

The Art & Practice of Managing Digital Media

Henry Stewart DAM Events • Dedicated to Digital Asset Management • All from the User's Perspective

Henry Stewart Events
DAM LA
2009
NOV 9-10
Los Angeles

Including speakers from:

- Scripps Networks
- Warner Bros
- Fox Networks Group
- Comcast Entertainment Group
- Skechers
- K12 Inc
- Joico International
- Sony Pictures
- Gracenote
- UCLA Library
- Turner Broadcasting System Inc
- UPS
- Earley & Associates
- Warner Bros Digital Archives
- Entertainment Technology Center @ USC
- Arnold Worldwide
- Arbonne International, LLC
- Frost & Sullivan
- FTI Consulting
- IDEAlliance
- SEW Consulting
- cbRights Consulting
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- Aberdeen Research
- SevenDials
- GISTICS
- MarketSphere Consulting LLC
- L A Burman Associates
- JAW Consulting
- The 451 Group
- Reality Digital



With an exciting new lineup of speakers and topics, DAM LA 2009 is the place for everyone involved in the process of managing digital media.

Digital Asset Management (DAM) has become a core function for businesses of all types, across all industries. Content created by organizations increasingly includes digital media, such as photographs, animations, video and music. The challenge of managing these digital media assets can be daunting, but rising to this challenge brings increased workflow productivity, cost savings and opportunity for new revenue generation.

Produced by Henry Stewart Events, DAM LA 2009 will shed light on all the important issues from the fundamentals of how to get started with a DAM solution to the latest developments in DAM technology and processes. Attendance at DAM LA 2009 will ensure that everyone involved in the capture, storage and application of digital media assets is fully briefed on the latest developments and best practices.

Whether you are an experienced DAM user, manager, industry analyst or consultant seeking the latest thinking and developments, or new to DAM and looking for ways to get started, DAM LA 2009 is for you.

Join us at DAM LA 2009 to master **The Art & Practice of Managing Digital Media**

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See 'Conference Agenda' at: www.damla2009.com for detailed timings.

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DAY ONE: Monday November 9, 2009

Chairman: **David Lipsey**, Managing Director, M&E Practice, **FTI Consulting**

KEYNOTE ADDRESS

Chuck Hurst, VP Systems Development, **Scripps Networks**

The DAM market has had a long evolution from its inception in the early 90s. While the market has matured, it remains dynamic, with exploding volumes of content and new distribution platforms. Moreover, the user expectation for content interaction has changed. Users want to explore content, not just navigate through keywords. The definition of what is relevant has the added dimensions of location, peer ratings and time. In the world of 'anytime, anywhere' the demand from users and advertisers for accurate, detailed and pertinent information has never been greater.

In this shifting environment, what are the enduring characteristics that ensure a successful implementation? What are the new opportunities that will shape the DAM the next 5-years? This presentation will define the unchanging success factors when implementing DAM and what are the new challenges that have to be addressed.

WHAT THE LEADERS ARE DOING IN M&E

The span of digital asset management continues to increase with its maturity as a 'behind the scenes' application in corporate and organizational infrastructure. Its reach extends even further into explosive blended rich media and device neutral environments where content on demand is the default expectation.

In this presentation we'll review the role that DAM is playing in the diverse digital end-end-end products used in the film, television, magazine and book publishing industries. We'll also look – behind the scenes – at trends in the use of DAM to improve workflows. The interplay of DAM and CMS becomes more important – we'll cover the problems and the solutions. We'll also review what are the trends in search, metadata and dynamic rendering as well as in content monetization and the continuing interdependency with rights clearance and intellectual property management software. Finally, we'll explore how data mining and statistical query is ensuring management sees continuing value in DAM systems.

David Lipsey, Managing Director, M&E Practice, **FTI Consulting**

EXECUTIVE ROUNDTABLE: BROADCAST, MEDIA AND ENTERTAINMENT

DAM veterans will discuss experiences in implementation, operation and sponsorship of leading Digital Asset Management initiatives. The panel will discuss recent developments and new system features. The session will be interactive with audience questions relating to vendor experiences, state of the DAM marketplace, future directions and efforts to standardize content creation and delivery. All panel members are responsible for enterprise DAM systems and have multiple years in the trenches: from business case to system selection, to implementation, and to operation and enhancement.

Come prepared for a lively discussion and bring your questions!

