**Location:** Bayou B, Delta Mezzanine

**Speaker:**

**Full Description:** The Day Two, Full Day workshop will include an overview of Part 6, the business case portion of the exam. Attendees will receive strategic tips for passing Part 6 and will take and self-grade, from the grader's guides, two sample business cases. This will require attendees to bring a laptop as no paper exams will be available.

## The ARMA International Leadership Summit 2019

**Date:** 10/20/2019, 10:30:00 AM - 5:00:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Annalisa Nash-Fernandez | Melissa Henley | Nick Inglis | Julia Mewbourne | Shelly Ray | John Spencer

**Full Description:**

## Leadership Summit: Keynote: Break Out Of Your Cultural Comfort Zone to Communicate Globally

**Date:** 10/20/2019, 10:30:00 AM - 11:30:00 AM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Annalisa Nash-Fernandez

**Full Description:** Break out of your cultural comfort zone. People are communicating more than ever, but still must face linguistic and cultural barriers. In a globalized world, teamwork, collaboration, and business growth mean communicating across real and perceived borders. In this dynamic presentation, learn how cultural differences present challenges in everyday situations. Multidisciplinary content draws on business case studies, research in applicable fields of psychology and sociology, culture related events in the news, and the latest academic theories on intercultural dynamics.



## Leadership Summit: Leadership Self-Assessment #1

**Date:** 10/20/2019, 11:30:00 AM - 12:00:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Nick Inglis

**Full Description:** "Self-awareness moves us beyond the old well-worn pathways" – Deepak Chopra

## Leadership Summit: Lunch

**Date:** 10/20/2019, 12:00:00 PM - 1:00:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:**

**Full Description:**

## Leadership Summit: No Carrot, No Stick - Using Emotional IQ to Motivate Compliance

**Date:** 10/20/2019, 1:00:00 PM - 1:45:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Julia Mewbourne | Shelly Ray

**Full Description:** Rogue records coordinators? Shadow retention schedules? Why would anyone expose their organization to increased risk, costs, and inefficiencies? Maybe Shreddy Freddy just wants a clean desk or Secret-Cloud-Drive Sally just needs to work remotely, after hours. Learn how Emotional Intelligence can help you find out what's behind the boggling behavior, and learn new solutions for pitching RIM compliance based on what THEY VALUE.

## Leadership Summit: Leadership Self-Assessment #2

**Date:** 10/20/2019, 1:45:00 PM - 2:15:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Nick Inglis

**Full Description:** "Knowing yourself is the beginning of all wisdom." – Aristotle



## Zasio - What is your IG IQ?

**Date:** 10/20/2019, 2:00:00 PM - 2:50:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Island F, Delta Island

**Speaker:** Warren Bean, CRM

**Full Description:** Information Governance can be like target practice in the dark – you’re not always sure what you’re aiming for, nor whether you’ve hit it. In this presentation Zasio will provide tools to help you evaluate where you stand now, and strategies for achieving your goals, including operationalizing your records retention schedule, and an introduction to Zasio’s exclusive IG Implementation Quadrant.

## Leadership Summit: Building Your Personal Brand: Establish Your Professional Identity to Drive Change, Build Relationships, and Get Things Done

**Date:** 10/20/2019, 2:15:00 PM - 3:00:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Melissa Henley

**Full Description:** For many records managers, the hardest part of the job isn't coming up with initiatives that will benefit their organizations. The much harder part can be convincing other people that your ideas are worth supporting. One way to do that is by building influence. But how can you build the influence you need when you, your department, and your projects are often pigeonholed or dismissed? In today's environment, perception is reality. By curating your personal brand, you can become your own best advocate so you're better able to gain buy-in and position yourself and your team for success.

## Zasio - Implementing Privacy by Design (PbD)

**Date:** 10/20/2019, 3:00:00 PM - 3:50:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Island F, Delta Island

**Speaker:** Soo Kang, IGP, CIPM, CIPP/E, CIPP/US

**Full Description:** Privacy by Design is a framework that requires the proactive consideration of privacy in the design and operation of business practices and IT systems. While this might sound simple in concept, it can be difficult to implement in practice, especially if privacy is not your day-to-day role!

During this session, Soo will help simplify PbD with an overview of the concept and discussion of some of the key privacy principles and implementation techniques. He'll then provide you with some key elements that you can take back to the office with you to help your PbD framework move from concept to good practice. Whether you're a privacy newbie, or a daily practitioner, there is something in this session for you!



### Leadership Summit: Leadership Self-Assessment #3

**Date:** 10/20/2019, 3:15:00 PM - 3:45:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Nick Inglis

**Full Description:** "It takes courage to grow up and become who you really are." – E.E. Cummings

### Leadership Summit: Keynote: No reflection, no growth. Reflection fuels leadership growth

**Date:** 10/20/2019, 3:45:00 PM - 4:30:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** John Spencer

**Full Description:** While we all wish there was a fast lane, it truly takes time (and discipline, and mental and emotional willpower). Self-reflection and its reward of self-awareness cannot be thought of as a passive exercise. Learn how self-reflection is your path forward to collaborating successfully and to growing as a leader. And, while there is no fast lane, there is a lane and self-reflection is the fuel to get you headed in the right direction.

### Registration Reception

**Date:** 10/20/2019, 4:00:00 PM - 6:00:00 PM

**Admission:** Core | PLUS

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:** You're invited to help us kick off the conference in the best way! See your old friends and make some new ones. Your admittance is included with all registration options.

### Leadership Summit: Session Q&A and Discussion

**Date:** 10/20/2019, 4:30:00 PM - 5:00:00 PM

**Admission:** PLUS | Leadership Summit

**Location:** Canal A,B,C,D, Delta Mezzanine

**Speaker:** Annalisa Nash-Fernandez | Julia Mewbourne | Shelly Ray | Melissa Henley | John Spencer | Nick Inglis

**Full Description:** Q&A and discussion with all Leadership Summit speakers. Discuss your leadership style and what you've learned through the day.



## Open Certified CRA/CRM Meeting

**Date:** 10/20/2019, 6:00:00 PM - 7:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Bayou A, Delta Mezzanine

**Speaker:**

**Full Description:**

## First Time Attendee Reception

**Date:** 10/20/2019, 6:00:00 PM - 7:00:00 PM

**Admission:** Core | PLUS

**Location:** Delta Island B, Delta Island

**Speaker:**

**Full Description:** This reception offers first-time attendees the opportunity to meet board members, chapter leaders, and other first-timers to ARMA InfoCon.

## Open Certified IGP Gathering

**Date:** 10/20/2019, 6:30:00 PM - 7:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Canal E, Delta Mezzanine

**Speaker:**

**Full Description:**

## IGP, CRM & CRA Joint Reception

**Date:** 10/20/2019, 7:00:00 PM - 8:00:00 PM

**Admission:** Ticket Required

**Location:** Foyer C, Ryman Exhibit Hall

**Speaker:**

**Full Description:** Attend the first IGP, CRM & CRA Joint Reception and network with other CRMs, CRAs and IGPs while enjoying appetizers and a cash bar. Ticket required and must be purchased in advance.

## Registration

**Date:** 10/21/2019, 7:00:00 AM - 5:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**



## Opening Keynote: Opening Welcome- Meet Your Conference Hosts | Information in Action- Mining the Information Gold Mine | Acknowledgement of ARMA Fellows & Awarding of new ARMA Fellows (Generously Sponsored by ZL Technologies)

**Date:** 10/21/2019, 8:15:00 AM - 9:30:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Dr. Mansur Hasib | Jon Weston | Trevor Banks | Bill Bradford

**Full Description:** Welcome to ARMA InfoCon 2019. Opening keynote from Dr. Mansur Hasib. Awarding of new ARMA Fellows.

### VIP Lounge

**Date:** 10/21/2019, 8:30:00 AM - 5:45:00 PM

**Admission:** PLUS Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**

### Coffee Station

**Date:** 10/21/2019, 9:15:00 AM - 10:15:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Canal Lobby, Delta Mezzanine

**Speaker:**

**Full Description:** Coffee? Who doesn't love coffee? Get a cup and power up for your next session.

### Process Improvement Panel

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Bob Larrivee | Sandra Serkes | Steve Weissman

**Full Description:** This expert panel session will present and discuss how process improvement provides operational benefit and material success to business organizations seeking to improve their efficiency, effectiveness, and management practices, better align with their information governance programs, and enhance control of enterprise information. Discussion topics include: measuring and documenting current processes in order to improve them, monitoring to ensure goals are perpetually being met, and identifying opportunities for improvement, automation and transformation, particularly as new technologies and demands evolve.



