

**Why does everything we
know about engaging
members seem wrong?**
5 Things You Need to Know
About Digital Disruption





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- Keynoter on technology trends, associations, and inbound marketing



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Information Is Your Most Important Asset. Learn the Skills to Manage It.

Our mission: Improve organizational performance by empowering a community of leaders committed to information-driven innovation.



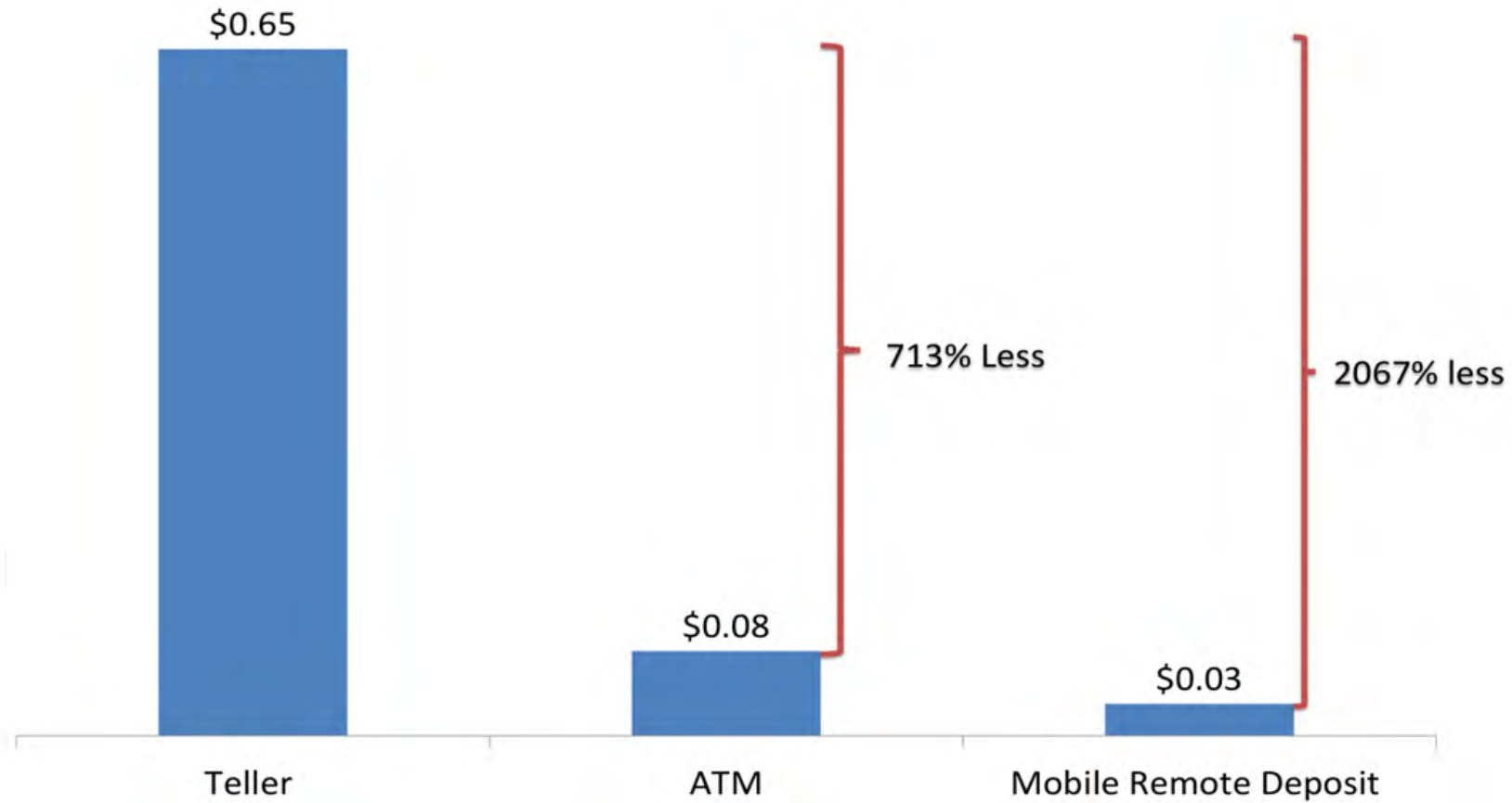
What Does **Disruption** Mean?