Moderator: **Tim Padilla**, Executive Director – Digital Media Systems, **Warner Bros**

Panelists: **David Sugg**, Director, Digital Media Systems, **Warner Bros**; **Christopher Grakal**, Vice President, Photography/DAM, **Turner Broadcasting System Inc**; **Scott Phelan**, Vice President, **Fox Filmed Entertainment**
Steve Simonian, VP Software Development, **Fox Networks Engineering and Operations**

THE NEW TECHNOLOGIES: WHAT IS POSSIBLE NOW?

The next generation of DAM solutions being released now shows how closely the vendor community has listened to its customers. Dashboard and widget based UIs, organic searchability, native video handling capabilities, modular architectures, cloud based options are a few of the capabilities that are not only enticing new adopters but also urging current users to look at other vendor options instead of simply upgrading their current systems. This presentation will provide an insight into the latest technology developments and the enhanced value proposition DAM provides to the enterprise and knowledge workers

Mukul Krishna, Global Director, Digital Media, **Frost & Sullivan**

DISTRIBUTION AND CONTROL: THE NEXT IMPORTANT PHASE OF MEDIA MANAGEMENT

Starting well over a decade ago media savvy enterprises like studios, publishers, and marketing agencies were among the first to adopt sophisticated systems for the internal management of digital media. While the battles for greater usability, reliability, speed, and workflow are not over by any means, essential elements: standards and technology are now largely in place permitting serious experimentation and development of non-linear distribution channels outside of the enterprise. This talk will present examples from real-world deployments and prototypes of new 3-D, media experience widgets that free content from the confines of 'behind-the-firewall repositories' without losing the ability to update on-the-fly, report, and control valuable media assets in the field.

Damian Saccocio, VP Solutions Marketing & Strategy, **Open Text Digital Media Group**

ANALYST PANEL – INFORMATIVE OPINIONS ON THE IMPORTANT ISSUES

Topics will include:

- Justifying investments in DAM... during a recession
- Choosing cap ex or op ex for funding DAM deployments
- Use of DAM in Marketing
- Best-in-Class DAM Capabilities
- Installed vs. SaaS
- Having deep video capabilities – a necessity?
- DAM - a deeply fragmented market - the need for consolidation

Panelists will include: **Ian Michiels**, Research Director, **Aberdeen Research**; **Mukul Krishna**, Global Director, Digital Media, **Frost & Sullivan**; **Bill Rosenblatt**, **GiantSteps Media Technology Strategies**

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LATEST DEVELOPMENTS IN METADATA, TAXONOMY AND SEARCH

Metadata and taxonomies are the organizational foundation for all asset management systems. Metadata describes the “is-ness” and the “about-ness” of content – from housekeeping and administrative attributes to descriptive fields that help users locate the exact assets that they require. Many organizations have gone through multiple and various stages of attempting to get the most from metadata and anyone who has been through the process realizes that it is fraught with challenges. In this track, we'll hear from organizations who have succeeded in developing and applying standard tagging processes to their content to apply classifications to digital assets for asset management, search, retrieval and reuse.

Track topics will include: Approaches for developing metadata standards, metadata integration, ways of mapping metadata from one system to another, taxonomies for content reuse, approaches for digital preservation, standards for asset distribution and how to apply metadata and taxonomies to improving the search experience. A combination of case study and expert panel sessions will provide attendees with actionable strategies for applying the latest approaches to solving challenges in digital asset findability and reuse.

Moderation & Introduction: **Seth Earley**, President, **Earley & Associates**

• MAKING THE METADATA MESS MANAGEABLE – THE FUTURE OF DISTRIBUTION METADATA

The ever-increasing sea of online video content requires better metadata to ensure that consumers can find the programs they are seeking. **KC Blake**, will give a brief review of the **Entertainment Technology Center's** efforts in conjunction with the major Hollywood studios to refine and streamline the process for creating and transmitting this data to current and future digital service providers and CE devices.

• CHALLENGES OF GATHERING, STORING AND DELIVERING METADATA AS PART OF A DIGITAL DISTRIBUTION WORKFLOW STRATEGY

Challenges with gathering, storing and delivering metadata as part of a digital distribution workflow have been taxing content distribution groups. As the number of digital distribution and broadband partners grow, the need to effectively manage metadata and provide configurable metadata export options increases. In November of 2008, Warner Bros. launched the Metadata Service Bureau (MSB). The MSB utility provides master data management and data delivery to Warner Bros. clients like iTunes and Amazon.

