June 20-21, 2016

Brussels (Radisson Blu)

Conference Day One: Monday, 20 June

http://armaeurope.org/conference-schedule-2016/

8:00 – 17:15

Conference Registration

9:30 – 18:30

Conference Exhibition

9:30 – 10:00

Hospitality and Exhibition Break

10:00 – 12:00

Opening General Session – Room TBD

Welcome to the ARMA Europe 2016 Conference!

Join the opening general session to hear TED-style Talks on the hottest trends in the information world. These thought provoking presentations will kick-off your conference experience. *Check back for more details as the talks are developed.*

Truth or Dare: Can You Prove Compliance?

Gavin Siggers

Running an information governance (IG) marathon is a long and often difficult process. Keeping compliant throughout the race is an important and influential aspect that is typically overlooked. Recent research shows that while 87% of organisations have some kind of formal records and information management (RIM) program, only 8% measure compliance. A framework of basic RIM risk controls can help set expectations and provide a means to evaluate performance, plan for remediation, and benchmark against business goals and other organisations. The old adage of "what gets measured is what gets done" holds especially true when considering the financial, legal, and security risks of the explosive volumes of information being created across your enterprise. The complexity of controlling and managing information requires more than a standard RIM staff to ensure compliance for your customers, regulators, and shareholders. This keynote session provides a blueprint for managing such a complicated web of information.

12:00 – 13:30

Lunch and Exhibition Break

13:30 – 14:30

Information Lifecycle Governance: Taking a "Designed" Approach – Room TBD

Nina Bryant; Clare Sadler, Ph.D.

This session provides a roadmap of how a major financial institution established an information lifecycle governance (ILG) programme. You will hear how one organization delivered effective records management (RM), e-discovery, and archiving services with the aim of improving ILG maturity and to meet legal requirements and reduce overall organizational risk. You will learn how the ILG team was established to develop and implement the programme: the ILG vision and supporting strategy, a new RM operating

model, a global retention schedule, a methodology to support user adoption, the approach to underpinning archive and data map services, and the approach to remediating historical unstructured data. Join this session for major lessons learned along the way, including ensuring effective stakeholder engagement and overcoming barriers to successful implementation.

Marathon Man: How to Be an Information Superhero – Room TBD
Paul Duller, Ph.D.

In 1938 Action Comics #1 introduced the world to Superman. Within a few years the skies of our imaginations were filled with mutants, aliens, and vigilantes. Less than a century later these superhero archetypes have gone on to become one of the most enduring genres of cinema today and the basis of our own twenty-first-century mythology. This session considers the characteristics, competencies, skills, and toolkits of these modern-day superheroes and discusses which of these we might want to nurture within ourselves to develop the "information superhero" that exists within us all.

14:30 – 14:45

Transition Break

14:45 – 15:30

The Competitive Edge: Simultaneously Managing Information and Protecting Personal Data – Room TBD
Marja van der Made; Bernice Ibiricu

It's a balancing act to satisfy the demands of privacy regulations while managing information and taking advantage of its value. This case study looks at the European Central Bank's procurement of an electronic document and records management system in 2005 to present day retention implementation that observes the strict requirements of managing personal data. You will hear the strategy developed, the solution being implemented, the high standards and expected results, and an overview of information management and data protection integration, demonstrating accountability and compliance.

The New Mindset of Digital Archiving: A Case Study – Room TBD

Jones Lukose Ongalo, Ph.D.

Human existence has continuously sought to find information and preserve it. The act of preserving elements of human existence does not only feed to aesthetic functions but also to a fulfilment of societal accountability. In this digital culture of "data everywhere," where information difficult to capture, store, or analyse, the demand for accountability is high, necessitating a redefinition of information management practices. Born in the digital age, the ICC Court has adopted an eCourt strategy, covering all aspects of its operations. Join this storytelling and narrative-style session to see how one organisation is solving the accountability challenge by redefining its records and archives functions towards information orchestration and less towards traditional preservation.

15:30 – 16:00

Hospitality and Exhibition Break

16:00 – 17:15

Case Study Session I – Room TBD

Join this case study session to hear how a solution was implemented from both the provider and implementor perspectives. The best practices and lessons learned will help you in your own organisation. *Check back for more details as the case study session is developed.*

Case Study Session II – Room TBD

Join this case study session to hear how a solution was implemented from both the provider and implementor perspectives. The best practices and lessons learned will help you in your own organisation. *Check back for more details as the case study session is developed.*

17:15 – 18:30

Welcome Cocktail Reception

Conference Day Two: Tuesday, 21 June

8:00 – 15:15

Conference Registration

8:00 – 14:30

Conference Exhibition

8:30 – 9:15

General Session – Room TBD

Data Privacy & Information Security: Implementing Information Governance

Amir Jaibaji; Gregory Campbell

In these times of rampant cyber-theft, organisations can no longer afford to be reactive when it comes to data protection. We must shift to proactive strategies. This session shows the necessity of an information governance framework that incorporates mechanisms to effectively tame big data. By efficiently identifying, locating, and separating the "crown jewels" of the enterprise, those invaluable assets can then be safeguarded from cyber-thieves. Join this interactive general session on best practices for mitigating damage from inevitable breaches and avoiding associated costs & risks, such as brand damage and reputational harm often resulting in loss of stakeholders and missed revenue.

