



Developing a Robust Knowledge Management Strategy
to Drive Down Service Delivery Costs &
Enable Measurable Returns on your Online Investment



Knowledge-Based Government

3-5 April, 2002,
Grand Hyatt, Singapore

Knowledge Management for the Government, Government Agencies & NGOs

Hear Keynote Government Presentations from....

- e-ENVOY, Office of the e-Envoy, Cabinet Office, UK Government
- Center for Digital Government, USA
- Multimedia Victoria, The State Government of Australia
- Efficiency Unit, Government of Hong Kong SAR
- Research, Development and Evaluation, Commission (RDEC), Executive Yuan (The Cabinet), Government of Taiwan
- Multimedia Development Corporation Sdn Bhd, Malaysia

Also Featuring Industry Practitioners From

- National Library Board, Singapore
 - Taylor Nelson Sofres, Australia
 - National Computer Systems Pte Ltd, Singapore
 - Defence Science Technology Agency, Singapore
 - IBM, Institute of Knowledge Management, UK
 - The Kaieteur Institute For Knowledge Management, Canada
 - Nanyang Technological University, Singapore
- And many many more....*

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Public Sector

Workshop I

How can e-Knowledge Management be leveraged
as an Integral Enabler of e-Government?

Workshop Leader

Bryan Davis, President
The Kaieteur Institute For Knowledge Management,
Canada

Workshop II

The Storytelling MasterClass

Workshop Leader

Dave Snowden, Director
IBM Institute of Knowledge Management,
UK

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Developing a Robust KM Strategy

Knowledge Management for the Government, Government Agencies & NGOs

Why Knowledge Based Government?

Knowledge Management is a core competency that is increasingly differentiating successful organisations in the globally competitive economy of the 21st century. Organisations are rapidly realising that knowledge is the most powerful asset in the information economy and it is an organisation's ability to effectively innovate through the application of these knowledge assets that is the key driver to success.

The public sector organisations are not immune from the knowledge economy. With the advent of e-Government public sector, organisations are coming under increased pressure to break down the divisions that have often existed between different departments and share critical information and knowledge on an inter-departmental level. E-Government is changing the relationship between government and citizens (G2C), with citizens looking for a greater level of access to information. It's also changing relationship between government and business (G2B); and between government to government (G2G). In addition, efficiency gains and cost savings to be gained from effective cross- departmental knowledge sharing are significant.

Knowledge Management initiatives are developing in a wide variety of government departments in varying countries around the world and this conference will provide and intergovernmental forum for the discussion of best practice in public sector knowledge management.

“A recent survey... reveals that 73% of governments feel they have made mistakes in setting up their online systems and 56% say that the work has taken longer than expected. Nonetheless, 89% are not yet tired of implementing e-government.”

– Financial Times, December 19, 2001

“By placing individual services on-line, government departments could achieve cost savings of up to 25 percent. If departments collaborate to provide a one-stop shop for a handful of services—say, by creating a World Wide Web site where you apply for a driver's license, pay a traffic ticket, and make an appointment for an emission inspection—the figure rises to 45 percent. Getting departments to collaborate is the tricky part.”

– McKinsey Quarterly, 2001 No. 2.

Who Should Attend?

Chief Executives • E-Leaders & E-Champions • Heads of e-Government • I.T. Directors • Corporate Information Managers • Chief Knowledge Officers • Chief Technology Officers • Heads of Information, Communications & Technology • Business Development Directors • Heads of Knowledge Management • Strategic Management Corporate Planners • Corporate Strategists • Heads of Departments, Directors • Knowledge Based Systems Directors • Consultants • Policy Makers • Managing Directors

From

Central & Local Government
Public Sector Bodies & Departments
Government Agencies, Private Sectors & Non Government Organisations

Day One: Wednesday, 3 April, 2002

Theme 1: Creating the Climate for Change – Where do you begin?