Jeff Stevens, Vice President, Digital Archives, **Warner Bros. Technical Operations Inc**

• MANAGING MULTI-SOURCE METADATA ACROSS DISPARATE MEDIA FORMATS

Gracenote, now a wholly owned subsidiary of the Sony Corporation of America, manages the world's largest database of music and video metadata. Because metadata is a critical component of every Gracenote product, the company has dealt with and overcome complex metadata issues over the past decade. This presentation will describe the challenges and the opportunities for innovation that Gracenote faces as it attempts to ingest, process, store, analyze and deliver quality metadata across a wide variety of media platforms and formats.

Ryan Cox, Director of Product Management, **Gracenote**

• PANEL: METADATA AND USABILITY- A CONTRADICTION IN TERMS?

Content you can't find is worthless. So content without usable metadata is worthless. “Usable” means (1) it's the right set of fields/terms, (2) it's easily and consistently capturable, (3) it's easily readable/understandable, and (4) it's easily searchable. That's harder than it looks! Usable metadata is the glue that pulls content together, allows for asset reuse, manages administrative issues and creates dynamic displays of information.... However, metadata can't always be hidden away and should also be put to the test from a usability perspective. You can't expect users to navigate a list of terms 100 items long. Terms are broken into hierarchies to make them easier to navigate and locate, but can become confusing and unusable unless carefully designed. Hierarchies are also notoriously difficult to surface back to the user interface in an intuitive way.

Metadata standards can be complex, unfriendly and practically indecipherable to humans without tools to interpret them.

This panel session brings together people who have solved these challenges and know how to make it work (and how NOT to make it work) – ready to share their experiences and answer your questions.

Moderator,

Graham Allan, Director, Technology Strategy, **The Walt Disney Company**

Panelists:

KC Blake, Director of Business Development, **Entertainment Technology Center @ USC**

Jeff Stevens, Vice President, Digital Archives, **Warner Bros. Technical Operations Inc**

Seth Levenson, President, **3 legged dog inc.**

Ryan Cox, Director of Product Management, **Gracenote**

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DAY TWO: Tuesday November 10, 2009

LATEST THINKING ON USING DAM TO ACTIVATE SOCIAL MEDIA CAMPAIGNS

Social media is changing the content game. A decade ago, digital asset management was focused on managing content flow and control of rich media within companies. Today, the popularity of user-generated content, alongside consumers' expectations of transparency and total access, means companies are exchanging content outside their walls and exposing their brands to a greater level of risk. As a result, companies must manage their digital media more than ever. Cynthia J. Francis, CEO Reality Digital, explores how to take the lessons learned from DAM and apply them to social media today. Francis will discuss how to deal with content access, how to engage audiences and how to manage the bi-directional exchange of content.

Cynthia Francis, CEO, Reality Digital

LESSONS FROM THE DAM FRONT LINE: TOP TEN IMPLEMENTATION STRATEGIES FOR SUCCESS - YOU'RE IN GOOD HANDS WITH ALLSTATE®

As the nation's largest publicly held personal lines insurer, Allstate Insurance is a Fortune 100 company with 13 major lines of insurance, including auto, property, life and commercial. Allstate also offers retirement and investment products and banking services. Each of these lines of business has their own overlapping and distinct needs for rich media management. Allstate's Enterprise Technology Services group in conjunction with their Interactive Marketing Group has learned a lot during the course of their enterprise DAM planning and implementation cycle. Come benefit from their experience solving issues with compliance, internal productivity, reduction of internal costs and building corporate-wide sponsorship and adoption.

Luc Dodinval, Manager, Content Management & Search Services, Allstate Insurance

MEDIA ASSET WORKFLOW – APPLYING DAM TO REDUCE MARKETING COSTS

One area in which DAM promises a substantial return on investment is in the area of production workflow; specifically in the ways advertising and marketing media assets are created and managed: web assets of many types, video, audio, compound documents, images, photographs, etc. Reuse rather than recreation of these assets is a key driver. Another driver is the improvement of in process efficiency during production and handoff, between internal and external parties (brand and promotion managers, creative directors, production designers, graphic artists, copywriters, photo editors, etc.).