5 Things.

#1 – Disruption Means Who We
Represent and the Challenges They Face
Are Radically Changing.

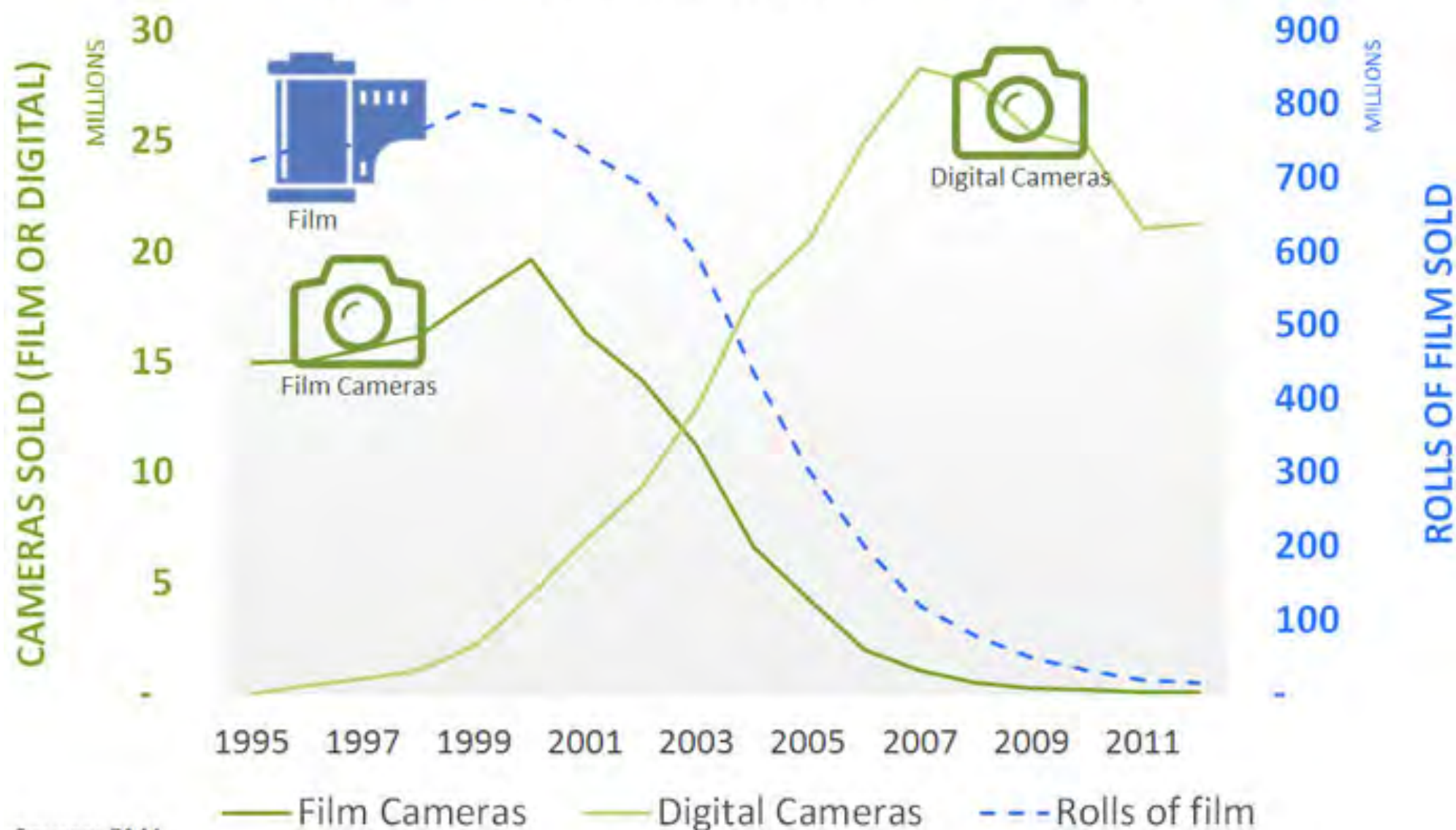
JPMorgan Chase — Cost Per Deposit By Channel

