

THE 3RD ANNUAL GILBANE CONFERENCE ON CONTENT TECHNOLOGIES

Boston, The Westin Copley Place
November 28-30, 2006

<http://gilbaneboston.com>



CONFERENCE BROCHURE

Are you a Content Manager?

An IT Strategist or Project Manager?

A Business Manager or Marketing Manager that needs to improve or streamline information creation, management and delivery?

If so, join us in Boston and learn how to apply the right technologies to your business application from experienced content management practitioners, consultants, and technologists. This is the premier content management event for business and technology decision makers who are looking for strategic, technical and market opportunities in the evolving field of content management.

The 3rd Annual Gilbane Conference on Content Technologies Boston

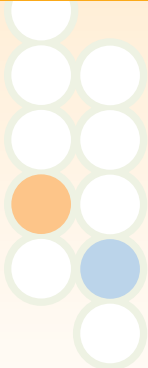
will provide the strategic and market information needed to evaluate content management technologies, select vendors and deploy solutions. The event is designed for business and technology professionals who need to understand how to leverage content management within their organization for managing Web sites and portals, repackaging and syndicating content, collateral and other corporate content.

This year, the Boston Conference will be focusing on the broad range of content technologies available for enterprise applications, including widely deployed technologies like content management and enterprise search. We will also be looking at the use and applicability of newer technologies for corporate content applications, especially blogs, wikis, RSS, and Enterprise Digital Rights Management. Our presenters are seasoned analysts and professionals from a wide range of companies who will share their insight into content management issues and experiences. For a complete listing of speakers and session descriptions, visit <http://gilbaneboston.com>.

CONFERENCE BENEFITS FOR ATTENDEES

- Gain skills and information to increase your productivity
- Learn and understand how other companies have successfully implemented solutions
- Discover the latest tools, techniques and solutions from top professionals and solution providers
- Network with peers, decision makers, and leaders during the conference and Sponsor Reception
- Choose from over 34 sessions and panel discussions
- View new products and services from over 60 exhibiting companies
- Learn how enterprise applications integrate and use content
- Participate in one of 4 pre-conference tutorials

CHOOSE A PROGRAM THAT MEETS YOUR NEEDS



Because of the need to apply content technologies throughout enterprises, the variety of business applications involved, and the diversity of relevant content technologies, companies typically need to implement solutions that must interact with multiple departments. It is critical for each of these departments to be educated enough to make decisions. Thus we encourage companies to send representatives from all departments effected by enterprise content applications and have created an educational program that will effectively meet the needs of diverse enterprise teams.

If you are responsible for managing content, you should first look at the Content Management track, but depending on where you are with your

project, there may be a technology you need to learn more about in the Enterprise DRM or Enterprise Search tracks, or, if you specifically manage publishing, the Automated Publishing Track will have some answers for you. Finally, learn how others have effectively implemented solutions by sitting in on some of the sessions in the Case Study track.

TRACKS INCLUDE:

- Automated Publishing Track
- Case Study Track
- Collaboration & Enterprise Blogs & Wikis Track
- Content Management Track
- Enterprise DRM Track
- Enterprise Search Track

PRECONFERENCE TUTORIALS

Tutorial A: Web Content Management Systems: Architectures & Products

Tony Byrne, Founder, CMS Watch, Publisher, The CMS Report

Join us for a half-day tutorial that can help you and your team understand Web Content Management technologies, architectures, and the marketplace. CMS Watch founder Tony Byrne leads an intensive, fast-paced introduction to Web Content Management functionality, product categories, and specific vendors. The session concludes with a roadmap for product selection. Learn:

- 16 steps in the Web CMS lifecycle: questions you should ask and how vendors differ in how they achieve basic functionality
- 7 categories of CMS products, including features and typical price ranges
- Specific characteristics of sample vendors in each category
- How to start evaluating and ultimately select suitable technologies for an organization
- The 4 most common CMS pitfalls, and best practices for avoiding them

This session assumes you have developed a business case and at least some semblance of requirements such that you want to get into the nitty-gritty of product functionality and architectures. As a vendor-neutral presentation, this seminar will enable you to sharpen your organization's CMS needs and identify suitable technology choices.