8.00 Registration

8.50 Chairman's Opening Address

9.00 **Keynote Address 1**

What is Knowledge Management and How can you Benefit from it? A Case Study of the UK Government's Knowledge Network Experience

Joe McCrea, Director &

Chris Hancock, Deputy Director

Knowledge Network, e-ENVOY, Office of the e-Envoy, Cabinet Office, UK Government

This session will examine the strategic impact of Knowledge Management (KM) as a concept and position its potential for the Public Sector. There are many questions that need to be answered in order for KM to take a positive step forward within your organisation:

- Where do you find all this knowledge and how do you manage it?
- What is the business rationale behind knowledge management
- What is the reason behind organisational change and what will the pay offs be?
- How will Knowledge Management improve effectiveness and reduce cost?
- Can knowledge management enable you to improve your electronic service delivery and what are the lessons to be learned?

Knowledge Management has the capacity to be the change programme that will **promote information sharing and innovation**, which will ultimately enable the public sector to work more effectively. It can enable holistic change throughout departments. Ultimately it has the potential to alter the flow of information, shift the perception of information, break down power silos and regulate information storage.

9.45 **Keynote Address 2**

(Case Study) Knowledge Management in E-Government in USA

Cathilea Robinett, Executive Director, Center For Digital Government, USA

10.30 Morning Coffee

10.50 **Keynote Address 3**

Transforming Government-to-Citizen Relationships – “Unified Contact Centre” – A Vision for Communication between Government & Citizen

Colin Sankey, Head

Efficiency Unit, Government of Hong Kong SAR

- From text based to multi-media
- From manual service to self service
- Fixed locations to anywhere/anytime
- From keyboards to voice

11.30 Using Knowledge Management Principles & Research to Encourage Adoption of



To Drive Down Service Delivery Costs

Knowledge Management for the Government, Government Agencies & NGOs

Government Online by Citizens: A Global Perspective

Michelle Hood, Director, Social & Government Sector

Taylor Nelson Sofres, Australia

- This paper will draw on the recent research conducted by Taylor Nelson Sofres including a recent study - Government Online Study 2001 - that looks at the adoption of government online by 29,077 people in 27 countries around the world
- This research will be combined with principles for knowledge management, typically applied internally to organisations, to provide direction for knowledge management for citizens and to maximise adoption of government services online

12.05 Learning from the National Library Board- "behind the scenes on the elibraryhub project"

Raju Buddharaju, Chief Technology Officer National Library Board, Singapore

- Combining data, knowledge and project management for efficient, tiered and cross references service delivery
- Combining front and back end processes: rethinking the way the services are to be delivered with minimal use of resources
- Ensuring quality and consistency of service, and seamlessness of services across all channels of information
- Cross border community service: linking up globally to combine knowledge and experience for maximum community benefit

12.45 Lunch

2.00 Knowledge Management Towards Public Service Excellence

James Yong, Group GM, Global Competency National Computer Systems Pte Ltd, Singapore

- Aspirations & challenges of Public Service
- Proposed knowledge management framework for Public Service
- Creating a **learning environment** to empower and enhance staff competency
- KM as an engine for eGovernment

2.45 Transforming Government into a Wisdom Marketplace

Khoong Chan Meng, Managing Director SCS Foresight Pte Ltd, Singapore

Government organizations are naturally knowledge-based enterprises. However, the challenge of conversion of knowledge and talent into results remains. The ability to undertake such conversion is the essence of wisdom. Every government organization should, and can, position itself as a wisdom marketplace. This presentation provides insights into proven methods and tools that transform government processes and systems to enable wisdom. The approach presented effectively amalgamates knowledge management, business process reengineering, e-government models, performance management, and change management into a powerful potion for long-range government excellence. We also share tips and tricks for overcoming the pitfalls and lessons learnt from developments in Singapore and around the world.