2014



Source: JPMorgan Chase

The Tidal Wave of Digital Photography



The Rise And Fall Of BlackBerry

Sales of BlackBerry smartphones (in million devices)*



* Figures to 2013 are retail shipments, from 2014 sales to end-users

BUSINESS INSIDER

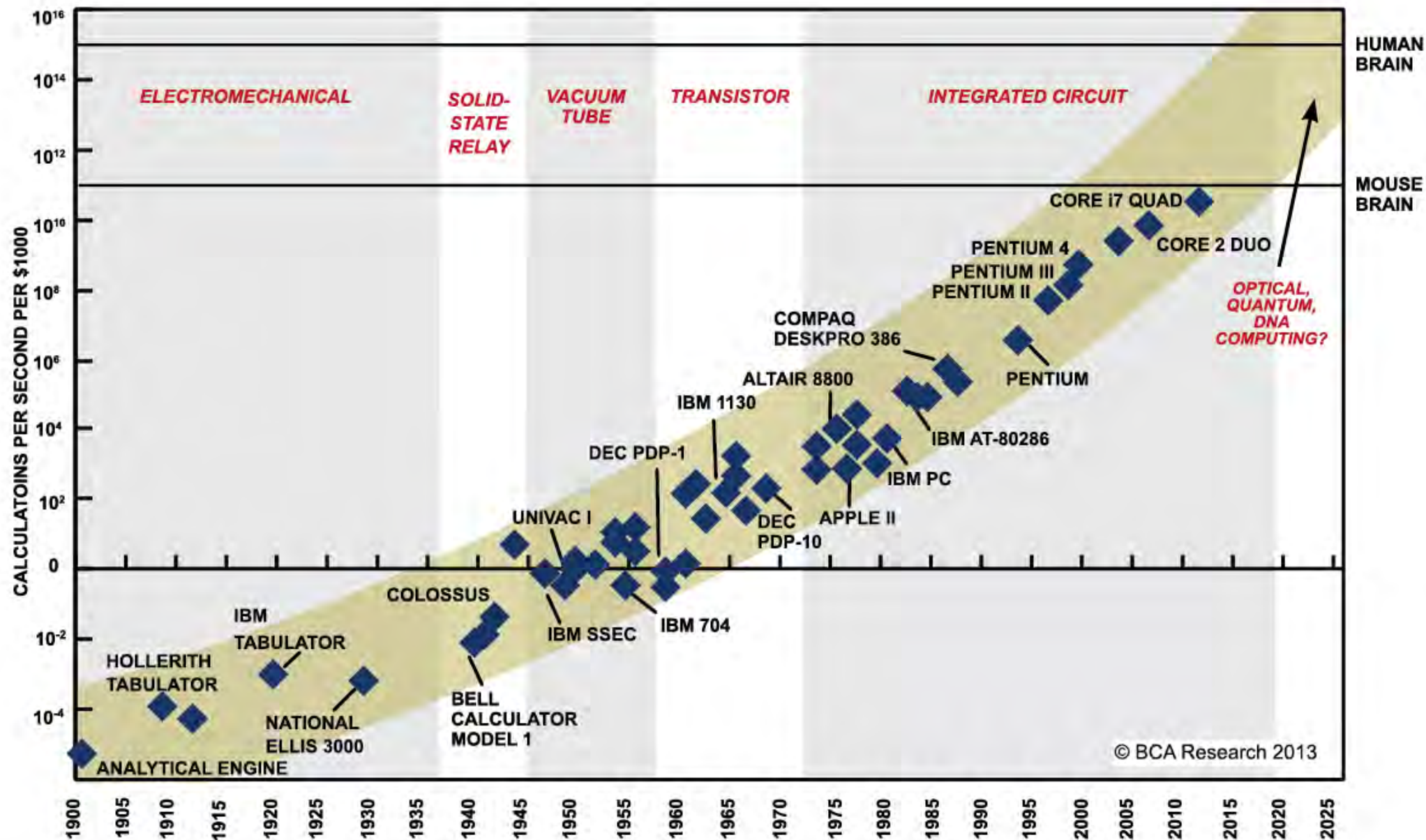
Source: BlackBerry



statista 



US Newspaper Advertising Revenue
(Newspaper Association of America published data)



SOURCE: RAY KURZWEIL, "THE SINGULARITY IS NEAR: WHEN HUMANS TRANSCEND BIOLOGY", P.67, THE VIKING PRESS, 2006. DATAPPOINTS BETWEEN 2000 AND 2012 REPRESENT BCA ESTIMATES.



