

# CONFERENCE AT-A-GLANCE

## TUESDAY, NOVEMBER 6, 2007

|                         |   |   |
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| 9:00 a.m. – 10:00 a.m.  | <b>WELCOME &amp; OPENING KEYNOTE</b> ▶ <b>Search in 2008: An Outlook for More Growth, Confusion &amp; Chaos</b><br>Susan Feldman, Research VP, IDC  |   |
|                         | <b>TRACK A</b> Federated Search & Unified Access  | <b>TRACK B</b> Strategies, Tools, & Applications  |
| 10:15 a.m. – 11:15 a.m. | <b>A101</b> ▶ <b>Solving the Multiple Search Engine Problem</b><br>Jean Bedord, Shore Communications<br>Miles Kehoe, New Idea Engineering<br>Sri Rajan, Swets<br>Rennie Walker, Wells Fargo & Co. | <b>B101(a)</b> ▶ <b>Compliance &amp; E-Discovery</b><br>Prudence Zalewski, Software Synthesis   |
| 11:30 a.m. – 12:00 p.m. | <b>A102</b> ▶ <b>Beyond Silos: Unified Search</b><br>Sam Mefford, Avalon Consulting LLC   | <b>B101(b)</b> ▶ <b>E-Discovery: What You Need to Know</b><br>Matt Winstanley, Tower Software   |
| 12:00 p.m. – 12:30 p.m. | <b>A103</b> ▶ <b>Implementing One-Stop Enterprise Search</b><br>Ravi Mynampaty, Harvard Business School   | <b>B102</b> ▶ <b>Security Requirements for Enterprise Search</b><br>Mark L. Bennett, New Idea Engineering                               |
| 12:30 p.m. – 1:45 p.m.  | <b>LUNCH BREAK</b>  |   |
| 1:45 p.m. – 2:30 p.m.   | <b>A104</b> ▶ <b>Using Web Services to Create a Single, Integrated Query Solution</b><br>Helen Mitchell, U.S. FDA   | <b>B103</b> ▶ <b>Natural Language Takes Structured Search to a New Level</b><br>John A. Passehl, Wyoming Dept. of Environmental Quality |
| 2:45 p.m. – 3:15 p.m.   | <b>A105</b> ▶ <b>Real-Time Federated Search</b><br>Gerry Grenier, IEEE, Inc.  | <b>B104</b> ▶ <b>Search as a Platform</b><br>Seth Earley, Earley & Associates, Inc.<br>Ted Sullivan, Raritan Technologies               |
| 3:15 p.m. – 3:45 p.m.   | <b>A106</b> ▶ <b>Searching Absolutely Everything</b><br>Daniel P. Morse, The Nielson Company  | <b>B105</b> ▶ <b>Implementing the Google Search Appliance</b><br>Kerry Hughes, Dow Chemical   |
| 4:00 p.m. – 4:30 p.m.   | <b>A107</b> ▶ <b>Using Search to Create an Online Knowledge Base</b><br>Steve Rappaport, Advertising Research Foundation  | <b>B106</b> ▶ <b>Accenture's Enterprise Search Implementation</b><br>Kevin A. Dana, Accenture   |
| 4:30 p.m. – 4:45 p.m.   | <b>A108</b> ▶ <b>Enterprise Search Clinic: Teragram</b><br>Yves Schabes, Teragram   | <b>B107</b> ▶ <b>A People &amp; Expertise Finder</b><br>Trent Parkhill, Haley & Aldrich, Inc.   |
| 4:45 p.m. – 5:00 p.m.   | <b>A109</b> ▶ <b>Enterprise Search Clinic: Vivísimo</b><br>Jerome Pesenti, Vivísimo, Inc.   | <b>B108</b> ▶ <b>Enterprise Search Clinic: IntelliSearch</b><br>John Kane & David Chartier, IntelliSearch                               |
| 5:00 p.m. – 7:00 p.m.   | <b>EXHIBIT HALL GRAND OPENING RECEPTION</b> Sponsored by <b>Microsoft</b>   |   |

## WEDNESDAY, NOVEMBER 7, 2007

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| 9:00 a.m. – 10:00 a.m.  | <b>KEYNOTE PANEL</b> ▶ <b>What's Next for the Search Engine Giants</b><br>Stephen E. Arnold, ArnoldIT.com ▶ Matt Glotzbach, Google, Inc. ▶ Jared Spataro, Microsoft, Inc.                  |   |
| 10:00 a.m. – 10:30 a.m. | <b>COFFEE BREAK</b>  |   |
|                         | <b>TRACK A</b> Making Search Work Better   | <b>TRACK B</b> Strategies, Tools, & Applications  |
| 10:30 a.m. – 11:00 a.m. | <b>A201</b> ▶ <b>Tuning Your Search Engine</b><br>Avi Rappoport, Search Tools Consulting   | <b>B201</b> ▶ <b>What Is Semantic Search?</b><br>Seth Earley, Earley & Associates   |
| 11:15 a.m. – 11:45 a.m. | <b>A202</b> ▶ <b>Improving Your Search Results</b><br>Jennifer Whalen, Deloitte  | <b>B202</b> ▶ <b>Intelligent News Delivery w/Concept Searching</b><br>Mike Nosal, MITRE Corp.                                   |
| 11:45 a.m. – 12:15 p.m. | <b>A203</b> ▶ <b>SEO &amp; IA</b><br>Marianne Sweeny, Ascentium  | <b>B203</b> ▶ <b>The Semantic Web: Mastering Discovery</b><br>Bradley Allen, Siderean Software<br>Jason Busch, SpendMatters.com |
| 12:15 p.m. – 1:30 p.m.  | <b>LUNCH BREAK</b>   |   |
| 1:30 p.m. – 2:30 p.m.   | <b>A204</b> ▶ <b>Using Search Logs: From Best Bets to Business Intelligence</b><br>Lee Romero, Novell, Inc.<br>Patricia Quinn, Vision Service Plan<br>Miles Kehoe, New Idea Engineering    | <b>B204(a)</b> ▶ <b>Google &amp; The Semantic Web</b><br>Stephen Arnold, ArnoldIT.com   |
| 3:00 p.m. – 3:30 p.m.   | <b>A205</b> ▶ <b>Taxonomize Your Search Logs</b><br>Marilyn Chartrand, Kaiser Permanente   | <b>B204(b)</b> ▶ <b>They're Talking About You. Participate.</b><br>David Burcham, Visible Technologies                          |
| 3:30 p.m. – 3:45 p.m.   | <b>A206</b> ▶ <b>Enterprise Search Clinic: EMC</b><br>Lou Jordano, EMC Corp.   | <b>B205</b> ▶ <b>Faceted Navigation</b><br>Tom Reamy, KAPS Group  |
| 4:00 p.m. – 5:00 p.m.   | <b>A207</b> ▶ <b>Good Practices in Search User Interface Design</b><br>Avi Rappoport, Search tools Consulting,<br>Marti Hearst, University of California–Berkeley,<br>Bill Barnes, Enquiro | <b>B207(a)</b> ▶ <b>Enterprise Search Clinic: Endeca</b><br>Matt Kodama, Endeca   |
|                         |  | <b>B207(b)</b> ▶ <b>Enterprise Search Clinic: SAP, AG</b><br>Balamurugan Kalia, SAP AG  |
|                         |  | <b>B207(c)</b> ▶ <b>Smart Image &amp; Video Search</b><br>Greg Pepus, Flex Analytics LLC<br>Joseph Santucci, PIXLogic           |