3.30 Afternoon Coffee

3.55 Intranet for Knowledge Sharing

Eva Au, Managing Director Lexis-Nexis Asia Pacific

Organizations today do not lack having information. Instead they lack the time to look at all the existing information. There is greater need for technologies that are aimed squarely on managing information to deal with the information overload. The presentation will show how technology empowers employees to make better informed decisions and thereby making the organization more competitive in the global market place.

4.40 Terrorism and Knowledge Management in e-Government

Assistant Professor Shyam Tekwani, Lecturer Nanyang Technological University, Singapore

Learn how terrorists manage knowledge, collaborate and succeed

- How small organizations and entrepreneurs can be nimble and flexible
- What governments can optimize KM for effective e-Government implementation
- Case studies

5.25 End of Day One

Day Two: Tuesday, 4 April, 2002

8.50 Opening Address by the Chairman

9.00 Keynote Address 4

Case Study From Victoria, a State of Australia: Innovative e-Government Victoria: Successes - Strategies - Solutions
Sharon Copeland-Smith, Senior Adviser to Executive Director

Multimedia Victoria, The State Government of Australia

This case study will cover the range of activities that Victoria has undertaken since 1995 as part of its internationally recognised Government Online program. It will also highlight the next E-Government strategy and how it is a key part of the broader innovation agenda. Key features include:

- Summary of the Government Online program - the approach taken and achievements
- The value of knowledge management as a tool in facilitating the Government Online program
- The next E-Government for 2002 and beyond - the drivers and future strategy
- Why E-Government is important for the Victorian Government's innovation economy framework

9.45 Keynote Address 5

(Case Study) Learning from Taiwan's e-Government Experience in Transforming (G2C) Government-to-Citizen Relationships

Chunging Shih, Director

Research, Development, and Evaluation Commission (RDEC), Executive Yuan, Government of Taiwan

- How can you build a customer focus to your knowledge sharing and what can it do in terms of bringing actual benefit to them?
- How can you deliver and promote succinct, relevant and up to the minute knowledge to the benefit of both the citizen and the department?
- Using innovative knowledge sharing strategies to build closer, trusted relationships with the community

10.25 Morning Coffee



Enable Measurable Returns on your Online Investment

Knowledge Management for the Government, Government Agencies & NGOs

10.50 **Keynote Address 6**

(Case Study) E-Government Experience & Implementation of the Malaysia Government

Hj Abdullah Kadir Bacha, Chief Knowledge Officer, Multimedia Development Corporation Sdn Bhd, Malaysia Government

- Culture
- Knowledge
- Learning
- Future Plan

11.30 **The Third Generation of Knowledge Management: An Organic Approach to Collaboration**

David Snowden, Director

IBM Institute for Knowledge Management, UK

The growth of knowledge management over the past six years has offered huge possibilities for Government and Industry, but has all too frequently failed to deliver the promised benefits due in part to an excessive focus on codification of knowledge through the supposed conversion of tacit to explicit knowledge. Early adopters of knowledge management are starting to adopt third generation solutions that separate the management of context from content. Based on many years experience with Government and Industry around the world, this presentation will discuss some of the latest thinking in knowledge management from one of the pioneers or organic techniques. Reflecting on practical experiences in Asia, Europe and US, delegates will be able to identify ways in which they can produce more sophisticated knowledge management systems in shorter timescales and at reduced costs by recognizing the usefulness of technology as a pervasive tool, in support of human interaction.

Theme 2: Knowledge Management across Sectors and Borders

12.10 **Knowledge Management: The Human Side**

Bryan Davis, President

The Kaieteur Institute For Knowledge Management, Canada

Most knowledge programs up to this point, rest on a shaky assumption that people who have been conditioned in government to the notion that knowledge is power can be changed into knowledge sharing altruists. This presentation will examine new trends and thinking in relation to :

- People and technology working together
- Why anyone would want to share knowledge
- What we can actively do to encourage sharing of knowledge
- Some do's and don'ts based on hard won experience. We will review the proposition that there is an economy of ideas within the enterprise and that there are several modes of exchange and several types of currencies which have a significant impact on what motivates people to share knowledge. Understanding these dynamics is critical to achieving success. A new vision of a positive and practical emerging next generation approach will be outlined, using real world examples.