There are multiple challenges to managing these assets ranging from tagging and metadata to locating assets for reuse, conceptual understanding of reuse scenarios, the cultural desire to create rather than reuse, and business incentives that encourage creation rather than reuse. In this session, we'll discuss a number of these challenges and recommendations for addressing them.

Seth Earley, President, Earley & Associates

HOW TO LEVERAGE SHAREPOINT FOR DAM

Key topics covered in this session:

Every company has digital assets that need to be managed across the enterprise. In today's enterprise environment most companies also have an installation of SharePoint. In this session you will learn how to

leverage your SharePoint installation to facilitate the control, sharing and retrieval of digital assets, specifically with respect to images, video, audio and PDF documents. It will review how to a) apply 'out of the box' SharePoint features in DAM best practice, b) implement customization to enhance search functions and c) integrate approval workflows to manage your asset library.

Attendees will learn from this session:

- Digital Asset Management & Digital Asset Library best practices
- Policy suggestions & procedures for content control and categorization
- How customized search functions can best assist in accessing correct information within security profiles
- The structure of media lists / libraries that include approval workflows
- How best to implement the media browser for a Web 2.0 user experience
- Best practice business processes and common mistakes

Moderator: **Karuana Gatimu**, IT Project Manager & SharePoint Architect, **Skechers USA Inc.**

Panelists will include: **Stephanie Rose Ruff**, Marketing Co-ordinator, **Comcast Entertainment Group**

CROSS-INDUSTRY CASE STUDIES

• *How we used DAM to automate workflow and improve efficiency in an advertising agency*

Evan Shore, Vice President and Creative Systems Manager at **Arnold Worldwide in Boston**, will review how this large Advertising Agency has leveraged DAM to automate processes and to help streamline workflow.

Evan will demonstrate how DAM has enabled Arnold to collaborate more effectively with remote offices, clients and vendors. He will show how costs can be cut by centralizing tools and services and by utilizing automated DAM workflow. He will also discuss the challenges faced during and after DAM implementation and will review many of the rewards and efficiencies gained.

Finally, Evan will show how DAM implementation has affected nearly every facet of the agency's day to day operations from streamlining Project Management, to automating Video production, to managing the delivery of print ads.

• *How we cracked handling thousands of images on a global basis*

Arbonne International is a quickly-growing, multi-level marketing company specializing in high-end skin care. As an in-house design agency, we create everything from product packaging to catalogues and brochures. This results in a great number of digital assets. We have large volumes of model and product photography. Prior to implementing the DAM workflow, we had multiple versions of the same image, often at varying resolutions, crops and color modes. Imagery was often organized by project rather than subject matter. The structure and interface allows us to organize our assets in a far superior manner. We have branches of the company located in Canada, Australia and the United Kingdom. The marketing departments of these branches take printed and web materials and customize them for their respective countries. With the WebPortal aspect, these branches are connected to the home office like never before.

Dave Courtemanche, Production Designer, **Arbonne International**

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• **The Chevrolet Division of General Motors' experience of DAM as a predictive part of an asset management program**

The Opportunity

The cyclical nature of new vehicle launches and relaunches means that at predetermined times content can be anticipated and creativity optimized.

The Challenge

For the launch of the 'Cruze' nameplate: to reduce costs in all marketing regions worldwide and ensure content consistency.

How we...

- Went about the task
- Took the opportunity to build a global predictive model of future needs
- Focused on both consumer utilitarian needs and consumer brand orientated aspirational desires
- Used DAM as an integral part of the program

The problems we faced

- Building collaboration
- Abandoning corporate and cultural 'old think'
- Overcoming agency prejudices and preconceptions

What we achieved

Christopher Zientek, Senior Vice President/Director of Assset Integration, **Campbell-Ewald Advertising**, member of the Interpublic group of companies

PRESERVATION OF ASSETS

Libraries, museums and archives have a long history of stewardship for material objects and intellectual content. Although the technical requirements of caring for a Persian manuscript and a database are significantly different, the managerial issues, principles of practice, and models used for assessment of preservation efforts can cross these domains. This session will examine case complex preservation problems in digital and physical collections, review the lessons learned and mistakes made, and extended these into principles for good practice in digital asset management and preservation of digital collections.

Jacob Nadal, Preservation Officer, **UCLA Library**

DAM CAREER PLANNING, QUALIFICATIONS AND TRAINING

Can people plan a DAM career? What does it take to be a DAM professional or Digital Asset Manager? We will explore resources available today to enrich our DAM knowledge and skills as well as explore the DAM job market.

