

One-day connected forum and workshop
29 - 30 September 2009, Rydges World Square, Sydney

Book before
28 August 2009
to receive your
early bird discount

Information Architecture

**Designing and managing information
structures for improved web access
and usability**

Pre-forum workshop: Tuesday, 29 September 2009

Workshop: The information architecture tool box: how to
design and maintain a great IA

Facilitator: *Suze Ingram, Senior Consultant, Stamford Interactive*

**Capitalise on new
opportunities to
advance online
user experience**

**Hear case
studies on how
to improve the
development and
implementation
of IA**

**Hear from our expert
panel of speakers:**

News Digital Media

Smart Service Queensland

Hutchison 3 Australia

Step Two Designs

NSW Department of Education and Training

RAMS Home Loans

Art Gallery of NSW

Caltex

**Hear a client case study
presentation from:**

Symplicit, representing Telstra
and Trading Post

Supported by:



Endorsed By:

Produced By:



www.arkgroupaustralia.com.au

Information Architecture

Designing and managing information structures for improved web access and usability

Information Architecture (IA) is the bedrock upon which an enterprise's online services are built. In defining the structure, organisation, navigation, labeling and indexing of a website, the IA improves content access and user experience.

Given the dynamic nature of these platforms, there is a danger that without an effective IA, the management of online services will become ad-hoc, and the website will be filled with information that is of little relevance to users, hard to navigate and out of step with the strategic direction of the organisation.

The challenge for practitioners is to produce an IA that supports specific business and user requirements in each individual instance. In doing so, they will be better equipped to decide how a site should be structured, what kind of content it should host, and how to accommodate future online growth.

This one day connected forum will explore how organisations can develop and optimise their IA for improved usability and provide a platform for future growth of their online systems.

You will learn how to:

- Establish an IA that will support the strategic direction of your organisation
- Understand the role that users play in the research and development of an IA
- Ensure your IA is regularly assessed and aligned with new developments and applications
- Achieve understanding and support from stakeholders

Pre-forum workshop: Tuesday, 29 September 2009

Workshop: The information architecture tool box: how to design and maintain a great IA

Registration: 9.00 am

Workshop starts: 9.30 am

Workshop ends: 4.30 pm

Facilitated by: *Suze Ingram, Senior Consultant, Stamford Interactive*



About the workshop:

This workshop will explain how techniques such as card sorting, contextual enquiries and prototyping will help you design and maintain an IA that users love (while keeping your business stakeholders happy at the same time). Along the way Suze will give away many hints and tips she has learned from her nine years in the field. You will leave the workshop armed with the tools you need to get started on your next IA project.

About your workshop leader:

Suze is a user experience consultant. She is passionate about user-centred design. Suze has over nine years experience creating better designs with her user-centred design, interaction design, visual communication, information architecture, project management and business analysis skills. Suze has designed the user experience for a wide variety of interactive products including online applications, software, intranets, websites and online games. Suze has worked with Stamford Interactive for about four years now. Prior to joining Stamford, Suze held positions with content management system vendor, DesignIT and software company, Sausage Software.

Who should attend?

Directors, Managers and Professionals responsible for:

- Information Architecture
- Experience Architecture
- Interaction Design
- Enterprise Architecture
- User Experience
- Information Management
- Knowledge Management
- IT Management
- IT & IM Strategy
- Internet Management
- Intranet Management
- Online Services
- Intranet Content Development
- Records Management
- Content Management
- Data and Technology Architecture
- eGovernment
- IT Applications
- Information Systems
- Web Design/Architecture
- Web Authorship
- Usability Management
- IT/IS Strategy
- Content Authorship

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

Creating an IA to meet organisational requirements

9.15 Interactive session: 'Learnability' and what your user expects from your IA

This highly interactive session will look at the current state of IA within an organisational context, discussing issues including:

- Examining the difference between what we think and how users behave
- Exploring common themes in IA (workshop exercise)

Catherine Grenfell, Manager, Intranet Leadership Forum, Step Two Designs

10.00 Creating structure and form online through an IA

- Using IA in website implementation to target specific audience groups
- Tailoring information and content to specific needs and identifying new opportunities
- Implementing niche sites to target audience segments and trial new initiatives to gather consumer insights