9:15 – 9:45

Hospitality and Exhibition Break

9:45 – 10:45

Promoting Governance with Technology and Data Analysis – Room TBD

Thomas O'Neill

Achieving successful information governance (IG) within an organisation has its challenges. This session uses multiple case studies to demonstrate how technology and data analysis can be used as a tool to achieve successful IG. You will explore the roadblocks encountered and lessons learned, as well as the business cases and return on investment tools used to achieve executive buy in. The case studies show how the implementation of an automated

disposition platform and a scan to document management system initiative provided effective methods of data analysis and achieving policy compliance. You can use a strategic plan to achieve IG compliance with the use of metrics to implement technologies for the greater good of IG and to reduce the risk and cost of superfluous data and an overall paper footprint in your own organisation.

The E-Privacy Directive Review: Anticipating the Impacts – *Room TBD*
Laurent De Muyter, Esq.

The E-Privacy Directive (Directive 2002/58) is set for review. The EU Commission must decide whether the specific privacy rules for the electronic communication sector, which covers areas such as traffic, localization data, and cookies, should be maintained, removed, or extended. This is especially important in view of the adoption of the General Data Protection Regulation in December 2015. This session addresses questions such as the regulatory asymmetry between over-the-top (OTT) providers and mobile network operators (MNO), the risks of parallel rules on issues such as data breach notification or traffic and location data processing, and the extent and limits of the confidentiality of communications.

10:45 – 11:00

Transition Break

11:00 – 11:45

Implementing Automated Retention: A Work in Progress – Room TBD
Maria Luisa Di Biagio; Beatriz Garcia Garrido

The European Central Bank is in the process of implementing automated retention in its electronic document and records management system (EDRMS). This case study walks you through the preparatory phase of the project, the roll-out strategy, the lessons learned so far, and future steps. Learn practical ways to approach an automated retention implementation in your own organization, ways to streamline a retention schedule, and how to engage users in retention implementation.

eArchiving: A Uniform Solution between Management Systems and Archival Repositories – Room TBD

Tor Anton Gaarder

The transition into digital recordkeeping and information governance is challenging for both the organisations and the archival repositories. Public and private organisations use many enterprise content management (ECM) systems to handle their information and very few have functionality covering long-term storage needs. This case study walks you through a new archival architecture, being developed by the National Archives of Norway, that adds a layer between the ECM systems and the archival repositories – the eArchive. It will be possible for organisations to store all documentation as long as is needed and also easier for the archival repositories to receive and process transferred material because it's all coming from the same uniform solution.

11:45 – 12:45

Lunch and Exhibition Break

12:45 – 14:00

DIY: Designing Your Information Governance Model – Room TBD
Diane Faulkner; Patricia Nivet, Ph.D.

Building an information governance (IG) structure from scratch for organisations that have little to no in-house expertise, resources, and budget can be very challenging. This case study provides hints and techniques to successfully design and implement a do-it-yourself (DIY) global IG model at minimal cost and maximum efficiency by using a structured and phased approach based on process improvement and change management methodology. You will hear DIY tips on how to get started and overcome hurdles to endure the race, as well as ideas for developing an efficient awareness campaign and re-boosting energy levels to finish the race.

Information Security, Privacy, and Governance in Mobile Communications – Room TBD
Galina Datskovsky, Ph.D., CRM, FAI

Mobile communications have changed the way we work. Although convenient, mobility raises concern of security and privacy. Join this session as we discuss whether or not privacy is a "thing of the past." How do you stay compliant with key Principles: Availability, Compliance, Protection, Retention, and Disposition? Hear legal assessments surrounding

encryption and ephemeral messaging technologies, how secure messaging can provide confidential and compliant communications for your mobile workforce, and what the legal and ethical considerations are given the criminal element in today's society.

14:00 – 14:30

Hospitality and Exhibition Break

14:30 – 15:15

Closing General Session – Room TBD

Wrapping up the ARMA Europe 2016 Conference!

You've received some great education, networked with fellow information professionals, and now you'll be heading back to your job and applying what you learned. What better way to get a head start than through the ARMA Europe Hot Seat Discussion! We have a lot of great minds at the conference and this is a great opportunity to learn from everyone.

What is a Hot Seat Discussion? This is a chance for a few conference attendees to take 3-5 minutes describing an issue in your programme, something you're thinking about doing that your'd like to run past others, or help with a new idea to apply in your organisation – then have the rest of the attendees offer feedback and ideas. We'll open up discussion for another 5-10 minutes to get feedback from the group.

If you are interested in being on the hot seat, send an email to **kristina.franz@armaintl.org** and we'll add you to the list of potential participants. If you are selected, we will also take some time to talk with you before the session to make sure your question for the group is clear and concise to best get the feedback you seek.

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