“Computer scientist Martin Grötschel analyzed the speed with which a standard optimization problem could be solved by computers over the period 1988-2003.

He documented a 43 million-fold improvement, which he broke down into two factors: faster processors and better algorithms embedded in software. Processor speeds improved by a factor of 1,000, **but these gains were dwarfed by the algorithms, which got 43,000 times better over the same period.”**

Brynjolfsson, Erik; McAfee, Andrew. Race Against The Machine

#2 – Disruption Means How We Engage
our Staff in Technology Decisions Has to
Change.

People. Process. Information.

All of this translates into three
very different perspectives
that must be reconciled.

PROCESS

How can I
do this as
quickly and
cheaply as
possible?

How can I
do this
without
involving IT?

Can I buy a
solution by
the drink?

PROCESS

How can I
do this as
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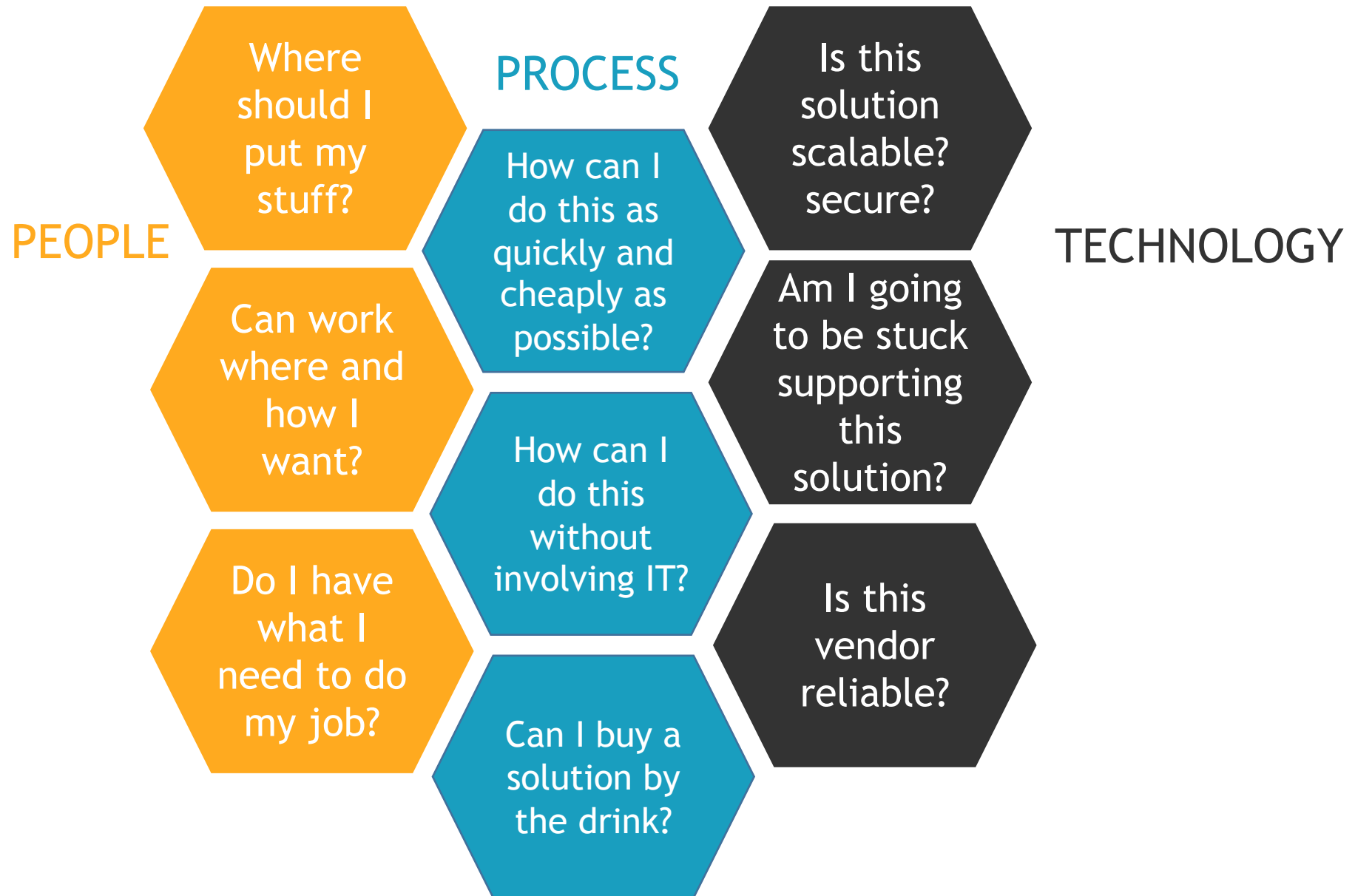
Can I buy a
solution by
the drink?

