

Programme overview

Day One **Wednesday 28th August 2013**
08:30-09:00 Arrival Refreshment and Registration
09:00-10:30 General introduction to KM
10:30-11:00 Coffee/Tea Break
11:00-13:00 Understanding KM within organizations:
Facing change and transformation
decisions?

13:00-14:00 Lunch
14:00-16:00 Provide examples of relevant knowledge
items and the documents in your
organisation

Day Two **Thursday 29th August 2013**
08:30-09:00 Arrival Refreshment
09:00-10:30 Managing people, information and
processes: leadership skills and tactics
10:30-11:00 Coffee/Tea Break
11:00-13:00 Evaluate the benefits of carefully thought
through KM strategies

13:00-14:00 Lunch
14:00-16:00 Group exercise and personal reflection:
establishment of KM Community of
Practice (CoP) in your organization

Day Three **Friday 30th August 2013**
08:30-09:00 Arrival Refreshment
09:00-10:30 KM processes
10:30-11:00 Coffee/Tea Break
11:00-13:00 Managing information within your
organisation; tools and techniques

13:00-14:00 Lunch
14:00-16:00 Hands-on group exercises

Day Four **Saturday 31st August 2013**
08:30-09:00 Arrival Refreshment
09:00-10:30 KM best practice research: latest
technology tools and trends
10:30-11:00 Coffee/Tea Break
11:00-13:00 Capturing and defining technical
requirements

13:00-14:00 Lunch
14:00-16:00 KM readiness assessment next step

Registration and further information
To register please contact: training@mekei.org

About the facilitators



Prof. Allam Ahmed
Director, Middle Eastern Knowledge
Economy Institute (MEKEI)

Allam completed his Ph.D. in Economics at Edinburgh Napier University, UK. He obtained his MSc/MBA from the Royal Agricultural University, UK and awarded the RAC Scholarship and Prestigious Book Prize for Best MSc/MBA Dissertation. He is a Fellow and Chartered Marketer of the Chartered Institute of Marketing, UK. Allam is the Founding Director of MEKEI and is based at the Science and Technology Policy Research - SPRU (world leader in research, consultancy and teaching in the field of Science and Technology Policy) University of Sussex, where he established and lead the postgraduate programme MSc International Management. In 2009 he was appointed to lead the Government of Abu Dhabi major and first of its kind in the Middle East Knowledge Management Framework (Musharaka). Allam produced more than 120 publications, including eighteen books, numerous articles on knowledge and technology transfer and management. He is the recipient of several international Awards and Medals and listed in the WHO'S WHO IN THE WORLD 2009-2014, WHO'S WHO IN FINANCE and BUSINESS 2009/2010 and WHO'S WHO IN AMERICA 2012 published by Marquis Who's Who, USA.



Mohamed Elhag
Technology Consultant, Middle Eastern
Knowledge Economy Institute (MEKEI)

Principal Management Consultant & Business Architect with extensive background in public and private sectors, specializing in business process re-engineering, organisation transformation, strategies, knowledge management and ICT. Mohamed holds an MBA from University of Leicester School of Management, PRINCE2 & MSP Registered Practitioner with the Office of Government Commerce - UK and accredited as a full member of the Chartered Management Institute, The British Computer Society and The Institution of Electrical and Electronic Engineers (IEEE). Mohamed has led many major projects within the UK: National Program for IT (NPIT), the Government of Abu Dhabi and the Government of Qatar. In addition Mohamed has actively participated in analyzing, architecting and managing various clinical data, content management and knowledge management systems and frameworks for health-care, pharmaceutical organisations, power utilities and electronic publishers. Mohamed also has several years of experience in architecture assessment, IT policies and systems integration.

Four Days Intensive Course
28-31 August 2013
London School of Economics (LSE),
London, United Kingdom

This four-day course has been designed to introduce a variety of perspectives on knowledge management (KM) in the public and private sectors. The course aims to enable knowledge managers, analysts and decision makers to introduce fit-for-purpose KM Framework to their organisations.

