



# INFO XXX RIM on the Edge

Social Media  
&  
Knowledge Management

March 15, 2012

at the  
Christiana Hilton  
100 Continental Drive  
Newark, DE

Educating Delaware's Information and Records Professionals Since 1982.



P.O. Box 687  
Wilmington, DE 19899

## ***Morning Sessions Social Media***

***Molly DiBianca, Associate, Young Conaway  
Stargatt & Taylor LLP***

***Natalie Alesi, JustEngage™***

According to HubSpot®, more than three-quarters of the total population will be online in 2012. Social media is here to stay and it is changing the way business is done. Does your organization have a Social Media policy? When is a tweet more than a tweet?

Our morning sessions will focus on the impact of Social Media and how corporations, law firms, and other organizations can ride the wave.

## ***Afternoon Sessions Knowledge Management (KM)***

***Vincent Catanzaro, DuPont Legal Senior Counsel  
Lynn Simpson, DuPont Legal Knowledge Manager  
and Six Sigma Master Black Belt***

***Christopher Spizzirri, Morris James LLP***

Our afternoon sessions will define the basics of KM programs for organizations, with a focus on the legal industry. What are the tools, techniques, and roles associated with Knowledge Management?

Hear success stories and lessons learned from people who have experience with implementing Knowledge Management tools into their respective organizations.



## Seminar Schedule

8:00 - 9:00 a.m.	Registration and Continental Breakfast
9:00 - 9:15 a.m.	Welcome
9:15 - 10:30 a.m.	Social Media – Session 1
10:30 - 11:00 a.m.	Break/Vendor Expo
11:00 - 12:15 p.m.	Social Media – Session 2
12:15 - 1:30 p.m.	Luncheon, Door Prizes, Vendor Expo, Networking
1:30 - 3:00 p.m.	Knowledge Management
3:00 - 3:30 p.m.	Break/Vendor Expo
3:30 - 4:00 p.m.	Knowledge Management - Q&A/Panel Discussion
4:00 p.m.	Seminar Adjourns

## Seminar Info

Cancellation Policy: For a complete refund, cancellation must be received by March 11, 2012. Unable to attend? Send a substitute. No shows will be billed.



Hutch Johnson  
hjohnson@ycst.com  
302-571-4754

## Seminar Info

Hilton Christiana/Newark  
100 Continental Drive  
Newark, DE 19713

For Directions See:

<http://www.hiltonchristiana.com/Directions/directions.asp>

## Speaker Bios



**Molly DiBianca**, is an Associate at Young Conaway Stargatt & Taylor LLP, and maintains a legal practice consisting of equal parts litigation and client counseling. She has written a number of articles on Social Media and most recently contributed a chapter to

*Think Before You Click: Strategies for Managing Social Media in the Workplace*, eBook Chapter, Thompson Publishing, Summer 2011



**Natalie Alesi** is a Principle at JustEngage™. Natalie consults, trains, speaks and writes for businesses, professional service and law firms. A co-founder of JustEngage™, she is known for her work in the legal community for training, writing and presenting on technology, learning, and social media.



**Christopher J Spizzirri, Associate of Morris James LLP** is a member of the Corporate and Fiduciary Litigation Group and works with all practice groups supporting their Electronic Discovery (eDiscovery) efforts.



**Vincent M. Catanzaro, Senior Counsel, Global Discovery Manager for E.I. DuPont de Nemours & Company** In his role, Vince is responsible for counseling DuPont on the best way to comply with evolving

legal standards relating to discovery, guiding and supporting the legal teams in the development of e-discovery response strategies and the use of litigation technology and databases.



**Lynn Simpson, DuPont Legal Knowledge Manager and Six Sigma Master Black Belt**, is responsible for maximizing the use of available tools and developing sustainable processes for getting “the right information to the right people at the right time.”

## Registration

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Registration Fee:

**Early Bird Registration (by February 20, 2012)  
\$99 per person**

**Regular Registration: (after February 20, 2012)  
\$125 per person**

**Federal ID No. is 48-0993520**

### Credit Cards and Checks Accepted

**Make checks payable to:** ARMA – Diamond State Chapter

### Credit Card Type (circle one):

Visa MasterCard Discover Amex

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Registration includes vendor expo, continental breakfast, buffet lunch and exciting door prize drawings. **Free** parking available!

**Return form with payment by  
March 9, 2012**

To: ARMA International  
Wilmington-Diamond State Chapter  
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