Beate Duesterwald, Online Marketing Manager, RAMS Home Loans

10.45 Morning refreshments and networking

11.15 IA evolution: maintaining and improving the IA

- Governance and management of the IA
- Discovering when the IA is not working or needs to be changed
- Updating the IA when there's no scope for a full IA review project
- Static versus scalable IAs: allowing room to move

Michelle Roberts, Knowledge Support Adviser, Caltex

12.00 Implementing social networking in an enterprise context

- Understanding the productivity benefits of social collaboration
- Taking offline social behaviour online: how contextual research can identify real world behaviour in the workplace and leverage these to create an environment online that supports them
- Creating a living platform for sharing and growth: enlisting the power of the crowd to refine and improve the user experience

Henry Cho, Senior Experience Architect, Hutchison 3 Australia; NSW Department of Education and Training

12.45 Networking lunch

Incorporating stakeholder needs and exploring new possibilities

1.45 Prioritising user experience

- Harnessing user testing to develop a better understanding of how to structure your IA
- Understanding user requirements and behaviours
- Encouraging user involvement in the development of frameworks

Patrick Kennedy, Senior Experience Architect, News Digital Media

2.30 I don't know much about the Web, but I know what I like...

- Appreciating how the Web is like an art gallery; and how an art gallery is like everyday life
- Transforming information chaos
- Eliminating inessentials in web construction, writing and design
- Making connections with the user through relevance and participation, while minimising cognitive load

Jonathan Cooper, Manager of Information, Art Gallery of NSW

3.15 Afternoon refreshments and networking

3.45 Using IA to improve interaction design

- Tapping into the psychology of persuasion, emotion and trust
- Designing website pages and IA elements with interaction design
- Realising how interaction design improves user take-up and acceptance

David Beal, Service Integration Specialist, Smart Service Queensland

4.30 Mobile is here: how can it enhance the customer experience?

This presentation will draw from Symplicit's client projects for Telstra and Trading Post

- When is mobile a better experience than other channels?
- Establishing the mobile customer experience
- Recognising how a mobile platform affects your information and content decisions
- Understanding how audience focus can inform the device strategy

Jodie Moule, Director User Experience; Ben Green, User Experience Specialist, Symplicit

5.15 Chairperson's closing remarks and end of connected forum

Ark Group Report

Save \$300 on Ark Group's latest data quality report!

Delegates at this connected forum are entitled to purchase 'Data Quality: Trusted data across the enterprise' for only **\$395 + GST**

Data Quality:
Trusted data across the enterprise
Author: Martin Spratt
Year Published: 2008
Pages: 210

Standard Price: \$695 + GST
Delegate Price: \$395 + GST



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

EMAIL: aga@arkgroupasia.com

WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Information Architecture

AG-WEB

29 - 30 September 2009, Rydges World Square, Sydney

PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

	Connected forum + Workshop	Connected forum only	Pre-forum workshop
Standard Pricing	<input type="checkbox"/> Save \$200 \$2290 + GST = \$2519	<input type="checkbox"/> \$1495 + GST = \$1644.50	<input type="checkbox"/> \$995 + GST = \$1094.50
Early Bird (exp: 28/08/09) Not valid with any other offer	<input type="checkbox"/> Save \$300 \$2190 + GST = \$2409	<input type="checkbox"/> Save \$200 \$1295 + GST = \$1424.50	<input type="checkbox"/> Save \$100 \$895 + GST = \$984.50
Member Discount (exp:28/08/09) <small>I am a member of Information Architecture Institute, ASTC (VIC,NSW), AIMIA, ACS, EII, eLearning.org.au, IKMS, IIM, RMAA, WIPA, IDM, Strategic Path</small>	<input type="checkbox"/> Save \$400 \$2090 + GST = \$2299	<input type="checkbox"/> Save \$250 \$1245 + GST = \$1369.50	<input type="checkbox"/> Save \$150 \$845 + GST = \$929.50

Yes, I would like to purchase the 'Data Quality: Trusted Data across the enterprise' report as a registered delegate: \$395 + GST

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th - FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

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 therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

Event venue and accommodation

Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges World Square, Sydney

389 Pitt Street

Sydney NSW 2000

Telephone: +61 2 8268 1888

Book online at: www.rydges.com/cwp/arkgroup

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Can't make the event?

Connected forum CD is available!

If you can't take full advantage of this event, the connected forum CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Aimee Rootes

Phone: 1300 550 662

Email: arootes@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1300 550 662

C090