At the end of the course attendees should be able to acquire a comprehensive knowledge and practical experience about KM best-in-class methodology and technology in alignment with the local needs and capabilities. Moreover, after competition of the course, attendees to write a report, supported by the tutor, of what they have learnt and what is particularly relevant to their employers. A focus to be one aspect of the course which has implications for the way they will improve their professional practice when they return to their employers. This will help reassure the employers of the benefits of the programme and help consolidate the understanding of the manager.

The course will be facilitated by Prof. Allam Ahmed and Mohamed Elhag, two renowned international experts in KM from the Middle Eastern Knowledge Economy Institute (MEKEI) at the University of Brighton, United Kingdom.

What are the objectives?

- This integrative course aims to develop a deeper understanding of the theoretical and practical aspects to KM, and to develop the essential skills and competencies necessary to plan, identify and examine the objectives, advantages, drawbacks, models, stages and requirements of KM framework.
- Develop an understanding of the different approaches and methodologies to KM.
- Addresses the practical challenges that managers face as they seek to build, upgrade and exploit knowledge assets within their organizations.
- Enable attendees to effectively develop KM business processes to facilitate appropriate capturing of technical requirements.
- Develop an overall awareness of tools and techniques to identify and manage the organisation intellectual capital & the associated information assets.
- Develop an overall awareness of the latest technology tools, trends and the various options to support KM frameworks.

- Enable the attendees to effectively identify/develop/manage technical requirements for KM systems.
- This course will also complement the different management skills already developed through earlier business and management courses.
- Using participants' own organisations as cases, participants will explore how and when they can establish KM initiatives in their organisations and who will be involved? In addition, participants will have insight into: critical analysis; interactive and team working; creativity; and hands-on exercises and problem solving.

What will you learn?

- Introduction to KM.
- Subjects covered within the course will include: an introduction to KM; initiating KM projects in your organisation; KM technologies and systems.
- Understand what is KM Framework: the behaviours, standards and solutions that allow you to share and use information to support your sector, division and personal goals.
- Review KM best practice research: content and document management; collaborations and social media; and search engines and semantic find-ability.
- Provide examples of relevant knowledge items and the documents you will need to populate the new KM system and to share across your organisation.
- Understand the role and responsibilities of the KM Office as part of a hub and spoke model to ensure consistency in standards and approach as well as the role of Knowledge Champions (KC) in the establishment of the KM culture within your organisation.
- Define and develop KM process including the adoption processes modeling convention as well as embedding knowledge capturing and utilization into the organisational processes.
- Understand various aspects of information management within your organisation such as your organisation information assets; information security and barriers against sharing information; as well as taxonomy and ontology design.



University of Brighton

Brighton Business School

Knowledge Management:
Concepts, Process & Technology



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- Capturing and defining technical requirements which include technology alignment with the KM processes; workflows strategy; developing a requirements document as well as managing KM technology projects.

Who should attend?

- The workshop covers materials for all levels from supervisory through to senior level.
- Managers and directors responsible for transformation, project, programme, knowledge, innovation or change management.
- Experienced managers who have significant futures oriented management responsibilities, and who are interested in reflecting on their own experience and discovering new ideas.
- Public, voluntary and private sector managers responsible for leading change and transformation efforts.
- Academics including researchers and students who are interested in KM and in being part of an engaging educational experience that explore the challenges and opportunities that face organizations.

Course structure

- For each session there is an activity or set of activities. These are designed to help you engage with the introduction to the theories explored within the course.
- Your tutor will be on hand to guide you through the course and will expect you to bring to bear personal experience and reflection on the topics covered.
- Group work will be required for participants to engage in the workshop. Such activity allows participants to embed the new knowledge within their experience through active discussion and challenge.

Course material

- Included in the course fee, the following learning materials will be provided:
- All overhead slides/transparenties.
 - Case studies (print and video) used on the course.
 - Certificate of attendance from MEKEI and Brighton Business School, University of Brighton, UK