Tutorial B: Working with DITA: The Darwin Information Typing Architecture

Bill Trippe, Senior Consultant, Gilbane Group

DITA is quickly establishing itself as the leading method of creating XML-based technical documents and other product support content. DITA's success is based on several things—a tag set that is straightforward and easy to learn, a publicly available toolkit that allows users to readily create print, Help, and other output, and specialization—a flexible and powerful means of customizing the DITA for your organization's requirements. This tutorial will combine hands-on exercises, demonstrations, and discussion where attendees will learn DITA tagging, work with the DITA Open Toolkit, and understand how specialization can best be done. Tutorial attendees will receive and work with a (time-limited) copy of XMetal Author DITA Edition.

Tutorial C: Principles of Web Operations Management (WOM)

Lisa Welchman, President, Welchman Consulting

There's more to managing a web site than selecting the right technologies. This tutorial will focus on fundamentals of Web Operations Management (WOM). Lisa Welchman will detail the 4 dimensions of WOM and provide practical tips and suggestions for managing the Web.

Information covered:

Strategy & Governance

- Building and staffing your web operations group
- Review of Web Governance Lifecycle
- Review of standards categories for web
- Methods for measuring governance and strategy maturity

Content, Data Applications

- Information Architecture in a nutshell
- Taxonomy & Metadata in a nutshell
- How content, data and applications interact on the web and why you should care
- Structuring content for search and retrieval

Process & Workflow

- Steps for building sustainable web processes
- Understanding your organization's web production style
- Measuring web processes and workflow against standards

Tools & Infrastructure

- What are your key product choices (portals, search engines, CMS, et al) and what's the difference between them.
- Matching technology solutions to content management problems
- How to tell what product you should deploy first, second, third, etc.

Tutorial D: Taxonomy Development and Implementation

Seth Earley, Earley & Associates

Organizations are embarking on taxonomy initiatives to serve a wide variety of audiences and purposes. Fundamentally these are metadata management projects, but business sponsors rarely see them in that light. In many cases, taxonomy initiatives are seen as separate from enterprise data initiatives. This workshop will go through taxonomy project processes for derivation validation, testing, integration, rollout and governance. Attendees will be able to understand how taxonomy projects should be integrated with overall metadata management and the best ways to communicate their role to business users and sponsors.

- Taxonomy drivers
- Information architecture versus Semantic architecture
- Project definition
- Audience selection
- Data gathering techniques
- Content review processes
- Term Extraction
- Creating search and navigation scenarios
- Search engine and content management system integration
- Testing and validation
- Training and Rollout
- Governance and integration with enterprise metadata management

SESSION DESCRIPTIONS

Keynotes

Keynote Panel: Content Technology Industry Update

We open each of our conferences with a panel of content technology and market experts. The panel is chosen to address the most important strategic issues technical and business managers need to consider for both near term and long term success in managing content and content technologies in the context of enterprise applications. The session is completely interactive (i.e., no presentations), and the experts might include industry analysts, consultants, enterprise IT and business senior managers, and technologists. Join us to hear what's new, what's old, what's important, and what's hype.

Executive Forum: Content Technologies at Work in the Enterprise

Content initiatives are increasingly being mandated and driven at the C-level. Why? Because companies have realized the critical importance of aligning business and content strategies. In this conference-wide keynote, senior executives explain why their companies manage content as corporate assets, how they treat content management as a business practice (not as technology), and why content technologies are strategic investments within their enterprises.

Content Management Track (CM)

CM-1: Selecting and Building a WCMS: Case Studies

This session starts with presentation that describes a protocol for choosing an ECM system. Specific examples of how and where it has been used will be included. The second presentation describes how XML can be efficiently used for Web site management in government settings based on the experience of five New York State government agency teams.

CM-2: Open Source Content Management Experiences

Open source software is gaining attention within the content management industry. Is this just a retread of the old build vs. buy argument? Or does open source shift the balance away from commercial software? What kind of companies and applications can benefit the most from using open source platforms? This panel of system integrators and customers will share their implementation experiences and make the case for when and why you might consider using open source and what open source projects to pay attention to.