Theme 3: Turning Data into Knowledge

12.50 Lunch

2.00 **Knowledge Management in Defence**

Kan Siew Ning, Deputy Director (Knowledge Management)

Defence Science Technology Agency, Singapore

The annals of military history are full of examples of how information superiority can be achieved through the effective management of information and knowledge. Even before the rise in popularity of the term Knowledge Management (KM), military establishments all over the world had been applying KM to harness information overload. This presentation examines the culture and technology considerations in the knowledge management strategy of a typical military establishment.

2.40 **Putting Your Organization's Knowledge to Work to Achieve Your Business Objectives – With Case Study Examples**

Dr Shalini Reilly, Director Knowledge Management, Asia Anchor Practice, KPMG

Successful knowledge management organizations acquire and apply their knowledge in core business processes, such as product development. Their knowledge management efforts are closely linked to achieving economic value (such as reducing costs) or improving performance (such as better problem solving). How do these organizations achieve their objectives? Through case study illustrations, we explore how they went about **applying the knowledge** and **distributing** it to where it could best be used. We examine how they encourage **new knowledge creation**, to continuously improve their services and products. Their experiences suggest Technology alone, cannot achieve long lasting benefits expected of knowledge management; and that we need to go beyond

3.30 Afternoon Coffee

3.55 **Portals and Partnerships, Combining Knowledge and Skills**

Eric Conrad, Partner

PricewaterhouseCooper Global, Hong Kong

Efficient information and Knowledge Management means linking effectively to wherever that information/knowledge is and it will not necessarily always be within your organisation. Accepting that effective KM means portal development, and looking at some of the examples, this presentation leads on to a discussion of the nature of partnerships, issues which arise, and the role of the private sector.

- Overcoming gaps in expectation, understanding and knowledge
- Interfacing with each other, the public and the technology: what are the strategic considerations?
- Partnership working, a look at the issues
- Understanding the different business drivers and ways of thinking and working

4.40 **(Case Studies) Organising your Knowledge to Make the Best Use of It**

Stephanie Gault, Associate Partner
Accenture, Singapore

- How can you handle data properly to ensure it is turned into valuable knowledge?
- Knowledge is simply applied data: how can you adapt this knowledge to your solutions and systems?
- Technology is in danger of running the game; how can you work with your 'human ware' to ensure effective knowledge sharing?

5.20 End of Conference



Post-Conference Workshop

Knowledge Management for the Government, Government Agencies & NGOs

Workshop I

Day 3: Friday, 5 April, 2002
9.00am to 12.00pm



Workshop Leader
Bryan Davis,
President
The Kaieteur Institute For
Knowledge Management,
Canada

How can e-Knowledge Management be leveraged as an Integral Enabler of e-Government?

It is indisputable today that increasingly we live in a knowledge-driven economy. It is also the case that work has become more knowledge intensive. Knowledge workers have to increasingly know more to be able to meet the challenges in their jobs. This is also the context in which there is now an increasing movement to enable government operations to move business on-line – the rise of e-government. The focus of this workshop is on **the question of how can next generation e-knowledge management be utilized, to support, facilitate, and achieve the promise of e-government.** We will discuss the evolution of e-government within the context of the knowledge-based economy. We will examine **revolutionary new trends and developments in the e-knowledge management field.** We will then look at ways next generation e-knowledge management will be a vital contributor and a disruptive innovation in the project of building digital government. In the process we will learn about the **emergence of several types of knowledge-exchanges such as intellectual property,** intellectual capital, e-learning and expert exchanges, and **review several real world applications** already in development today.

