

5th Annual IDC-Kahn Consulting, Inc.

Compliance in Information Management Forum

Best Practices in Data Protection, Records & Information Management, and e-Discovery

SEPTEMBER 17, 2008 • NEW YORK MARRIOTT DOWNTOWN, NEW YORK, NY

FEATURING CONFERENCE CO-CHAIRMEN:



Randolph A. Kahn, ESQ.
Kahn Consulting, Inc.



Richard Villars
Vice President,
Storage Systems, IDC

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CONSULTING INC.

ATTEND THIS EVENT AND GET YOUR QUESTIONS ANSWERED IN:

- Action-oriented sessions exploring key issues where expert **speakers leave time for Q&A and interaction with you**.
- **Private one-to-one meeting opportunities** with IDC analysts and Kahn consultants.
- Facilitated luncheon roundtable discussions **bringing you together with your peers** to collaborate on your most pressing business and IT challenges.
- Ample **networking opportunities** at breakfast, lunch, and breaks to connect with peers and experts committed to the topic.
- **Product and service purchasing guidance** from IDC analysts and vendor sponsors.

www.idc.com/kahnconsulting/compliance08



Now in its fifth year, the **Compliance in Information Management Forum** is designed to help attendees chart a successful information management path. This unique Forum brings together IT professionals trying to take control of their corporate messaging environment; compliance officers wrestling with emerging privacy laws; records professionals who need to update their corporate records management programs; lawyers working to prepare their organizations for e-discovery; and business managers trying to harness their information assets to better serve customers.

Who Should Attend? Information Technology, Compliance, Records Management professionals, Senior Management, and Corporate Counsel responsible for:

- Email and instant messaging management
- Information management
- Legal and regulatory compliance
- Privacy issues
- Records management
- Storage management
- Data integrity
- Electronic discovery

Take Advantage of the One-to-One Meetings Onsite

Attendees will have the opportunity to sign up for complimentary one-to-one meetings with select experts at event registration (first-come, first-served) to gain strategic advice on the issues you are grappling with.

Featured executives include:

Barclay T. Blair, *Kahn Consulting, Inc.*
Jeanne Caldwell, *Kahn Consulting, Inc.*
Randolph A. Kahn, Esq., *Kahn Consulting, Inc.*
Vivian Gopico-Tero, *IDC*
Richard Villars, *IDC*
Annette Weller Collison, *Kahn Consulting, Inc.*
W. Lawrence Wescott II, *Kahn Consulting, Inc.*

Agenda

SEPTEMBER 17, 2008

7:30 am - 8:30 am

Registration, Tabletop Exhibit Viewing and Breakfast

8:30 am - 8:45 am

Welcome and Opening Remarks:
Information Management and the Analytic Enterprise

Richard Villars, *Vice President, Storage Systems, IDC; Forum Co-Chairman*

Companies are collecting and retaining more information than ever before about their customers, partners, and products. Not surprisingly, they also want to do more with this information, be it detecting business irregularities, heading off customer dissatisfaction, or identifying new business opportunities. Mr. Villars will set the stage for the day by providing guidance on how the emergence of the "analytic enterprise" will shape the risks and rewards of developing sound records, governance, and information management practices.

8:45 am - 9:30 am

The Merger of Information Management & GRC

Randolph A. Kahn, Esq., *Founder and Principal, Kahn Consulting, Inc.; Forum Co-Chairman*

For every business process that uses technology to make it happen faster better cheaper, there will be some information output that requires management. For every organization seeking to get information management under control, there is a whole host of governance, risk and compliance issues that need to be addressed as part of the management exercise. This Keynote session will explore the need to incorporate GRC into the process of managing information assets.

9:30 am - 10:15 am

The Federal Rules of Civil Procedure: 18 Months Later

Whatever else their impact has been, 18 months after the revised Federal Rules of Civil Procedure (FRCP) went into effect, the new Rules have changed many organization's perception of the need for Records and Information Management. In this up-to-the minute presentation, learn of key cases, decisions, and developments in the law in the year and a half since the FRCP changed the e-discovery landscape.

"Information management has become central to every organization's success. However, tackling the problem requires involvement from all sides of the business – which is why this conference has been designed to help decision makers across the enterprise understand the business and compliance value of managing information better."

Randolph A. Kahn, ESQ. founder and president of Kahn Consulting, Inc.; Forum Co-Chairman

10:15 am - 10:45 am

Networking Break, Tabletop Exhibit Viewing, and One-to-One Meetings

10:45 am - 11:30 am

Managed Email: It's All About M.E.!

Sandra F. Hostetter, *Program Manager, Electronic Content Management and Retention, Rohm and Haas Company*

Rohm and Haas Company recently completed the successful rollout of their managed email approach to more than 6000 employees in its North American locations. This milestone is the culmination of more than four years of teamwork focused on designing, testing, and implementing an approach for identifying, storing, and protecting company records created in email. This session will show how a comprehensive change management plan and targeted communications to stakeholders contributed to achieving user buy-in and the overall success of the program.