Henrik De Gyor, Digital Asset Manager, **K12 Inc**

XMP INTEROPERABILITY FOR DAMS

This panel, co-hosted by IDEAlliance will focus on real-world digital asset solutions that are enabled by Adobe XMP. Learn how companies use XMP to manage their media through a series of case studies and get your questions answered during the panel session.

Moderator

Dianne Kennedy, VP of Media and Information Technologies, **IDEAlliance**

Panelists will include:

Greg Dyro, Director, **Warner Brothers Studios Photo Lab3**

VENDOR SHOOTOUT : "TOP 10" TIPS FOR DAM SELECTION AND IMPLEMENTATION

Jason Bright, Founder, **MediaBeacon, Inc.**

Damian Saccocio, VP, Solutions Marketing and Strategy, **Open Text Digital Media Group**

Michael Snow, Senior Product Marketing Manager, **Autonomy Virage**

George Grippo, Vice President, Media Asset Management
North Plains Systems Inc

INNOVATION IN MARKETING OPERATIONS

Join this session to hear how companies are improving what has been called the "least efficient business process" - marketing. A focus by many companies on process improvement, measurement and financial accountability has led to the creation of the marketing operations function. The panelists will discuss how they have implemented marketing operations in their own organizations, overcome the barriers to success, and produced innovative and cost-effective approaches to delivering ideas and content to customers and prospects.

Moderator: **Eric Siano**, Practice Director - Enterprise Marketing, **MarketSphere Consulting LLC**

Panelists: **Steven Bushong**, Senior Vice President, Marketing Operations, **ABC Entertainment Group of The Walt Disney Company**, **Chris Ransick**, Solution Architect - Enterprise Marketing, **MarketSphere Consulting LLC**

LATEST DEVELOPMENTS IN RIGHTS MANAGEMENT

The effective management of rights and clearances is critical for everyone involved in creating, distributing, using or preserving video, music, images and other digital assets. Many different methods, technologies and standards have been developed to aid in this endeavor. Which, of these, are working and which are not? In this session, you will gain valuable insight into the best practices as you look to protect your digital media during its lifecycle.

- Examples of best practices as well as rights management horror stories.
- What standards exist for managing rights and clearances?
- How can rights management be built into media supply chains?
- What are the latest trends in DRM, watermarking, and other security measures?
- Can rights management be automated?
- What are some key differences when managing rights for publishing, video, music, and other digital content?

Moderator: **Dan McGraw**, Managing Partner, **Seven Dials Media**

Panelists will include:

Cheryl Besenjak, Principal and Rights Specialist, **cbRights Consulting**

Linda Burman, President, **L A Burman Associates**

Jeff Sedlik, President & CEO, **PLUS Coalition**

Skiff Wager, President, **SEW Consulting**

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DAM FOR MANAGERS NEW TO OR CONSIDERING DAM

Chair: **Linda Burman, President, L. A. Burman & Associates**

WHAT IS DIGITAL ASSET MANAGEMENT? AND WHY NOW?

LINDA BURMAN, founder of the PRISM metadata working group and Past President of Content Management Professionals presents the compelling case for implementing DAM

The definition of Digital Asset Management (DAM) varies depending on your role. **If you're an executive**, implementing a DAM is a business strategy. It provides a platform for improving productivity, generating new revenue and managing risk of legal non-compliance. **If you're a marketing or editorial or royalties manager**, a DAM is a specialized software system that increases productivity by facilitating shared assets and workflows across business groups whether they're in one location or spread out globally. It also improves 'findability' and can provide immediate information about rights for content reuse. **If you have technical responsibility**, a DAM is an integrated suite of (infrastructure) components for managing specialized software layered on top of a repository (database). **Why now?** During recent years DAM systems have become more feature-rich and easier to use. Additionally, there are now many options for SAAS (software as a service) for companies that cannot support a system onsite. Additionally, new industry metadata standards assist in reducing the time it takes to develop a complete metadata model including rights metadata.