## Transform and Govern Your Key Business Processes with Cloud Content Management

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** John Frost

**Full Description:** In the age of digital transformation, moving to the cloud is no longer theoretical. It is happening now or has already happened in every kind of organization across the globe with productivity, collaboration, CRM, HR management, and much more. However, as the business moves forward, cloud content and governance strategies in most organizations are behind! Learn more about cloud content management and governance, how it transforms your mission-critical business processes, and how governance can be user-transparent. Plus, hear use cases on companies that are successfully deployed.

## Taking Flight: A Case Study Leveraging ARMA's IG Maturity Model

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Carissa Bourdon

**Full Description:** Does your RIM or IG staff seem like it's always reacting to the latest crisis? Do you have a lot of projects but few successes? In this case study, learn how one agency used ARMA's IG Maturity Model to assess its current risks, define agency-wide goals, and build a roadmap to transformational IG practices. Using gauges for an aviation-themed presentation, learn how we were able to "move the needle" to more stable RIM and IG programs and practices agency-wide.

## It's Time to Modernize Your Company FAQ with a No-Code Bot

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Mark Rackley

**Full Description:** The thought of creating a bot may sound like a daunting task to anyone without a technical background. I know as a developer when I was tasked with writing a Question and Answer bot I was apprehensive as to what all it would entail. It turns out the process is extremely simple and requires no technical abilities whatsoever. In fact, after creating the bot it struck me that the Question and Answer bot is the ideal bot to replace your company's FAQ. We all have them. Frequently Asked Questions. Attend this session and learn: 1.How ANYONE can create a QnA Bot and deploy it to Teams 2.How to source FAQ information from spreadsheets, web pages, and other sources 3.How to take advantage of AI Cognitive Services to determine user intent when they ask questions 4.ALL without writing a line of code!





## Getting To Know You: Creating a Project Team with Purpose

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Angela Watt

**Full Description:** Based on the Information Governance Reference Model, attendees of this session will learn how to create a collaborative team of experts that will create sustainable digital transformation projects that live long term. We will discuss who you should include in your project team, why they need to be there, and when to include them. Whether you are a supplier implementing a software solution in an organization, or a Project Lead in-house, identifying the team and how to work with them will guarantee a successful project completion. To finish this creation, attendees will learn how to apply these to define project objectives that are measurable while also including hidden requirements and corporate culture.

## Secrets to Working with IT

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Amy Lofton | Aubrey Hale | Sankar Krishnaswamy

**Full Description:** Learn the secrets of engaging IT to help solve your information management initiatives from start to finish. This session demonstrates how to create and maintain a mutually benefiting partnership for the enterprise by involving IT in the very beginning. Acquire vital successful (and unsuccessful) guidelines from a team that shattered silos and rebuilt years of damaged relationships to create an enterprise-wide successful program.

## Exclusive Q&A Meet and Greet with Dr. Mansur Hasib

**Date:** 10/21/2019, 9:45:00 AM - 10:30:00 AM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Dr. Mansur Hasib

**Full Description:** PLUS registrants can join in an exclusive Q&A session with our opening keynote speaker, Dr. Mansur Hasib.

## Solution Provider Training - Understand Your Prospects' Needs & How Your Solutions Can Fulfill - INFO Designation

**Date:** 10/21/2019, 9:45:00 AM - 12:50:00 PM

**Admission:** Business Partners Only

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:** Nick Inglis | Jennifer Millett

**Full Description:** This session is the first step for business partners to achieve ARMA Preferred Solutions Provider accreditation. Learn more about the program and details at <https://www.arma.org/page/preferred>.



## Cloud Risk and IG: What You Need To Know

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Tessa Cierny | LaVonne Williams

**Full Description:** Doing business in the cloud has become so commonplace that it's rarely remarked upon now. But have you ever stopped and asked yourself, "Who is tracking what data is out there?" When company data is in a third party cloud environment, risks to the company emerge. This session will give you suggestions for dealing with contracts with cloud vendors, as well as ways to mitigate risk by instituting IT security policies and new contract language to protect your company.

## Conduct an Effective IG/RIM Needs Assessment: The Community Transit Experience

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Susan Goodman, CIPP/US, CIPM, IGP, CRM, FAI, MLS, CIP, ERM, ECMs | Vaughan, MARA

**Full Description:** It is critical to understand your organization's current IG and RIM needs and priorities in order to determine effective program strategies and choose new information technologies. To see what users and the agency needed at Community Transit (CT), a WA State Transit Authority, we conducted an enterprise-wide needs assessment. Join us as we share the methodologies, experiences, and lessons learned from this valuable and exciting project from the perspectives of the program owner and the RIM/IG/privacy SME. Attendees from all sectors will benefit.

## Small Budget / National Success

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Matt McMahan

**Full Description:** Does your program have a limited budget? This creative case study will demonstrate how outsourcing was selectively leveraged by a RIM program to stretch a very limited budget into a nationwide success.

## Information in the FOG: Technology Fights Back

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Brent Gatewood, MBA, CRM

**Full Description:** Where is your information? Really though, WHERE is your information? We understand the perils and challenges of managing our content within our systems - but what about the information on the edge of our systems? IoT has shown us that this may be the most fragile component of our ecosystem. FOG computing shows us that we may not even know about some of our own systems. In this session, we review these technologies and their challenges.



## "This is Jeopardy": The Engaging, Interactive Training Tool

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Nancy Maglothin | Christina Sergent | Andrew Hersel

**Full Description:** Use the "This is Jeopardy" game board to customize your RIM and IG training. This outside-the-box training is a unique tool to fully engage your audience and drive home RIM and IG concepts. This session will show you how to use this highly interactive game that makes learning fun and exciting in your organization!

## Digital Transformation Demands Great Architecture, and Other Things Your CIO Wishes You Knew

**Date:** 10/21/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Kevin Parker

**Full Description:** Do you know what your CIO really means when she says "Digital Transformation"? Are your projects and programs aligned with her goals? Mapping your priorities to your CIO's strategic initiatives is CRITICAL to your success as an information professional. This session will examine specific topics your CIO wishes you knew about, including digital transformation inside and out, enterprise information architecture, shifting to product management, cybersecurity challenges, dealing with technical debt, and emerging architecture models that leverage hybrid cloud, multicloud, app containers, serverless computing, and [XYZ]-as-a-service. Understanding these concepts will empower you to help your organization govern content and data as strategic enterprise assets—and help you become and remain a trusted strategic advisor.

## Lunchtime Rapid-Learn Keynotes w/ Conference Hosts Trevor Banks & Jon Weston, Driven Inc., Ripcord, Alfresco, & ZL Technologies

**Date:** 10/21/2019, 11:40:00 AM - 12:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Trevor Banks | Jon Weston | Eric Mandel | Ripcord | Tara Combs | Kon Leong

**Full Description:** Join us for a delicious lunch and a packed keynote filled with rapid fire TED-style sessions. Food for thought with a side of food for thought.



## Virtual Reality / Augmented Reality Training Techniques 101

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Tina Baker | Mary Beth Weaver

**Full Description:** If Dale Carnegie is right and "Only knowledge that is used sticks in your mind," how do we successfully teach the tenets of information governance? This interactive, hands-on workshop will move beyond traditional training and examine how non-traditional training techniques - virtual, augmented, and mixed reality - can maximize participation in and the value of your training program to ensure long-term information governance success!

## Data Integrity in an Age of Urgency

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Caren Shiozaki

**Full Description:** "Go digital or die!" is the rallying cry for businesses running down the digital transformation (DX) path. In the rush to innovate, data governance is often seen as an easy way to cut corners. Learn tactics to promote and protect data integrity when facing unrelenting pressure from the need for speed.