About Your workshop Leader

Bryan Davis is President Of The Kaieteur Institute For Knowledge Management a Toronto-based Think Tank and Consultancy. He is a knowledge management educator, researcher, consultant, and market analyst. His primary areas of interest and focus are e-knowledge markets, knowledge business models, knowledge pattern recognition, knowledge enabling software, knowledge flow, and knowledge-based innovation. He has been a Vice President of Knowledge Management Strategies and Research with the Delphi Group Canada. . He has been transforming information, document, and knowledge management theory into practice for over twenty years. Mr. Davis's experience spans the realm of knowledge management, document management, workflow, business process analysis and redesign, and records automation, competitive intelligence, corporate portals, e-business and CRM. He teaches Knowledge Management and Web Strategies Courses in the University Of Toronto School Of Continuing Studies. He has also been an instructor of the Delphi Group's Institute on Knowledge Management, Document Management, and Workflow, and a regular presenter at Delphi Group Canada Seminars, and Conferences. He has previously been an Information & Technology Consultant with the Municipality Of Metropolitan Toronto; Manager Of The Corporate Records Centre for Metro Toronto; Regional Superintendent Records Management Transport Canada (Ontario Region); and Assistant Chief of the Toronto Federal Records Centre, National Archives Canada. He is a Past President Of The Toronto Chapter and National Director of CIIMS, and is a member of the Interactive Multimedia Arts & Technologies Association.

Workshop II

Day 3: Friday, 5 April, 2002
1.30pm to 4.30pm



Workshop Leader
Dave Snowden
Director
IBM Institute of Knowledge
Management,
UK

The Storytelling MasterClass

This masterclass will focus on the use of the age-old of storytelling to effectively communicate knowledge and associated learning in organizations. A critical challenge in knowledge management, organizational learning, or change management lies in assessing and addressing cultural issues. Stories are powerful way to assess the current values in an organisation's culture, as well as to help modify that culture.

At this workshop, participants will learn about:

- The characteristics of six different types of story (myth, fable, virus, archetypal, oral history and disruptive metaphor)
- Practical case examples of these types for various uses.

The purposes to which storytelling techniques are being applied are:

- a. lessons learned programmes
- b. enhanced work design
- c. cultural change
- d. mergers and acquisitions
- e. identification and building of communities
- f. cross-cultural communications in multinational organizations

Participants will have an opportunity to identify and try out possible uses of story telling techniques in their own organizations.

About Your workshop Leader

David Snowden is Director of the Institute of Knowledge Management for Europe, Middle East and Africa. One of the founders of "Organic Knowledge Management", he is an acknowledged expert on the management of tacit knowledge and has developed a series of pioneering methods including the use of anthropological techniques for knowledge disclosure and the use of stories as an advanced form of knowledge repository and as an agent for cultural change (based on six years of research into story telling cultures around the world.) He regularly consults at board level on Knowledge Strategy with some of the World largest companies as well as Government and NGOs and has led a series of story engagements in many industries over the past four years.

HOTEL RESERVATIONS

For hotel room reservations, please contact Grand Hyatt Singapore directly.

For special room rates, please quote event name "KBG2002 / ARKGROUP". Room vacancy is subject to availability. The Organizer is not responsible for delegates' booking and room reservations.

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Knowledge-Based Government - April 3 to 5, 2002

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Delegate 2

Delegate 3

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Delegate 4

Delegate 5

Delegate 6

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** Classification of Public Sector

All government sectors, ministries, government agencies, departments, quasi-government, government-owned companies, statutory boards, schools, public education institutions, universities, government linked non-profit organizations fall under this category.

Early Bird Discount ends on 22 February 2002
For multiple booking, call Mr. Shankar, tel: +65 238 3745

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is recommended. In the event of the booking not being accepted by Arkgroup Asia the total amount will be refunded.
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- If the delegate cancels after the booking(s) have been accepted, the delegate will be liable to the following cancellation charges:
- Cancellation notified over 45 days prior to the event will incur no cancellation charge.
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