CM-3: CTO Perspectives on Content Technologies

Most organizations have no problem getting the attention of vendor's sales and marketing teams, but it can sometimes be difficult to find out what the senior technologists think about their own, and other related technologies and trends. In this session CTOs provide some valuable insights on a variety of topics.

CM-4: Organizing Content for Enterprise Applications

The first step in effectively managing information for use in enterprise applications is to understand and organize it. There are many aspects and approaches to doing so, and this session looks at a couple of sophisticated examples of organizing information for better search, management and delivery.

CM-5: The Analysts Debate Content Technologies and Trends

Experts from recognized analyst firms flex their thought leadership muscles in this lively session, always an attendee favorite at Gilbane conferences. Panelists will tell you what's hot, what's not, what's important today, and what will be important when planning a solution or evaluating current technologies and services. The debate will deliver valuable insights for anyone with a stake in content management, including project managers, business managers, IT strategists, consultants, integrators, investors, and vendors.

CM-6: Content Management Products & Capabilities

The first presentation in this session will cover the CMS product landscape to help you get oriented in this rapidly evolving space. The second presentation will focus on one type of CMS application relevant to all industries – brand management.

CM-7: Portals & Content Management

While the first enterprise "portals" were intranets built on content management repositories, the term "portal" took on a much broader life of its own. How should you think about the role of a portal today? In this session you will hear perspectives from Microsoft, and an analyst who reviews portal products.



For more information or to register visit
<http://gilbaneboston.com>

CM-8 Paying Attention to the (Human) Customer

It is all-too-easy for developers, and even product managers to get caught-up in technical features at the expense of useability for the end user. It is also easy for project managers implementing a content management system to neglect to pay sufficient attention to how end user interaction will be changed with the new system. This session includes presentations on both topics.



CM-9: Monetizing Content: Strategies and Practical Technology Advice for Creating Agile Content

"Monetizing content" is a term used by commercial publishers but also by any company that creates content for supporting sales of products or services. Agile content that can be sliced, diced and selectively exported to different constituencies on multiple media is clearly a necessity. But many content creators hope to go directly to the \$\$ without the heavy lifting in terms of a metadata infrastructure and DAM or content management. Taking shortcuts around investment is tempting, but will they quickly paint you into a corner? Inventing proprietary XML vocabularies and storing content on file systems may seem like a way to save money but what about all the repeatable costs when you actually want to use that content? Join industry leaders as they share their experiences and views on the opportunity cost of using DAM (CMS), industry standard specifications such as PRISM, taxonomies, and information access tools to automatically transform, aggregate, refine, format, export and share content, internally and with business partners.

CM-10: Content Technologies: A Town Hall Debate

Join expert panelists in an engaging, fast-paced debate on key issues in enterprise content technology circa 2006. Two panelists will go pro and contra for 3 minutes each on a series of important questions in the technology community, but the best part is – you can join in. Audience members will be invited to provide 2-minute rebuttals. Have an opinion? Want to learn about hot issues with a minimum of hot air? Come join us!

CM-11 Content Globalization Workflows

The difficult part of content globalization isn't translation itself, but rather the business processes involved in translating content. This panel explores the next frontier in content globalization—the integration of content management and translation workflows. An

enterprise user, a language service provider, and a technology vendor walk you through an integrated workflow and show you how integration can streamline processes, reduce inefficiencies, drive down costs, and increase revenues by getting products to market on time.

Enterprise Search Track (ES)

ES-1: How Search Vendors Do or Don't Support Desktop vs. Enterprise, vs. Web Search

Coming up with an enterprise search strategy is a lot more difficult than it may seem at first. Search technologies have very different capabilities that need to be matched with the wide variety of enterprise applications that diverse search needs. Understanding the difference between desktop, enterprise, and web search is a good place to start. This panel will bring you up to speed on the how search products stack up in each of these areas.

ES-2: Case Studies in Enterprise Search

In a unique forum, tag-teams of users and their chosen vendors show you what's really happening down in the trenches with enterprise search. You'll hear about factors that influenced approach to search, the realities of deployment, metrics for measuring performance, and maintaining and adapting existing search solutions to accommodate business change.

ES-3: Is Search a Tool, an Application, or a Platform?