## Records, Retention, and Discovery with SharePoint

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Robert Bogue

**Full Description:** SharePoint has an array of options for retaining, discovering, and declaring content. Records centers and in-place retention are options. With so many overlapping options and features, the problem is often how to determine which feature(s) to use. We'll dispel the mystery of what you can and can't do in SharePoint (including Online). Learn how to create holds, how to declare records in SharePoint, and the protections afforded to documents in every scenario.

## Rapid-Fire Sessions on Ethics

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Pending

**Full Description:** The details for this session are coming soon.



## Panel Discussion: Communication, Dialogue, and Building Internal Support for Your Information Programs

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Jim Merrifield | Angela Watt

**Full Description:** A panel discussing Communication, Dialogue, and Building Internal Support for Your Information Programs

## Subscription Service Value for Enterprise Rules Management

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Sarah Emes, CRM, IGP

**Full Description:** Subscribing to a rules service to manage your enterprise retention and privacy policy is a step change from budgeting projects to manually update them periodically. Are you ready to orchestrate the move from a project process to an operational mode of working to support the speed of change and diversity of regulations that impact data retention? This session will help you prepare your proposal and change management plan to educate all the stakeholders in your organization and come to a good decision together.

## Information Certifications: Compare & Contrast for Your Career Path

**Date:** 10/21/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** John Krysa | John Isaza

**Full Description:** Join three of the top leaders in the information certifications space as they discuss the various certifications and career paths within the information profession.

## Expo Hall Open

**Date:** 10/21/2019, 12:50:00 PM - 4:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:**

**Full Description:**



## Expo Hall Guided Tour Led by ARMA Board President, Bill Bradford

**Date:** 10/21/2019, 1:00:00 PM - 2:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:** Bill Bradford

**Full Description:** New to an ARMA Conference? Here's your chance to get a guided tour of the Expo Hall with ARMA President, Bill Bradford. Meet at the front entrance doors to the Expo Hall.

## Professional Headshots at the Access Booth

**Date:** 10/21/2019, 1:45:00 PM - 4:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 112, Delta Ballrooms

**Speaker:**

**Full Description:**

## Choose a strong foundation with Microsoft Azure Storage

**Date:** 10/21/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Chris Brooks

**Full Description:** We will explore the benefits of managing your mission critical data in Microsoft Azure, including global scale, security and compliance, cost savings, and productivity from innovation.

## Industry Intelligence: "The Potential Pitfalls of Your Offsite Records Storage Program"

**Date:** 10/21/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Vicki Urias | Patrick McKillop

**Full Description:** Higher Education on the pitfalls of your offsite records storage program.



## Solutions Showcase: Strategies for Demystifying and Modernizing Information Governance

**Date:** 10/21/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Anita Chiang

**Full Description:** Records management can often feel like walking a tight rope. Every day, organizations are adapting to social change and technological innovation while meeting security standards and adhering to policy changes. Laserfiche has provided industry-leading Records Management capabilities for over a decade, and continues to create new functionalities in the solution, allowing organizations to organize, manage, and work with records in the way that works best for them.

Join us to learn:

- How to preserve the integrity of records with a DoD 5015.2-certified records management solution;
- Tips for unifying content, automating routine tasks, and generating reports
- New features and tools available to streamline operations

## Information Projects Workshop 1: Information Project Management Essentials

**Date:** 10/21/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** David Prather

**Full Description:** As an information management professional, you're going to be involved in projects—and sometimes you'll have to lead those projects. You may have an IM background, but how are your business analysis (BA) and project management (PM) skills? This session will focus on BA and PM activities you need to be successful as you undertake your next information management initiative. This workshop will cover four areas: 1) strategy analysis (pre-project activities), 2) project planning and requirements, 3) project monitoring and controlling, and 4) project delivery and closing. You will be introduced to standard project management and business analysis methodologies and best practices, and participate in groups to complete a hands-on "mini" business case.

## Information Management / Retention Fundamentals Workshop 1: Learn the 'Right Stuff' to Advance Your Organization – and Your Career

**Date:** 10/21/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:** Steve Weissman

**Full Description:** Know it or not – and like it or not – you are sitting at a career crossroads like the test pilots of the late 1950s, who had to decide whether to adapt their aviation skills to space flight. Your challenge is to determine whether and how to apply your knowledge of retention, classification, capture, search, security, and the like to all of your organization's information, be it records, documents, images, data, video, or the business processes that move around within and outside your organization. This workshop equips you with everything you need to succeed in this broader context. Steeping you in the fundamentals of every needed core discipline, it positions you to steer your enterprise into the future – and boost your own profile as well.



## Advanced Technologies Workshop 1: Auto-Classification Workshop

**Date:** 10/21/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 3 - Bayou B, Delta Mezzanine

**Speaker:** Sandra Serkes

**Full Description:** Advanced Technologies Workshop 1: Auto-Classification Workshop

## Risk Reduction Workshop 1: 7 "Reasonable Steps" for Legal Holds of ESI and Other Documents Workshop

**Date:** 10/21/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 4 - Bayou A, Delta Mezzanine

**Speaker:** John Isaza | John Jablonski

**Full Description:** Risk Reduction Workshop 1: 7 "Reasonable Steps" for Legal Holds of ESI and Other Documents Workshop

## Demonstration Station: Can your scanner scan what our scanner can? Come by Booth 101 to see for yourself!

**Date:** 10/21/2019, 1:50:00 PM - 2:10:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 101, Delta Ballrooms

**Speaker:** Mark Messier

**Full Description:** Most of the other scanners on the market can't scan what Falcon+ can for one simple reason - they were designed to run fast.

Falcon+ was designed to run efficiently. Falcon+ takes on the most costly part of the document scanning process, document prep, and virtually eliminates it.

So why do thousands of scanner operators around the globe use OPEX scanners? Because our scanners scan what other scanners can't.

Join the crowd for a demo of the latest Universal Document Scanning Workstation from OPEX, the Falcon+.





## Demonstration Station: Work Smarter Through Digital Transformation

**Date:** 10/21/2019, 2:20:00 PM - 2:40:00 PM

**Admission:** Core | PLUS

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Debbie Fiorini

**Full Description:** Struggling with Digital Transformation? Want an easy way to give your team instant and secure access to the documents they need most?

CartaDC Essentials gives teams what paper files never can – permission-based access facilitating collaboration and security and enabling compliance, productivity and business agility.

Let Access show you a full-service Information Management solution today! [www.accesscorp.com](http://www.accesscorp.com)

## Book Signings at Business Partner Booths

**Date:** 10/21/2019, 2:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** EXPO, Delta Ballrooms

**Speaker:**

**Full Description:** Meet the authors of the books that have shaped your professional advancement and get an array of signed books to bring back to the office (announcements coming soon)

## Solutions Showcase: Building a modern and efficient records retention schedule for both electronic and physical content

**Date:** 10/21/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Ian Raine

**Full Description:** Legacy retention schedules designed in the days when paper made up the majority of an organization's records do not work well in today's world where 95% of content is created or received in electronic format. Organizations must rethink their approach and the technologies they use to allow them to manage this electronic content whilst continuing to handle legacy paper retention.



## Industry Intelligence: Balancing The Benefits and Risks of Today's Mobile and Collaboration Technologies

**Date:** 10/21/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Brian Panicko | Robert A. Cruz

**Full Description:** Shifting demographics are causing organizations to support new tools for business communications and collaboration, including Slack, Microsoft Teams, and a variety of mobile-first apps. However, these tools create new challenges for information governance programs, such as;

- Ensuring that important business records can be properly captured and retained
- Enforcing policies against rich, dynamic conversations that include voice, video, and emojis
- Enabling compliance and legal teams to easily collect, preserve and review all communications

Join our session for a discussion on how you can be prepared for today's new communications realities.

## Accelerating AI in the cloud

**Date:** 10/21/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Pagey, Famakinwa

**Full Description:** Learn how you can accelerate AI initiatives leveraging cloud services. Using AI enabled auto classification as the case study we will share our AI journey & lessons learned. Session will cover business and technology considerations with examples using Azure Machine Learning service.