DEALING WITH COSTS, BUDGETS AND ROI

How do we budget for costs of implementing a DAM solution as well as the ongoing costs of operating a DAM? How can we measure return on investment in a consistent manner and justify the expenditure? We'll explore real world cases and the pitfalls to avoid.
Henrik de Gyor, Digital Asset Manager, K12 Inc

METADATA, TAXONOMY AND SEARCH: FUNDAMENTAL CONCEPTS FOR DAM PROJECTS

Metadata and taxonomies are essential to correct functioning of a DAM system. Too often these are addressed as an afterthought or designers use legacy terms for organizing information. Without a well developed metadata scheme with correctly conceived controlled vocabularies the DAM system will not meet the needs of users. In this session we will review a DAM taxonomy along with processes for development and application using a case example from a greeting card company (American Greetings).

We will discuss how to develop a taxonomy to support both browsing and faceted search, how business intelligence considerations impact taxonomy design, and details of usability testing along with how testing led to structure and terminology refinements
Seth Earley, President, Earley & Associates

CASE STUDIES FROM JOICO, KAISER AND UPS: WHY DAM? REQUIREMENTS, PROCUREMENT, IMPLEMENTATION AND LEGACY MIGRATION

DAM procurement and implementation planning processes vary tremendously. Some companies spend several weeks and others, years. Much depends on the approach to the development of business requirements and the infrastructure required to support them. In this series of case studies and panel discussion, leading users discuss

their processes and share insights into what they did and what they might do differently.

Lilly Taylor, Creative Digital Assets Specialist, Joico International; Jennifer Griffith, Manager, Digital Asset Management, UPS & David R Price, Project Manager, Marketing & Sales Systems, Kaiser Permanente

DAM AND CHANGE MANAGEMENT

- As soon as we begin implementing a new DAM within an organization, we will need to deal with people, process and technology changes.
- What about management issues? How do we evaluate employee competencies and their results?
- What do employees need to do differently now than in the past? To whom do they report, when and how?
- What skills are needed now more than ever?

Henrik De Gyor, Digital Asset Manager, K12 Inc

WHAT THE LEADERS ARE DOING

An Analyst's Survey of the Best DAM Systems in Advertising, Brand Management, Broadcast TV, Creative Services, Cultural Heritage, Education, Global Marketing, Not-for-Profit, Photography, Publishing, Sales Operations, Smart Marcom Factories, Social Networks, and Video Post-production.

Michael Moon, the Editor in Chief of the Journal of DAM and Grand Poobah of the LinkedIn Group, 'Masters of Digital Assets' summarizes the best of class implementations of DAM across all major sectors, citing specific documented case studies, interviews, and survey findings published in the Journal of DAM.

Key points

- DAM as strategy: How DAM innovation leaders measure their cycle time, cost, and productivity gains
- DAM as a process: How DAM innovation leaders drive workflow and process-maturity integration
- DAM as a service: How DAM innovation leaders maintain fully funded DAM operations

Michael Moon, CEO, GISTICS

DAM SERVICES GROUPS: THE ESSENTIAL ROLES, ACCOUNTABILITIES AND SKILLS OF A DAM OPERATION

- Evolving from a project mindset to an operations mindset
- Managing a DAM operation - a scalable skills-resource model for key personnel of a DAM operation
- Maintaining financial and operational governance of a complex, growing DAM operation: enabling a group director to manage existing staff and plan future personnel requirements involving employees, consultants, system integrators and cross-department collaboration
- Accelerate the exchange of institutional knowledge of the start-up project team with the on-going program manager
- Ensure a smooth project handoff to cross-functional DAM Services staff serving creative, production and distribution workflows
- Be confident you've defined the right structure, functional roles, budget allocations, phase-in schedules, and operational controls of an effective DAM Services Group

Joel Warwick, Principal, JAW Consulting

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Why not extend your learning...

...and attend the pre- and post-conference masterclass tutorials led by MoDA members Michael Moon, CEO, GISTICS and widely acclaimed thought leader, analyst and workshop facilitator, and Joel Warwick, Principal, JAW Consulting

Fundamentals of Digital Asset Management

(Sunday, November 8, 2:00 pm to 5:00 pm)

This practical 'how to' tutorial establishes a foundation for understanding DAM as a business-productivity strategy. It will enable participants to compare and contrast various technical systems as well as to assess whether their firm should build, buy, rent, or by-pass the purchase and deployment of on-premise software applications or alternatively, subscribe to an on-demand software-as-a-service.