There is no doubt that search has become an integral part of enterprise IT strategies, and the search market has matured where there are a few larger players and large number of smaller vendors as well as open source solutions. Most vendors do not want to be thought of as providing a commodity, and are focusing on either specific applications that are heavily dependent on search, or on providing an infra-

structure platform for business applications. How much of this is market positioning and how much interpret these differences when considering investments in search technology?

ES-4: Enhancing Search & "Findability"

While search keeps getting better at syntactic and semantic analysis, it has been difficult to make more than incremental progress simply because the problem is so hard. There are two different approaches that can improve search results. One is by organizing the information more effectively with taxonomies and structured metadata, the other is look outside of pure search technology, for example at searcher's behavior. Google's use of links is one example of this, but there are others. This session include a presentation on each of these supplemental approaches to enhancing search.

Collaboration & Enterprise Blogs & Wikis Track (CBW)

CBW-1: Enterprise Wiki CEO/CTO Panel

We have been covering the use of blog, wiki, and syndication technology for enterprise applications at our last five conferences and have seen the growth reach a point where the vendors are now able to point to a large number of impressive deployments at some very large companies. The use of wikis, in particular for collaborative projects, is something all organizations should be considering. In this panel we have brought together the leading suppliers to A) share the scope of enterprise adoption, and B) answer the tough questions you may have about using enterprise wikis in your own business and IT environments.

CBW-2: Trends in Enterprise Blogs and Wikis

While even today there is a shortage of good research on the use of blog and wikis in corporate environments, we now have some data that is both

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interesting and useful. In this session you will learn about findings from recent research and hear from a panel of experts who are paying close attention to how corporate adoption of these technologies is evolving and what trends are emerging.

CBW-3: Social Computing in the Enterprise

While the term “social computing” may not always resonate with senior business managers (Perhaps “collaborative computing” sounds a bit more business-like, although it has some baggage.), the actual results of using the types of tools the term refers to (blogs, wikis, RSS & Atom, etc.) can make believers out of them. This session looks at the broad range of applications these tools are appropriate for.

CBW-4: Web 2.0 Technologies

We are not fans of the term, but all IT organizations should be looking at the technologies most observers would associate with “Web 2.0”. And not just IT. Many of these technologies may not even require IT help, and also can be very low-cost. In this session we look at some technologies that supplement the kinds of tools we cover in the Collaboration & Enterprise Blogs & Wikis track.

Case Study Track (CS)

CS-1: Content Technologies in Financial Services

Banks, insurance companies, and investment firms deal with tough content challenges, including integration with transaction systems, compliance, brand management, multi-channel personalized communication with customers, mergers and acquisitions—all in a highly competitive business environment. Speakers from leading providers of financial services share solutions and practices that are relevant to any industry with similar content requirements.

CS-2: Creating High-value Customer Experience

What kind of experience do your customers expect when they visit your website? What actions do you want them to take as they navigate your content? Speakers describe how the right mix of strategy, technology, and process can deliver a web experience that satisfies customers while meeting business objectives.

Enterprise DRM Track (eDRM)

eDRM-1: Introduction to Enterprise DRM

Enterprise DRM means access control for your company’s content that rides with the content wherever it goes, whether on laptops, CDs, or outside your content management system or corporate firewall. It’s the key emerging technology for a wide range of information security, confidentiality, and compliance management applications. In this session, you will learn about Enterprise DRM, how it differs from DRM for consumer media, its applicability in enterprise applications, and solutions currently on the market.

eDRM-2: Enterprise DRM and Content Management

Enterprise DRM and content management are synergistic technologies. Enterprise DRM integrated with ECM provides the answer to the question: how do you control access to your content once it has left the safe confines of your content management system? In this session, we will hear about how Enterprise DRM has been successfully integrated with content management systems. We’ll learn about the technology implications and the business problems that integrating the two technologies can solve.

eDRM-3 DRM & the New Wave in e-Publishing

A new crop of digital publishing technologies is emerging, taking up where eBooks from the Internet bubble left off. New portable reading devices and Internet search technologies demand controls on access to content so that publishers can protect their copyrights. In this session, we’ll explore the implications of DRM and copyright in these new e-publishing technologies and see where the publishing industry is going in the digital age.