## Demonstration Station: Intelligent Compliance Through Machine Learning for SharePoint, E-Mail and More

**Date:** 10/21/2019, 2:50:00 PM - 3:30:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Paul Kelly

**Full Description:** RecordPoint's mission is to deliver automated federated data management and information governance capabilities to organizations no matter where their content resides. With the launch of our latest major innovation, Records365 Classification Intelligence, organizations now can take control of unstructured content sources with our Machine Learning capabilities that suggest how to manage records based on similar content across all your federated sources.

In this session, RecordPoint will provide a live demonstration of Classification Intelligence at work, including an in-depth look at how easy machine-training can be for records managers and our latest e-mail management automation features.



## Solutions Showcase: Conquering the 7 Summits of Engineering Information Management

**Date:** 10/21/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Edwin Elmendorp

**Full Description:** Conquering Engineering Information Management – a bit of a mouthful perhaps, but for those that create, use or otherwise engage with complex engineering information, it's certainly a challenge.

Much like ascending a mountain – you must prepare well, ensure you have the right equipment and the right team, and then climb carefully.

Hence our link to ascending the Seven Summits, the highest mountains of each of the seven continents.

Through this interactive session, you will discover and understand the seven largest challenges facing organizations today in achieving excellence.

Beneficial for anyone involved in Document Control, Project and Operational Management, and more.

## Industry Intelligence: The Privacy Trap - Solving the Privacy Conundrum via Artificial Intelligence

**Date:** 10/21/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Ilona Koti | John Montaña

**Full Description:** Privacy compliance is a key item on the compliance menu of any organization. Yet achieving a reasonable measure of compliance is becoming more convoluted as the snarl of conflicting and inconsistent privacy related laws increases on a near daily basis! Tracking global legal developments is a full-time job in and of itself but making heads or tails of the totality of privacy mandates and translating that understanding into meaningful policy responses, is nearly impossible without a legal background.

Artificial intelligence can help resolve the privacy conundrum! We'll look at key privacy issues, a few real-world case studies and then demonstrate how LexiTrac's new privacy module can help you navigate the stormy seas of privacy laws and regulations, plus provide you with the guidance that you need to make and execute legally defensible informed policy decisions.

## Cloud Callout Session 3

**Date:** 10/21/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Cloud Provider

**Full Description:** Cloud callout session with Cohasset & Associates, announcing details soon.



## Keynote: Alan Pelz-Sharpe

**Date:** 10/21/2019, 4:50:00 PM - 5:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Alan Pelz-Sharpe

**Full Description:** Alan Pelz-Sharpe is the founder of Deep Analysis an advisory firm focused solely on disruption and innovation in Information Management. Deep Analysis provides research and guidance to firms looking to leverage new technologies and to make a digital transformation. He is also a strategic advisor to specialist M&A firm Xamcor. Alan has over 25 years of experience in the IT industry, working with a wide variety of end-user organisations and suppliers around the world. Alan was formerly Research Director for Business Applications at 451, a partner at The Real Story Group, ECM Consulting Director at Indian Services firm Wipro and VP for North America at industry analyst firm Ovum. He is regularly quoted in the press including TechCrunch, Wall Street Journal and The Guardian and has appeared on the BBC, CNBC, ABC as an expert guest.

## PUB CRAWL!

**Date:** 10/21/2019, 5:45:00 PM - 6:30:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:**

**Full Description:** Hit the Expo floor... then crawl. We have brought back our annual Expo Hall pub crawl (hooray ARMA!). Oh, how we missed you last year.

## Tennessee Welcome Party presented by Vital Records Control

**Date:** 10/21/2019, 7:00:00 PM - 11:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** ,

**Speaker:**

**Full Description:** Welcome to Tennessee. As a Tennessee based company, VRC wants to join ARMA International in welcoming all attendees to join us for an Oktoberfest style celebration at the nearby Bavarian Bierhaus. This private event is no cost for attendance, just remember to wear the VRC green wristband and bring your two complementary drink tickets. Live Music and Dancing, Heavy Hors d'oeuvres and Full Bar, Fun Contests and Door Prizes. Welcome to Music City and 'Prost'.

## Breakfast for Government Employees

**Date:** 10/22/2019, 7:00:00 AM - 8:30:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:**

**Full Description:**



## Breakfast for Legal Industry Members

**Date:** 10/22/2019, 7:00:00 AM - 8:30:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:**

**Full Description:**

## Registration

**Date:** 10/22/2019, 7:00:00 AM - 5:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**

## VIP Lounge

**Date:** 10/22/2019, 7:00:00 AM - 5:45:00 PM

**Admission:** PLUS ONLY

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**

## Expo Hall Guided Tour Led by ARMA Board President, Bill Bradford

**Date:** 10/22/2019, 8:00:00 AM - 9:00:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:** Bill Bradford

**Full Description:** New to an ARMA Conference? Here's your chance to get a guided tour of the Expo Hall with ARMA President, Bill Bradford. Meet at the front entrance doors to the Expo Hall.

## Preventing and Coping with Orphaned Information Assets

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Tod Chernikoff

**Full Description:** How can your organization be better prepared to prevent and cope with orphaned information assets it likely has scattered across the enterprise in its physical and electronic repositories? This session will provide a basis on which you can reduce and hopefully prevent the accumulation of orphaned information assets, focusing on defensible disposition and avoidance.



## Oh! But What About the Prerequisites?

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Kedar Thakkar, IGP, CIP

**Full Description:** Before RIM and IG Managers start thinking about bringing in technology or tools, how much thought has been put to look into the pre-requisites that are needed to fully utilize that technology or tool? In this session, I'd love to go over several practical pre-requisites that are so often missing. All the glare of the new tools and technologies blind us into thinking that it will make life so much easier. Yes, they will but are we even ready to absorb these tools into our organization? Do we even know how many things should be in order before we can even begin using them?

## File Analysis 101 and its Implications on Unstructured Information (with Case Studies)

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Susan Whitmire

**Full Description:** Forrester published its first wave for file analysis in 2018. So what is file analysis? This session will provide insight into what can be derived from file analysis and what the results mean toward governing unstructured information. Real-life use cases and lessons learned when considering file analysis on shared drives, email, repositories, and other content sources will be presented.

## The Sedona Conference Information Governance Commentary, Second Edition

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Cheryl Strom, MBA, IGP | Kevin Brady | Mollie Nichols

**Full Description:** The Sedona Conference Working Group I recently released the Second Edition of the Information Governance Commentary that can help organizations satisfy compliance requirements, manage related risks and optimize the value of that information by taking a coordinated interdisciplinary approach to four silos of information- records retention, eDiscovery, data privacy, and security to effectively and efficiently manage that information. This session will discuss the key updates from the Second Edition of the Information Governance Commentary.



## LFIGS 2.0

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Coan | Issacs | Keck

**Full Description:** The Law Firm Information Governance Symposium ("LFIGS") is a group of diverse thought leaders working in or supporting law firms in developing or enhancing IG programs. The group first met in 2012 at which point we developed a "proposed" law firm information governance framework. Seven years later the 2019 Symposium event has produced an "LFIGS 2.0" revised / enhanced framework consisting of an updated definition, revised process elements, a law firm-specific IG maturity model, and a set of baseline best practice guidelines. This session will review the updated framework and the substantive changes made for the 2019 report entitled "A Defined Law Firm Information Governance Framework" and will provide attendees insights into how they can use the enhanced framework to advance their firm's IG program.

## The Ethics of Governing Information: It's a Risky Business

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Karen Knight, CCEP | Angee Kerns, MBA | Dani Cook-Barrows | Matt Pittman

**Full Description:** Information is the one of your organization's MOST valuable assets – it's the fulcrum upon which all business tilts.

Governance protects this vital asset – maximizing its value and mitigating the risks it creates.

AND - risk management processes helps you identify, monitor and treat information-related risks. Your options range from acceptance and avoidance to transfer, mitigation and exploitation. When it comes to managing information risk, the trick is knowing what to do, when, and who to engage for help.

Join these experts in an interactive panel discussion to gain the insights you'll need to navigate the information-associated risks in your organization.