Buying and Deploying DAM

(Wednesday, November 11, 9:30 am to 12:30 pm)

This practical 'how to' tutorial provides structured, best practice approaches to pre-deployment and post-deployment start-up processes. Consider this session as an essential innovation platform for all organizations evaluating, about to deploy or currently deploying a DAM or MOM solution.

Enterprise DAM Operations

(Wednesday, November 11, 2:00 pm to 5:00 pm)

Many DAM projects fail to deliver the planned and expected value. Why? DAM project owners need to build operational capabilities of a DAM services group or enterprise DAM operations. This practical 'how to' tutorial provides structured, best-practice approaches for maximizing return on investment from your DAM.

Book now at www.hsdamla2009.com

Venue

Henry Stewart Events is proud to announce that the DAM LA 2009 will be held at



The Renaissance Hollywood Hotel & Spa
1755 North Highland Avenue
Los Angeles, CA 90028 USA

The ultra-stylish Renaissance Hollywood Hotel & Spa has quickly become the premier luxury property in the movie-making capital of the world. Boasting a sophisticated mid-century modern design and breathtaking view of LA--as well as forward-thinking "green" initiatives--this dazzling landmark hotel captures the legendary glamour and excitement of Hollywood's illustrious past.

The Renaissance Hollywood Hotel is offering DAM LA 2009 attendees a very special group room rate of only \$174 per night.

Reservations should be made directly by calling 1-800-HOTELS1 (1-800-468-3571). The Henry Stewart DAM LA 2009 group code is DAMDAMA.

Alternatively, you can book online at www.marriott.com/hotels/travel/laxrh-renaissancehollywood-hotel

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Digital Asset Management

LA 2009

Monday 9 and Tuesday 10 November 2009, Renaissance Hollywood Hotel



Registration Form

E09414

The deadline for Early Bird Discount Fee is Friday 16 October 2009

I would like to register 1 2 3 persons (please tick)*

YOUR DETAILS	
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CONFERENCE FEE	End User	Nonprofit, Govt & Educational Institutions	Solutions/Service Provider
Early Bird Discounted Fee until Friday 16 October 2009	\$799	\$799	\$1299
Conference Fee after Friday 16 October 2009	\$999	\$799	\$1499
If you have a discount code, please quote it here:			

PAYMENT – REQUIRED IN ADVANCE			
Amount to be paid (Total Fees):	\$ _____	For payments by check please tick here:	
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C.V.V. 3 Digit Security Code <small>(this data will be destroyed after payment is processed)</small>	Billing Addresss <small>(if different from that given above)</small>		
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Team Discount

Is there a special rate for team bookings?

Yes. If you purchase 2 passes you can register a third person for half price. Additional discounts are available for multiple bookings.

Online Booking

To book online visit www.damla2009.com

Payment Terms

Advance payment is required. If payment has not been received in advance of the event, you will be asked to submit your credit card details on arrival at the event as a guarantee or not be granted access.

In the event of credit card chargeback, your organization will be liable for the outstanding payment.

Venue and Accommodation

Renaissance Hollywood Hotel, 1755 N. Highland Avenue, Hollywood, California 90028

- The Renaissance Hollywood Hotel is offering DAM LA 2009 attendees a very special group room rate of only \$174 per night (+ Service and Taxes)
- Reservations should be made directly by calling 1-800-HOTELS1 (1-800-468-3571). The Henry Stewart DAM LA 2009 group code is DAMDAMA.
- Alternatively, you can book online at www.marriott.com/hotels/travel/laxrh-renaissancehollywood-hotel

Program & Cancellation

We reserve the right at any time and without prior notice to change the venue and/or speakers/chairpersons and/or program from that described in the brochure. We also reserve the right in our absolute discretion and without further liability to cancel the program in which event all monies will be refunded. We accept no responsibility for the views expressed by speakers, chairpersons or any other person at the conference.

Claims in respect of any cancellation received in writing, before Friday 16 October 2009 will be accepted subject to a \$75 administration fee. Persons cancelling after Friday 16 October 2009, or unable to attend on the day of the event, are liable for the full registration fee. Substitutions can be submitted at any time in writing, by mail, fax or email. In submitting the registration form, you confirm that you have read and accepted all the information and agree to all terms contained in this document.

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- I do NOT want to receive special offers from sponsors/exhibitors of Digital Asset Management Los Angeles 2009.
- I do NOT want to hear about products offered jointly with, or from, other organizations.

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