eDRM-4: DRM for Government Applications

U.S. government organizations face the twin challenges of locking down sensitive data on computer desktops and mobile devices, and encouraging collaboration across agency boundaries. Government organizations are reaching out to the private sector for Enterprise DRM technologies. Enterprise DRM offers the potential to distribute yet protect data between the U.S. intelligence community and law enforcement. In this session, we’ll discuss the applicability and adoption of Enterprise DRM for public sector organizations.



eDRM-5: Enterprise DRM and Regulatory Compliance

Compliance requirements govern information throughout its life cycle, from creation through collaboration, publishing and storage, to eventual archival and destruction. In this session, we'll evaluate how Enterprise DRM is making the job easier for compliance and risk management officers to enforce corporate policies. Learn how Enterprise DRM helps ensure that sensitive information such as credit card numbers, health records, and non-public corporate information will not be accidentally or deliberately disclosed to unauthorized parties.

eDRM-6: Enterprise DRM Case Studies

Corporations and governments are scaling Enterprise DRM from single departments to multiple lines of business across dispersed organizations. In this session, we'll explore end-users' perspectives on lessons learned from pioneering deployments, from systems design to usability requirements and integration priorities.

Automated Publishing for Marketing Track (AP)

AP-1: Publishing Automation: What Can You Do Today?

The opening session of the Publishing Automation track will provide you with an overview of the wide range of publishing tasks that can be automated

today. Automated publishing has too often been equated with batch composition, but the introduction of XML, server-based pagination engines, and print-on-demand technologies has broadened publishing automation into a range of marketing and transactional functions. We'll start with this robust overview of publishing automation today, before narrowing in on specific tasks and technologies.

AP-2: A Tale of Three Successful Publishing Automation Projects

Moving from the overview to the real world, this session will offer an in-depth illustration of three widely varying publishing automation projects. The long document example will surprise you with the complexity of page design achieved; the transactional project will excite you with the real-time integration of data and graphics. The marketing project will demonstrate how design complexity meets one-to-one marketing objectives.

AP-3: How to Develop a Solid Publishing Automation Plan

It shouldn't come as a shock when we say that establishing a successful publishing automation system takes a great deal of planning, engineering, and, yes, usually a bunch of cash. The good news is that ROIs are easy to establish. The bad news is that the expertise for this planning remains scarce – the science is immature and the cultural changes significant. But we'll tell you everything we know about the challenge, and invite

our knowledgeable colleagues to contribute. We promise you'll go home far better prepared to tackle this worthwhile challenge.

AP-4: Integrating Automated Publishing into the Broader DAM and CMS Process

Publishing automation has strong foundations. Both DAMs and CMSs are the cornerstones of any mid- to large-scale publishing automation undertaking. While the DAM and CMS vendors have tended to underplay this benefit of their technology, we'll show you where publishing automation can be the low-hanging fruit of these expensive and extensive undertakings.

AP-5: Five Minutes with a Publishing Automation Vendor

Every automated publishing system on the market today has strengths and weaknesses, depending of course on the requirements of the user. Some are better at text-heavy, long documents such as books, manuals and documentation, while others excel at design-intensive collateral like advertising, brochures, catalogs and product literature. And still others are best at automatically re-purposing documents for cross-media output. This session will provide quick snapshots of specific applications and the solutions they offer, while providing a thorough overview of current available tools.



For more detailed information about the conference, please visit:

<http://gilbaneboston.com>

Call 781-821-6734 or email us at info@lighthouseseminars.com

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Technologies, Time Inc.

Susan Feldman

Research Vice President
Content Technologies, IDC

Jack Jia

Founder & CEO, Baynote

Jared Spataro

Senior Product Manager,
Microsoft Office Servers,
Information Worker PMG,
Microsoft