## Exclusive Q&A Meet and Greet with Alan Pelz-Sharpe

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Alan Pelz-Sharpe

**Full Description:** PLUS registrants can join in an exclusive Q&A session with our keynote speaker, Alan Pelz-Sharpe.

## Rapid Fire Sessions

**Date:** 10/22/2019, 8:40:00 AM - 9:25:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Mary Beth Weaver | Donda Young | Andrew Ysasi

**Full Description:** Rapid Fire Sessions (please see individual sessions for descriptions)



## Rapid Fire 1 - Digital Hoarding: Tips on Cleaning Out the Cyberclutter

**Date:** 10/22/2019, 8:40:00 AM - 8:45:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Mary Beth Weaver

**Full Description:** Unlike physical clutter - which is obvious for all to see - digital clutter can easily hide behind the firewalls of an organization's electronic storage systems. With ever-larger storage size allowances, digital clutter can sneak into even the most organized organizations. This rapid-fire session will focus on the reasons for digital hoarding, common places where digital clutter hides, and the benefits of removing it, as well as providing tips for combatting the digital hoarders within your organization.

## Expo Hall Open

**Date:** 10/22/2019, 8:30:00 AM - 4:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:**

**Full Description:**

## Rapid Fire 2 - 7 Steps to Building a Records Inventory Framework

**Date:** 10/22/2019, 8:50:00 AM - 9:05:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Donda Young

**Full Description:** The records inventory process is not a method to audit a department; it is a mode to better understand the business processes that create relevant business records, and thus it should be examined and evaluated by RIM to ensure proper ongoing value and maintenance to the organization. But getting started can be a challenge. In this session, we will go over 7 steps to effectively build a repeatable records inventory framework to take back to your organization.

## Rapid Fire 3 - Panning for IG Gold

**Date:** 10/22/2019, 9:10:00 AM - 9:25:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Andrew Ysasi

**Full Description:** So you have your IG program ready to run, but nobody seems to be buying in. Or maybe you have an IG program, but it isn't producing the results you want. IG gold doesn't just fall out of the sky - you may have to go panning for it! In this session, learn specific methods for working with your colleagues to find IG gold throughout your organization to boost or bring real awareness to your IG program. Topics include risk profile, net present value, and putting a value on information.





## Coffee Station

**Date:** 10/22/2019, 9:15:00 AM - 10:15:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Canal Lobby, Delta Mezzanine

**Speaker:**

**Full Description:** Keep alert! There's lots of learning ahead.

## Launching an IG Program: Making Your Moonshot

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Mark Diamond

**Full Description:** Effective IG programs can be a tremendous boon for organizations. Yet launching and running an enterprise-wide program that pulls together multiple stakeholders, integrates policies and technologies, and is actually followed by employees - all while avoiding getting stuck - can be hard. The Apollo space program demonstrated that while technology is important, ultimate success is driven by approach and attitude. IG can learn from the Apollo program and benefit from a similar "get it done" mindset. Learn now to make your IG moonshot.

## How to clean up file shares for governance and privacy

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Kon Leong

**Full Description:** Apart from the ever-present need to clean up file shares, there is now some urgency due to recent privacy regulations which require identifying and managing private information through tagging, access privileges, use controls, and lifecycle management. In this session, learn how to clean up file shares while ensuring privacy through global governance policies on data scattered across the enterprise.

## O365

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Coan | Isaacs | Merrifield

**Full Description:** The Law Firm Information Governance Symposium ("LFIGS") is a group of diverse thought leaders working in or supporting law firms in developing or enhancing IG programs. At the 2019 Symposium event, a group met to strategize on the best approach to apply IG principles to the Office 365 platform. This approach calls for understanding the broad capabilities of O365 and then adopting an "agile IG" approach to the platform that best aligns with the concerns in law firms. The session will review key elements for a law firm to consider in managing the O365 platform including the ways in which O365 may become an approved content repository leveraging new features such as Teams, understanding security and access controls, responding to subpoenas and preservation requests, and how best to address client assessments/audits.



## Artificial Intelligence, The Primer

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Graham Sibley | Collabware

**Full Description:** How can artificial intelligence benefit your organizational information capabilities? Learn in this session from Collabware's Graham Sibley. Learn the core concepts of artificial intelligence and a look at how A.I. can be applied to enterprise content management activities in order to increase efficiency and gain new insights.

## How to shrink your offsite tape storage by 99%

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | Plus

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Brendan Sullivan

**Full Description:** Recent adaptations to data restoration and migration techniques have enabled processes to be created that at long last can remediate data at a data categorization and file level without the costs of restoration before rewriting from unstructured legacy data residing on backup tapes. Brendan outlines these developments and how they could be employed to reduce risk and improve compliance for regulated environments or anyone wishing to take control of their legacy unstructured offsite data.

## Evolving E-Discovery: What Records Managers Need to Know

**Date:** 10/22/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** David Cohen

**Full Description:** E-discovery considerations are a primary driver of record retention policies, beyond business needs and specific retention regulations. In this session, we will explore how litigation case opinions and rules (including recent amendments to the Federal Rules of Civil Procedure and Federal Rules of Evidence) can impact the types of retention decisions that are made on a daily basis by records managers and compliance professionals.

## Demonstration Station: LexiTrac

**Date:** 10/22/2019, 9:40:00 AM - 10:00:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** John Kain

**Full Description:** By harnessing artificial intelligence technology, LexiTrac creates and maintains retention schedules with unprecedented convenience and reliability.

LexiTrac empowers companies to gain control of their data to save time and resources – and avoid regulatory missteps.

Join John Kain for a demo and learn how LexiTrac can take your organizations IG program to the next level.



## Demonstration Station: Information Governance and Social Networking: Managing Modern Online Data

**Date:** 10/22/2019, 10:10:00 AM - 10:30:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Peter Callaghan

**Full Description:** Complex modern websites, social media channels, and enterprise social networking platforms are changing the nature of information governance. The unstructured data from these sources not only need to be kept for compliance reasons, but are also increasingly being used for litigation. This presentation how information governance and eDiscovery professionals should approach the recordkeeping of modern online data sources in order to meet compliance requirements and streamline litigation readiness.

## US Federal Government w/ Veterans Health Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:**

**Full Description:**

## State & Local Government Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:**

**Full Description:**

## Legal Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:**

**Full Description:**

## Utilities Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:**



**Full Description:**

## Energy Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:**

**Full Description:**

## Pharmaceutical Roundtable Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:**

**Full Description:**

## Financial Services Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:**

**Full Description:**

## Insurance Industry Discussion

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:**

**Full Description:**



## More Industries Discussions: Manufacturing, Retail, Hospitality

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:**

**Full Description:**

## Other Industries Discussions: Professional Services, Colleges & Universities, Emerging Vertical (Other Verticals)

**Date:** 10/22/2019, 10:40:00 AM - 12:50:00 PM

**Admission:** Core | PLUS

**Location:** Delta Island E, Delta Island

**Speaker:**

**Full Description:**

## Lunch Break (Explore Gaylord Dining Options)

**Date:** 10/22/2019, 12:50:00 PM - 1:50:00 PM

**Admission:** Core | PLUS

**Location:** Various, Delta Ballrooms

**Speaker:**

**Full Description:** For this lunch break, you're open to explore the Gaylord Opryland's incredible dining offerings. Get your lunch gift card by taking the joint ARMA/NetGovern survey. Stop by the NetGovern kiosk (CC1) or the ARMA Booth (106) for more details.

## Solutions Showcase: Hyland

**Date:** 10/22/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:**

**Full Description:** This sponsored session is brought to you by Hyland.



## Information Management / Retention Fundamentals Workshop 2: Retention Program Development Workshop

**Date:** 10/22/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:** Lucy Reiger | Sofia Empel

**Full Description:** This workshop in the Information Management / Retention Fundamentals Workshop track is a unique session introducing you to Retention Program Development.

## Risk Reduction Workshop 2: Vital Records, Disaster Recovery, Business Continuity Workshop

**Date:** 10/22/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Kimberly DeCola

**Full Description:** Does your company have a business recovery plan? Or one for your important records and information? Disaster can strike at any time, in any form and other than your human capital, your records are the most important part of your business. Without them you likely won't be able to operate your business. This session is designed to give you an in-depth look at how to develop your Vital Records plan and choose appropriate protection methods for your organization's assets. We'll also talk about the alignment needed between your company's business continuity, disaster and IT plans and tips for getting everyone on the same page. Other topics will include how to complete a risk assessment, developing a Disaster Recovery plan and a review of real-world scenarios.