11:30 am - 12:15 pm

Building the RIM Office: How to Get Started and How to Succeed

George Goldsmith, *Director, Enterprise Content Management & Litigation Support, Forest Laboratories, Inc.*

More and more organizations today are in the process of formalizing and commissioning a Records and Information Management (RIM) Office. The role of the RIM Office varies, but it generally serves as the central function for the design and operation of the RIM program. The RIM Office serves as an intermediary for the business, legal and technology perspectives. In this hands-on presentation, hear from an experienced RIM executive as he speaks about his experiences in creating and developing a RIM Office.

12:15 pm - 1:30 pm

Lunch, Tabletop Exhibit Viewing, Roundtable Discussions and One-to-One Meetings

LUNCHEON ROUNDTABLE DISCUSSIONS

During lunch, the roundtable discussions will provide attendees the opportunity to interact with peers, speakers and subject matter experts on key topics in an interactive format – with the discussion led by an industry expert. Attendee participation is strongly encouraged. Sign-up sheets will be available at registration on a first-come, first-served basis.

Visit www.idc.com/kahnconsulting/compliance08 for roundtable topic and facilitator updates.

1:30 pm - 2:15 pm CONCURRENT SESSIONS

Group 1: Take Back Control of The Digital Landfill

Laurence Leong, *Program Director, Compliance, IBM*

Email, instant messaging, file servers and SharePoint can be a digital landfill – filled with growing content that is uncontrolled, can't easily be found or reused, has multiple copies and is unsecured. In this session, you'll hear about solutions to help manage this digital landfill to improve compliance, reduce risk and reduce costs.

Group 2: Sorting Through the Mess of ECM Solution Offerings

Adam Cohen, *Senior Managing Director, FTI Consulting*

This session will discuss a practical approach to assessing and selecting from the broad array of ECM solution offerings on the market today. With information management requirements coming from all areas of the organization – legal, records management, compliance, business lines – mounting pressures to reduce risk and cost and a bewildering array of offerings, how do you select the right product? What's more, what are the right criteria for selection? Who should be involved & what are the requirements from the various constituencies? You will hear from a client, who has gone through the selection process and implemented an ECM solution.

2:15 pm - 3:00 pm CONCURRENT SESSIONS

Group 1: Avoid the Email Iceberg: 4 Steps to Information Risk Management

David Campbell, *Senior Product Marketing Manager, Symantec Enterprise Vault*

Information risk management is about protecting information – and particularly unstructured information in email – wherever it goes. This session will focus on key problems in managing information risk: keeping external attacks out; ensuring information does not leak; maintaining important corporate information only as long as necessary; and finding information for legal, regulatory, or compliance purposes. You will also hear from a customer who has implemented archiving solutions to optimize email management and proactively take control of information risk management.

Group 2: Applying Information Governance Practices for e-Discovery

Brad Harris, *Director, Discovery Center of Excellence, Fios, Inc.*

Robert Graebe, *Senior Architect, Technology Planning, Bridgestone Americas Holdings, Inc.*

This presentation will provide real-case examples on how applying information governance practices can have enormous impact on your organization's readiness to respond to e-discovery requests. You will learn how to facilitate better communication between the legal and IT teams and to ensure all parties understand how relevant data is captured, organized, accessed, replicated, managed and ultimately disposed of as part of a routine course of business. You will hear from a customer who has applied information governance practices in their own business, including data mapping, technology assessment and plan development, and how these actions can help mitigate the costs, risks and burden of e-discovery.

3:00 pm - 3:30 pm

Networking Break, Tabletop Exhibit Viewing and One-to-One Meetings

3:30 pm - 4:15 pm

RIM: From Policies to Technology

Roman V. Coleman, *Vice President, Enterprise Records & Information Management, SunTrust*

Learn how companies have adapted to the legal, technology, and business challenges of RIM. You will hear advice on positioning the RIM program within your organization to ensure success; the importance of the enabling policy and records retention schedule; selling records management concepts to minimize legal risk and maximize information management opportunities; translating RIM requirements into technological solutions; and tips for managing the RFI, RFP and POC with vendors. Learn this and more from an executive who has built several RIM programs.

We invite you to stay for the IDC Security Summit on September 18th

Attend IDC's 5th Annual Security Summit, scheduled on September 18 in the same hotel. To view the event details, go to **www.idc.com/securitysummit08**. If you would like to register for both conferences at the same time, please call 800-605-5849. All eligible discounts apply for each conference.