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Christian Science Monitor

Russ Danner

Christian Science Monitor

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Wyona

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Group; Director, CM Pros

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Jakarta

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Gene Gable

President, Gable Industries

Asheesh Birla

Executive Director, Strategic
Production Technology,
Thomson Corporation

Joan Laselle

President, Lasselle Ramsay

TECHNOLOGY SHOWCASE*

ASTORIA

BCE CAPITAL

CMPROS

CMSWATCH

CROWNPEAK

CUSTOMERVISION

DAY

DESIGNAPPS

DOCZONE.COM

EKTRON

FATWIRE SOFTWARE

HOT BANANA

IDIOM

INTERWOVEN

MARK LOGIC

MEI

MICROSOFT

OMTOOL

PAPER THIN

PERCUSSION

REDDOT

REFRESH SOFTWARE

SDL INTERNATIONAL

SEARCHBLOX

SILKROAD TECHNOLOGY

SITCORE

STELLENT

TEDOPRES INTERNATIONAL

THE GILBANE GROUP

THOMASTECH SOLUTIONS

TRANSLATIONS.COM

TYPÉFI

VAMOSA









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WEBSIDESTORY

* as of 08/16/06

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SCHEDULE

 Automated Publishing (AP)	 Enterprise DRM Track (eDRM)	 Content Management Track (CM)
 Collaboration & Enterprise Blogs & Wikis Track (CBW)	 Keynote Sessions	 Enterprise Search Track (ES)
	 Case Study Track (CS)	 Tutorial

CONTENT TECHNOLOGIES CONFERENCE - TUESDAY, NOVEMBER 28				
PRE-CONFERENCE TUTORIALS				
9:00	Tutorial A: Web Content Management Systems: Architectures & Products	Tutorial B: DITA - Darwin Information Typing Architecture	Tutorial C: Principles of Web Operations Management (WOM)	Tutorial D: Taxonomy Development & Implementation
12:00	Lunch			
MAIN CONFERENCE				
1:00	CM-1: Selecting and Building a WCMS: Two Case Studies	ES-1: How Search Vendors do or don't Support Desktop vs. Enterprise, vs Web Search	AP-1: Publishing Automation: What Can You do Today?	CM-3: CTO Perspectives on Content Technologies
2:30	Break			
3:00	CM-2: Open Source Content Management Experiences	ES-2: Case Studies in Enterprise Search	AP-2: A Tale of Three Successful Publishing Automation Projects	CM-4: Organizing Information
4:30	Adjourn			
WEDNESDAY NOVEMBER 29				
8:30	Opening Keynote Panel: New Technologies & Market Issues for Enterprise Content Applications			
10:00	Break & Technology Demonstrations			
11:00	CM-5: The Analysts Debate Content Technologies & Trends	ES-3: Is Search a Tool, an Application, or a Platform?	AP-3: How to Develop a Solid Publishing Automation Plan	eDRM-1: Introduction to Enterprise DRM
12:00	Lunch & Technology Demonstrations			
2:00	CM-6: Content Management Products & Capabilities	ES-4: Enhancing Search & "Findability"	AP-4: Integrating DAM and CMS into the Broader Publishing Automation Process	eDRM-2: Enterprise DRM and Content Management
3:30	Break			
3:45	CM-7: Portals & Content Management	CBW-1: Enterprise Wiki CEO/CTO Panel	AP-5: Five Minutes with an Automated Publishing Vendor	eDRM-3: DRM & the New Wave in e-Publishing
5:00	Reception & Technology Demonstrations in Demo Area			
7:00	Reception & Technology Demonstrations End			
THURSDAY NOVEMBER 30				
8:30	CTW Keynote: Executive Forum: Content Technologies at Work in the Enterprise			
10:00	Break & Technology Demonstrations			
11:00	CM-8: Paying Attention to the (Human) Customer Engineering, AOL	CS-1: Content Technologies in Financial Services	CBW-2: Trends in Enterprise Blogs and Wikis	eDRM-4: DRM for Government Applications
12:00	Lunch & Technology Demonstrations			
2:00	CM-9: Monetizing Content	CS-2: Creating High-Value Customer Experience	CBW-3: Social Computing in the Enterprise	eDRM-5: Enterprise DRM and Regulatory Compliance
3:15	Break			
3:30	CM-10: Content Technologies: A Town Hall Debate	CM-11: Content Globalization Workflows	CBW-4: Web 2.0 Technologies	eDRM-6: Enterprise DRM Case Studies
5:00	Conference Adjourns			

THE 3RD ANNUAL GILBANE CONFERENCE ON CONTENT TECHNOLOGIES

REGISTRATION FORM

(PLEASE PRINT CLEARLY IN LARGE CAPITAL LETTERS)