## Advanced Technologies Workshop 2: Information Analytics

**Date:** 10/22/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Kevin Parker

**Full Description:** You can't improve what you don't understand. In this workshop in the advanced technologies workshop track, you'll learn all about Information Analytics from Kevin Parker.

## Industry Intelligence: How AI is Transforming Records Management

**Date:** 10/22/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Ken Lownie

**Full Description:** In this session we will review the role of AI technologies in the transformation of records management into enterprise information governance. You will learn how machine learning, natural language processing and other AI technologies allow all information in the organization to be searched, cleaned, organized, classified and managed to address both business and compliance needs. You will leave ready to start the transformation of your own organization's records management processes and systems in order to leverage the new technologies of information governance.



## Cloud Callout Session 4

**Date:** 10/22/2019, 1:50:00 PM - 2:45:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:**

**Full Description:** Cloud callout session with Cohasset & Associates, announcing details soon.

## Information Projects Workshop 2: Speaking The Language of Change Management

**Date:** 10/22/2019, 1:50:00 PM - 4:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Trevor Banks

**Full Description:** In this workshop in the Information Projects Workshop track you'll be learning about Change Management. This workshop is titled "Speaking The Language of Change Management" with conference host, Trevor Banks.

## Demonstration Station: Getting New Pay from Old Content in the Energy Sector

**Date:** 10/22/2019, 1:50:00 PM - 2:10:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Jason Likins

**Full Description:** On a daily basis, energy companies generate some of the most data-rich content of any industry. It is ironic then, that they are mining their digital archives and paper warehouses for new business opportunities. See how Ripcord unlocks value from paper records to drive field operations and exploration through the use of physical robots, machine learning and cloud-based content/records management software.

## Demonstration Station: Think Data Privacy is Just for Europe and California? Think Again.

**Date:** 10/22/2019, 2:15:00 PM - 2:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** David Prather, CIP | Wesley Dopkins

**Full Description:** While GDPR is the rule of law in Europe and CCPA in California, every organization with any customers in these jurisdictions must follow their rules. Non-compliance with data privacy regulations can carry huge fines, lawsuits, and reputational damage. Compliance starts by managing your structured and unstructured data, and that requires alignment between your data workflows and your business processes. This session demonstrates how ELO solutions integrate your business processes into workflows to give you a holistic approach to data privacy and risk management—easily enabling regulatory compliance.



## Solutions Showcase: Data Privacy: How to Navigate Your Data Map

**Date:** 10/22/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:**

**Full Description:** Over a year has passed since the European Union's General Data Protection Regulation (GDPR) went into effect, and we continue to hear about the challenges of complying with this demanding data privacy legislation. With the California Consumer Privacy Act (CCPA) deadline looming, records managers are under mounting pressure to protect consumer data.

Already a complex regulatory landscape, organizations need to be prepared to meet increasingly stringent data privacy mandates. During this presentation, learn how Active Navigation's Discovery Center can help by automating the mapping, classifying, cleaning, quarantining and deleting of sensitive, risky data.

## Industry Intelligence: Take the Offensive: Unlock Your Siloed Content

**Date:** 10/22/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Steve Studer | Kevin Bender

**Full Description:** Content silos create a huge challenge for companies in meeting stringent compliance regulations. Organizations need the ability to search and action content as though it resided in one location, with easy access and usability.

Join us to discover how you can gather and understand your static and streaming content across various silos to ensure you are on the 'offensive' with compliance regulations. Learn how you can federate, migrate, and manage records in one place—and why it's critical to have a solution that includes a repository of records that is auditable and defensible.

## Cloud Callout Session 5

**Date:** 10/22/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:**

**Full Description:** Cloud callout session with Cohasset & Associates, announcing details soon.

## Book Signings at Business Partner Booths

**Date:** 10/22/2019, 2:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom B,C,D, Delta Ballrooms

**Speaker:**

**Full Description:** Meet the authors of the books that have shaped your professional advancement and get an array of signed books to bring back to the office (announcements coming soon)





## Demonstration Station: FileBRIDGE: Gain Control & Visibility over your Records

**Date:** 10/22/2019, 3:00:00 PM - 3:20:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Booth 517, Delta Ballrooms

**Speaker:** Samantha Teschner

**Full Description:** FileBridge Records is the only application designed to help reduce the cost of your paper records management program.

## Solutions Showcase: 21st Century Solutions

**Date:** 10/22/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Brenda Barnhill | JD | LL.M. & Steve Neilly | CRM

**Full Description:** FileBRIDGE Records helps you manage your documents and provides visibility into your physical inventory so that you can Store, analyze and take action on the information. FileBRIDGE Records gives you control of your documents while strengthening compliance to comprehensively address all of your governance, retention and destruction needs.

## Industry Intelligence: The Impact of Emoji in Workplace Communications

**Date:** 10/22/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Matt Mahon | CEDS | IGP

**Full Description:** More than 26 million custom emoji have been created in Slack and the use of emoji in Teams is universal, revolutionizing the way we communicate. Some employees are capable of having entire discussion with emoji, and it takes just one emoji to change the meaning of the message. This session will discuss the challenges and risk associated with emoji in workplace communication and provide practical solutions for the problems they present.

## Cloud Callout Session 6

**Date:** 10/22/2019, 3:50:00 PM - 4:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Cloud Provider

**Full Description:** Cloud callout session with Cohasset & Associates, announcing details soon.



## Keynote - DNA Databases: Powerful and Personal Information- Thinking through the Privacy Implications and Consequences of Sharing your Genetic Data with Third Parties

**Date:** 10/22/2019, 4:50:00 PM - 5:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Keynote Hall, Delta Ballrooms

**Speaker:** Kathryn Rattigan

**Full Description:** Genetic testing companies are providing consumers with an unprecedented level of access to their personal genome. In many instances, for just \$199 you can learn all about your ancestral origins, learn how your DNA influences your facial features, taste, smell and other traits, learn whether you are a carrier for certain inherited conditions and your health predispositions. Many individuals worry about what kind of information they will uncover by submitting their DNA to these third party genetic testing companies, but, another type of risk that consumers aren't focusing on is a big one –the privacy of their information. During this session, we will discuss how these genetic testing companies collect, use and disclose DNA data, and learn more about how this data might be used for research purposes, public databases, insurance purposes and law enforcement or regulatory authority use. We will also discuss marketing and analytics, including targeted advertising, using this DNA data, as well as consumer rights to access, delete or amend the data collected about them. We will also discuss how that information is secured by these third parties, as well as how one individual's participation in these services affects immediate family members and beyond. We will also discuss the privacy policies of some of the major genetics testing companies, like Veritas Genetics, Ancestry and 23andMe. In this session we aim to explore the collection of sensitive data like DNA information and the questions that consumers (and you) need to weigh before considering disclosing this information

## Hall of Regions Reception

**Date:** 10/22/2019, 5:45:00 PM - 6:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:** Please help us celebrate the successes of our regions and chapters! This awards and recognition reception is free to all participants.

## Featured Book Signing: Cybersecurity Leadership

**Date:** 10/22/2019, 5:45:00 PM - 6:45:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**



## Registration

**Date:** 10/23/2019, 7:30:00 AM - 12:00:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**

## ARMA International State of the Association

**Date:** 10/23/2019, 7:30:00 AM - 8:15:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Bill Bradford | Ryan Zilm

**Full Description:** The annual State of the Association address.

## VIP Lounge

**Date:** 10/23/2019, 8:00:00 AM - 4:45:00 PM

**Admission:** PLUS ONLY

**Location:** Delta Lobby A, Delta Ballrooms

**Speaker:**

**Full Description:**

## Keynote: Inside The AI Black Box

**Date:** 10/23/2019, 8:30:00 AM - 9:25:00 AM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Brian Kuhn

**Full Description:** Brian Kuhn is the Co-Founder and Leader of IBM Watson Legal, he'll be sharing his insights on artificial intelligence, its' application, and the newer mandates to make AI more open.