4:15 pm - 5:00 pm

Panel Discussion: Aligning Compliance Programs and Business Strategy Using Collaborative Teams

Annette Weller Collison, *Senior Consultant, Kahn Consulting, Inc.*

Mark Kimmey, *Regional Manager, Project Information Management Technical Excellence Center, Parsons Brinckerhoff*

Fred A. Pulzello, MBA, CRM, *Executive Director and Global Corporate Information Manager, Morgan Stanley Inc.; Board Member, ARMA International*

Matthew Widick, *Vice President Legal and Compliance Division, Morgan Stanley Inc.*

It has never been more important for cross functional teams to work collaboratively to get information management compliance right. This lively panel will help you understand what you need to do to get the right team engaged and how to work through complex information challenges while addressing compliance issue and business needs.

5:00 pm - 5:45 pm

Building the Case for Records and Information Management: From Risk Avoidance to Bolstering the Bottom Line

Barclay T. Blair, *Director, IT Compliance Practice, Kahn Consulting, Inc.*

With the economy tightening, it has never been more important for RIM practitioners to be able to build the case for RIM. Why does it matter to your organization? What benefits does it bring, and how can you measure those benefits? In this dynamic presentation, learn from Mr. Blair's years of experience helping organizations quantify the benefits of RIM – from risk avoidance to bolstering the bottom line.

5:45 pm - 6:00 pm

Closing Remarks

Richard Villars, *Vice President, Storage Systems, IDC; Forum Co-Chairman*

Randolph A. Kahn, Esq., *Founder and Principal, Kahn Consulting, Inc.; Forum Co-Chairman*

REGISTRATION INFORMATION

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REGISTRATION RATES

Early-Bird Registration Rate:
Sign up by August 15, 2008 and save $400!
$495

Standard Registration Rate:
After August 15, 2008
$895

Group Discount:

A $100 discount per person is available for groups of three or more people from the same company registering together. We ask that all forms be submitted together and paid in full at time of registration. If you have questions, please call 800-605-5849.

TWO EASY WAYS TO REGISTER

1. **Online:** Visit **www.idc.com/kahnconsulting/compliance08**
2. **By phone:** Call 800-605-5849 or 603-293-4600.

What Your Registration Includes

> Admission to sessions
> Continental breakfast, lunch, and coffee breaks
> Access to presentations online*

**Printed proceedings will not be available at the Forum. One to three days after the Forum, presentations submitted to IDC will be available for attendees via www.idc.com (presentations are posted as soon as they are received).*

–IDC reserves the right to alter this program without notification.

Venue

New York Marriott Downtown
85 West Street at Albany Street
New York, NY 10006
212.385.4900 or 800.228.9290

For your convenience we have reserved a limited number of rooms at the New York Marriott Downtown. A special rate of $479 single/double is offered based on availability until August 28, 2008. To receive this rate, please call 212-385-4900 or 800-228-9290 and identify yourself as an attendee of the IDC-Kahn Compliance Forum.

Payment

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC U.S. Conference Group.

Cancellation Policy

Substitutions may be made at any time by faxing a written request to 603-293-4602. Cancellations communicated to IDC by September 3, 2008 are subject to a $150 processing fee. Registrants who either cancel after September 3, 2008 or do not attend the conference are liable for the full registration fee.

Special Needs

IDC fully supports the Americans with Disabilities Act. If you require special assistance of any kind, please call us at 800-605-5849 or 603-293-4600.

Special Offer: All attendees of the Compliance in Information Management Forum will receive a special T-shirt compliments of Next Page, IDC and Kahn Consulting, Inc.

SPONSORSHIP OPPORTUNITIES AVAILABLE: CONTACT ELIZABETH CUTLER AT 508-935-4790 OR ECUTLER@IDC.COM FOR MORE INFORMATION.

About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage. Case study presentations are featured at each conference providing the highest quality program content. IDC Forums offer important opportunities for attendees to network with peers and to discuss the challenges and solutions faced in the real world.

IDC, 5 Speen Street, Framingham, MA 01701

About Kahn Consulting, Inc.

Kahn Consulting, Inc. (KCI) is a consulting firm specializing in the legal, compliance, and policy issues of information technology and information lifecycle management. KCI helps its clients address today's critical issues in an ever-changing regulatory and technological environment. Based in Chicago, KCI provides its services to Fortune 500 companies and Government agencies in North America and around the world.

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Register by August 15, 2008 and save $400!

To register, go to www.idc.com/kahnconsulting/compliance08 or call 800-605-5849

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Join us September 17th to Chart a Successful Information Management Path



The Forum will feature best practice sessions sharing challenges and solutions including:

- Information Management and the Analytic Enterprise
- The Merger of Information Management & GRC
- The Federal Rules of Civil Procedure: 18 Months Later
- Building the RIM Office: How to Get Started and How to Succeed
- Applying the Latest Compliance and e-Discovery Solutions
- Building the Case for Records and Information Management
- Avoid the Email Iceberg: 4 Steps to Information Risk Management
- Managed Email: It's All About M.E.!
- Take Back Control of The Digital Landfill
- Sorting Through the Mess of ECM Solution Offerings