FIRST NAME	M.I.	LAST NAME
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TITLE

ORGANIZATION

ADDRESS

CITY	STATE	ZIP/POSTAL CODE
------	-------	-----------------

COUNTRY

TELEPHONE	EXTENSION
-----------	-----------

FAX	EMAIL
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GENERAL INFORMATION

ROLE/FUNCTION

- IT
- Customer or Product Support
- Sales or Marketing
- R&D or Engineering
- Manufacturing
- Financial
- Operations/Administration
- Senior Management
- HR or Training
- Other

ROLE IN PURCHASING

- Approve
- Specify
- Recommend
- Research
- None

AMOUNT INVESTED IN CONTENT TECHNOLOGY PAST 24 MONTHS

- None
- < \$.5 million (USD)
- < \$1 million
- < \$2 million
- < \$5 million
- < \$10 million
- < \$20 million

TOTAL NUMBER OF EMPLOYEES IN YOUR ORGANIZATION

- 1-25
- 26-100
- 101-500
- 501-1000
- 1001-5000
- 5001-10,000
- > 10,000

HOW DID YOU HEAR ABOUT THE GILBANE CONFERENCE ON CONTENT MANAGEMENT?

- Colleague
- Gilbane Report Website
- Gilbane Report Newsletter
- Previous Gilbane Conference or Webinar
- Lighthouse Seminars Website
- Search Engine
- Calendar Listing
- Other
- Direct Mail
- Email Message
- CMS Watch
- DRM Watch

PAYMENT INFORMATION

FULL PAYMENT IS DUE WITH REGISTRATION FORM

- CHECK: Make checks payable to: Lighthouse Seminars LLC
- Charge my: MASTERCARD VISA AMEX

Reference Number: _____

Exp. Date Month/Year _____

Name on Credit Card: (please print) _____

Signature: _____

Registration Fee: _____

REGISTRATION PRODUCT TYPES & FEES

- Conference Plus Package** - Receive a free Video iPod - \$1,695
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CM Pros

CONTENT MANAGEMENT PROFESSIONALS

Content Management and the World Enterprise 27 November 2006

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The day-long Summit takes place 27 November 2006, and is co-located with the 3rd Annual Gilbane Conference on Content Technologies Boston. Save \$100 on Summit registration until 30 September, 2006. For more information, visit www.cmpros.org.

Please note that you must register separately for the CM Pros Summit and the Gilbane Conference.

HOTEL INFORMATION

The Westin Copley Place

10 Huntington Ave
Boston, MA 02116

617-262-9600

\$199 single/double room for attendee reservations by 11/10/06.

To reserve your room please call

1-800-westin-1 or **617-262-9600**

Please mention your attendance at the Gilbane Conference On Content Management to get this special rate. The rate will be available until 11/10/2006, or until reserved rooms are sold out. Hotel reservations, cancellations, and charges are the responsibility of the attendee.

TECHNOLOGY SHOWCASE

Sign up now for a FREE Technology Showcase Pass which entitles you to attend any of the keynotes below, visit the exhibits and be our guest at the sponsor reception.

WEDNESDAY, NOVEMBER 29, 2006

8:30 am to 10:00 am	Opening Keynote Panel: New Technologies & Market Issues for Enterprise Content Applications
10:00 am to 7:00 pm	Exhibit Area Open
12:00 pm to 2:00 pm	Technology Demonstrations
5:00 pm to 7:00 pm	Reception & Technology Demonstrations

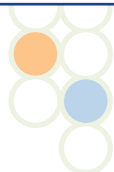
THURSDAY, NOVEMBER 30, 2006

8:30 am to 10:00 am	CTW Keynote: Executive Forum: Content Technologies at Work in the Enterprise
10:00 am to 4:00 pm	Exhibit Area Open

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EASY WAYS TO REGISTER

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For more detailed information about the conference, please visit:

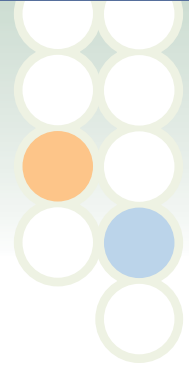
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