## Coffee Station

**Date:** 10/23/2019, 9:15:00 AM - 10:15:00 AM

**Admission:** Core | PLUS

**Location:** Canal Lobby, Delta Mezzanine

**Speaker:**

**Full Description:**



## Discover End-To-End Records Management in Microsoft Office 365

**Date:** 10/23/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Erica Toelle

**Full Description:** Join us in a walk through the new world of records management and compliance in Microsoft 365. This session will include a deep dive into compliance capabilities like Office 365 Labels for retention and sensitivity, Microsoft Information Protection to identify and protect sensitive information, and Office 365 Advanced Data Governance to automate records management and govern your data. You'll learn real-life stories of how these features are deployed and used in organizations today.

## Digitally Transform Your Business and Records Management with Content Modeling

**Date:** 10/23/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Laurence Hart

**Full Description:** Effective Information Governance in the electronic realm means supporting the organization's digital transformation efforts while ensuring you meet all regulatory requirements. This means that records are not static. They are active; accessed in multiple contexts as part of a blend of information from multiple systems. Removing redundancy and ensuring the validity of your information is an increasing challenge. Organizations need a well-thought-out content model to use as the basis for their overall information architecture.

After this session, you will better understand:

1. Why treating records as static files hampers information governance goals
2. The importance of a flexible information model that maps your business domain
3. How to effectively manage records composed of documents across multiple systems

## Legal Super-Panel: Remaking The Legal Landscape

**Date:** 10/23/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Brian Kuhn | Jim Merrifield | Ann Snyder, JD, IGP

**Full Description:** Heavy hitters in the legal profession have an open and honest discussion around how the legal landscape is changing.



## Why You Need to Catalog Your Content - But Can't!

**Date:** 10/23/2019, 9:40:00 AM - 10:25:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Ahson Ahmad

**Full Description:** Despite advances in information search and extraction, the benefits of cataloging your content assets are still valid. This session 1) explains the benefits of cataloging content, 2) identifies the common challenges involved in cataloging and 3) presents new technologies that overcome the obstacles with ease.

**Date:** , -

**Admission:**

**Location:** ,

**Speaker:**

**Full Description:**

## Risk Reduction Workshop 3:Managing the Risks of an IG Initiative- How to develop an IG Policy Framework

**Date:** 10/23/2019, 9:40:00 AM - 11:25:00 AM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Amitabh Srivastav

**Full Description:** IG programs face many risks, especially the risk of choosing the right policies and related instruments to support the program. Not addressing the matter of program policies can pose a significant risk in delivering a successful IG program. Can an IG policy framework help manage the program's risks by encouraging stakeholder buy-in, promoting IG awareness, and improving accountability? If so, then what are the appropriate IG policies? To answer this and related questions, this session will present a hands-on exercise using a framework and reusable tools to identify the IG policies and related instruments.

## IM / Retention Fundamentals Workshop 3:Advancing to IG from RIM

**Date:** 10/23/2019, 9:40:00 AM - 11:25:00 AM

**Admission:** PLUS ONLY

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:** Karen Knight, CCEP | Michael Haley

**Full Description:** TBA



## Privacy Super-Panel - Understanding Your Obligations Under EU's GDPR, California's CCPA, Colorado's CCPA, Utah, Canada, Australia, and Beyond

**Date:** 10/23/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Laurie Fischer, CRM, CIPM | Paul Lanois | Soo Kang | Kirke Snyder, JD, IGP

**Full Description:** There are now a myriad of privacy laws, regulations, and best practices with varying requirements attached to each. This super-panel will be breaking down the requirements and demystifying the current privacy landscape.

## Data Minimization Tips & Tricks for Reducing Organizational Risk

**Date:** 10/23/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Rick Wilson | Jim Amsler

**Full Description:** Regulatory compliance mandates and the growing liability of managing large volumes of data has caused data minimization to become a great concern for organizations of all shapes and sizes. In fact, having the ability to quickly and effectively collect data, process workflows, and classify the content has become a must-have in order to mitigate many of the security risks that accompany high-volumes of data. In this session, you will learn tips, tricks, and best practices for minimizing your data and their associated risks.

## Advanced Technologies Super-Panel Discussion

**Date:** 10/23/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** William Daley | Jon Weston | Brent Gatewood, MBA, CRM

**Full Description:** This super-panel will be discussing the various new technologies that are quickly coming at the information profession.

## IG Best Practices: The Importance of Collaboration

**Date:** 10/23/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Jason Stearns

**Full Description:** IG is a "super-discipline" that has information management at the center. For IG to be successful, it is dependent on collaboration across sub-disciplines. IM professionals are uniquely positioned to drive the necessary collaboration. Navigating these relationships to implement needed change is essential. This session explores the challenges and rewards of the IG journey.



## Levelling Your Program! Assess, Align, and Automate Information Governance

**Date:** 10/23/2019, 10:40:00 AM - 11:25:00 AM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Angel Ramos | Kaushik Kiran

**Full Description:** In schools, librarians level books to the appropriate level of a student's grade. In IG, we can find the appropriate level of maturity for organizations with publically-available assessment tools. It comes down to three things: Data. Destroy. Repeat. Where should you focus your efforts to bolster IG across your enterprise? Enlist risk register checklists, DLP data valuation, BIAs, and maturity model assessments to make your case. Embed what works on an ongoing basis by automating processes operationally.

## Lunch Keynote: Insights From The Forthcoming ARMA/Forrester Annual Survey

**Date:** 10/23/2019, 11:40:00 AM - 12:35:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Cheryl McKinnon

**Full Description:** Insights From The Forthcoming ARMA/Forrester Annual Survey

## Tidying Up Shared Drives: How Charter Communications Addressed the Challenge

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Susan Cisco | Brian Tuemmler | Matthew Fruechte

**Full Description:** IG professionals understand the value of organizing information in shared drives and classifying it for retention, privacy, etc. The difficulty in "tidying up" usually is commensurate with the volume and diversity of information. Imagine a company with multiple subsidiaries and multiple petabytes of content. Charter Communications faced this problem and implemented various projects to clean up and apply governance to shared-drive information. Successes started at the policy level, involved multiple stakeholders, and leveraged automated tools to minimize human intervention.



## The New Information Governance

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Trevor Banks

**Full Description:** When IM Programs face a situation where... • clients don't see EDRM systems as anything more than a filing cabinet, • where IT now focusses on releasing tools that don't consider compliance (privacy) and • where business expectations for faster processes... how does how an IM program respond? IM's role has to shift to being strategic advisers vs performing once traditional tasks. IM should now explain how an ECM tool fits within digital way of working in order to ensure logic is configured in all IT solutions. In this way, information born electronic can stay that way, through its lifecycle, and enable workers to begin the mental path of willingly adopting a digital mind set. IM must be the change agent selling to workers/clients the 'new way of working'. Join me as I discuss a New Information Governance model that involves: 1. redesigning IM with the context of Chief Digital Officer, 2. adopting the kind of projects that transform an IM program, and 3. explaining to clients how to stay working digitally. This presentation will touch on governance, projects, and change management.

## So Simple it's Scary: Cyberattacks and IG Today -- You Be the Judge

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Dr. Galina Datskovsky | Judge Charmaine Claxton

**Full Description:** Simpler to deploy, yet more sophisticated to protect against, strong hacking attacks are in vogue, and individuals are just as vulnerable as businesses. What can businesses do to prevent these modern attacks? How can individuals better protect their sensitive information? Is there a role for IG professionals? We will discuss these questions and more. Cyber attacks also have significant legal consequences for businesses and individuals. We present you with different scenarios and invite you to interactively judge the cases: how would you react? Get all the cyberfacts and YOU BE THE JUDGE!

## PANEL SESSION: Handling the Pace of Change

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Kevin Parker | Laurence Hart | Dr. Mansur Hasib

**Full Description:** Change is happening within the information profession faster than ever. Employees are left reeling as the only constant is... change. What are some of the strategies that you can employ to deal with change personally, within your information team, and how can you propagate those strategies to help employees handle the pace of change? Hear from a panel of experts as they discuss the strategies they leverage and share with their teams/clients/students.





## Information Governance practices for Digital Transformation

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Phil Heineman

**Full Description:**

## Gamification: Electrify Training and Increase Adoption

**Date:** 10/23/2019, 12:50:00 PM - 1:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Laurie Carpenter

**Full Description:** Gamification - it's not just for gaming anymore. Organizations are finding ways to incorporate gamification techniques into training to unleash learning potential, build relationships within the organization, improve customer service, and build brand loyalty. These techniques have the potential to revolutionize your IG program. From increasing user adoption to creating loyal followers of your IG program, the possibilities are immense. This interactive session will equip you with new ideas and vision for your program.

## Advanced Technologies Workshop 3: AI Workshop

**Date:** 10/23/2019, 12:50:00 PM - 2:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Alan Pelz-Sharpe

**Full Description:** Advanced Technologies Workshop on Artificial Intelligence with Alan Pelz-Sharpe.

## Information Projects Workshop 3: Developing Effective Communication Skills

**Date:** 10/23/2019, 12:50:00 PM - 2:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 2 - Bayou C, Delta Mezzanine

**Speaker:** Glenn Fischer, IGP

**Full Description:** Effective communication is perhaps one of the most important skills in leadership. It's needed to successfully drive change in the organization, influence key stakeholders and keep teams productive, focused and delivering results. Whether you are new to management or a seasoned executive, this workshop will help you improve your communication and listening skills. Areas that will be covered include an overview of the communication process, style differences, communication barriers, verbal vs nonverbal, listening skills, and the importance of audience.



## Retention in Microsoft Teams

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:** Bob Pride

**Full Description:** Microsoft's O365 cloud service is growing its market penetration and the suite of application offered is broad. The information governance issues in O365 are many, including large mailbox and file storage allocations, dozens of places for users to squirrel files like OneDrive, Planner, OneNote and others. One application, Teams, is a collaboration application that melds SharePoint file storage, discussion forums, instant messaging, and file sharing, and file editing targeted for "team", or work-group, based adoption. Teams presents some interesting information governance challenges and this session focuses primarily on those related to records retention issues and opportunities.

## The Right to be Forgotten Versus The Need to Backup

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** William Tolson | James McCarthy

**Full Description:** A great deal has been written about the GDPR and CCPA privacy laws, both of which includes a "right to be forgotten." The right to be forgotten is an idea that was put into practice in the EU in May 2018 with the GDPR. Simply put, it means that companies that collect and hold personal information (PI) on EU citizens for the GDPR and California citizens for the CCPA must find, report on, and delete (when asked) all PI that can be used to identify the citizen. But does the right to be forgotten include enterprise backups erasure?

## Panel - Internet of Things: Considerations and Case Law for IG & eDiscovery

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Matt Mahon | Corinne Cartwright | Nicole Leet

**Full Description:** A panel of attorneys and technology specialists will discuss the considerations for the changing landscape of communication and connected devices, such as texting and tools like Alexa and Slack. How does the use of these tools impact data retention, legal holds, and matters of evidence in litigation?

## Blockchain Technology, Government, and Business Applications: Using Smart Contracts

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Danielle Batista | Darra Hoffman

**Full Description:** Blockchain technology in its tenth year of existence having contributed to the transformation of business and government sectors. One of the prominent new types of record that has come along with blockchain technology is the smart contract. In this session you will learn about blockchain, smart contracts, their most common applications in government and business procedures and how they should be analyzed as archival records and/or recordkeeping systems.



## Improving Employee Buy-In to IM Policies

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Lewis Eisen

**Full Description:** In many offices, IM policies are long and confusing, and no one reads them. Worse, they often sound like angry parents scolding naughty children. Adults bristle at disrespectfully worded statements, making compliance a battle. The reality is that the policy writers wanted to sound strict rather than disrespectful, and they paid more attention to the content than to the tone of voice. In this session, you will learn how to improve the conversation dynamic.

## Developing Measurable Metrics for Information Governance

**Date:** 10/23/2019, 1:50:00 PM - 2:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** John Jablonski | Michelle Kirk

**Full Description:**

## TBD

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Konica Minolta Room - Canal B, Delta Mezzanine

**Speaker:**

**Full Description:** TBD

## Data Protection and Privacy Quiz Show - Reality vs. Myths & Compliance vs. Fear

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** ZL Technologies Room - Canal C, Delta Mezzanine

**Speaker:** Thomas Corey

**Full Description:** Will Europe routinely fine a company 20 million Euros for a GDPR violation? Did California adopt GDPR? Are data protection and data privacy just European concepts? In this session, we will explore these and other common questions arising from the new data protection laws to determine fact vs. myths. The discussion will be presented in the form of a quiz show, so be ready to participate. The focus will be on compliance and less about fear. By the end of the presentation, you'll be able to identify actual organizational risk.



## Legal Super-Panel 2: Enhancing eDiscovery through IG, RIM, Legal, and IT Collaboration

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** BDO / Sherpa Room - Canal E, Delta Mezzanine

**Speaker:** Susan Goodman, CIPP/US, CIPM, IGP, CRM, FAI, MLS, CIP, ERMs, ECMs | Rachael Heade | John Isaza

**Full Description:** As IG and RIM professionals, you can greatly enhance e-Discovery in your organization. Effective engagement with legal, compliance, IT, and the business entities will ensure that relevant data is identified and preserved and that legal holds are appropriately released. These are all critical to compliant and effective e-Discovery, IG, and RIM. Join us for a lively discussion as we share our insights about positive actions, tools, and methodologies that can move collaboration in the discovery/e-Discovery process forward.

## Transformers - 'Hot' Bots in Disguise

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Ripcord Room - Canal D, Delta Mezzanine

**Speaker:** Brett Claffee

**Full Description:** Learn how automation, machine learning, and artificial intelligence were used to streamline the transformation of unstructured regulatory data for import into a submission archive. This session will share how new-age tools were used to solve an IG challenge in the highly regulated life sciences industry. Tackling the cleansing of dark data through various types of IG tools reminds us that there is no "EASY" button and that certain tools are better for certain business process steps.

## Six Sigma and Lean Methods for Information Management Process Improvement

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** VRC Room - Bayou E, Delta Mezzanine

**Speaker:** Gail Keefe

**Full Description:** In this session, participants will learn about Six Sigma and Lean Methodology as well as Quality tool and how they can be applied to RIM processes to make them more efficient, less prone to errors, compliant with policies and regulations, etc. Participants will learn through a slide presentation, group discussion, and a hands-on activity.

## Digitally Transform Contract Management to Improve Data Governance

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** Core | PLUS

**Location:** Access Room - Canal A, Delta Mezzanine

**Speaker:** Bernadette Bulacan | Tessa Cierny

**Full Description:** Contracts govern every dollar coming in and going out of a company. Until recently, the information in these contracts was usually locked up in PDF documents stored in SharePoint sites. Forward-looking companies are turning these static documents into strategic digital assets, thereby improving data governance, reducing risk, and creating opportunities to accelerate business and optimize commercial relationships. Learn from our customer how you can lead a successful digital transformation of contract management.



## Exclusive Q&A Meet and Greet with Cheryl McKinnon

**Date:** 10/23/2019, 2:50:00 PM - 3:35:00 PM

**Admission:** PLUS ONLY

**Location:** PLUS Room 1 - Bayou D, Delta Mezzanine

**Speaker:** Cheryl McKinnon

**Full Description:** PLUS registrants can join in an exclusive Q&A session with our keynote speaker, Cheryl McKinnon.

## Keynote: The Rise of the Digital Workplace Champion

**Date:** 10/23/2019, 3:50:00 PM - 4:50:00 PM

**Admission:** Core | PLUS | Expo Only

**Location:** Delta Ballroom A, Delta Ballrooms

**Speaker:** Christian Buckley

**Full Description:** The future of collaboration is all about business transformation, and moving toward the Digital Workplace. But what does that mean for each of us individually? Any kind of digital transformation will have an impact on our technology and core business processes — but the biggest impact will undoubtedly be to company culture. Are you ready for this change? What will be your personal role as your organization transforms?

In this keynote presentation, Christian will talk about the personal and cultural impacts of the Digital Workplace, outline the roles needed for successful transformation, and share insights into how each of us can be better prepared for the changes ahead. He will cover:

- How the Digital Workplace will impact how we collaborate and communicate
- The important role of the “Digital Workplace Champion”, and how to make it your own
- Creating a culture of information sharing and communication
- Putting change management at the center of your business transformation