Is this
solution
scalable?
secure?

Am I going
to be stuck
supporting
this
solution?

Is this
vendor
reliable?

TECHNOLOGY



#3 – Disruption Means That We Need
to to Question Our Assumptions About
Our Core Technology Platforms.

Legacy	Modern
AMS Suites drive processes	Processes chosen best of breed
Everything winds up in the AMS	Data attached to processes
Customization, not configuration	Configuration, not customization
Driven by IT and specialists	Driven by end users & the business
Closed or difficult APIs	Open APIs
Association owns upgrading	Vendor owns upgrading
Usability & mobility nice to have	Usability & mobility core
Buy technology by the gallon	Buy technology by the drink
Cloud maybe	Cloud now

#4 – Disruption Means That Old
Definitions of “Community” Need to Be
Reinvented.



AGENDA:

5:00 PM - Registration/Networking/Cocktails

6:00 PM - Three Course Seated Dinner

6:45 PM - Presentation and Discussion

7:45 PM - Program Ends, Networking continues until 8:00 PM

VENUE:

Holiday Inn Capitol by the Smithsonian, 550 C Street, SW,
Washington DC 20024

Uniform Bylaws for the Chapters of AIIM

(Revised September, 2007)

ARTICLE I. CHAPTER NAME AND PURPOSE

Section A. Chapter Name

The name of this organization shall be the AIIM _____
Chapter.

Section B. Chapter Purpose

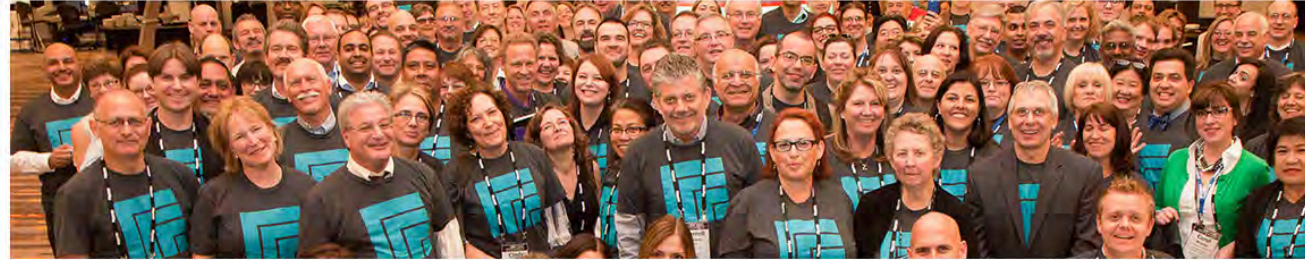
The purpose of the Chapter shall be to serve its members by providing a forum, at the local level, which contributes to the effective development and application of enterprise content management technologies and services. The Chapter offers an opportunity for people and companies engaged or interested in the design, creation, sale, and use of ECM products and services to meet at regular intervals to advance their professional knowledge and techniques through educational programs, workshops, seminars, and by sharing and exchanging experiences and information related to the industry via peer networking. The goal of these forums is to offer topic-centric program content that provides a well rounded and balanced perspective of the issues related to the industry.



Do not enter
or cross
tracks



AIIM Community



Latest Discussions



CIP Certified Information Professional | Vorstellung...

By: [Ulrich Kampffmeyer](#) , 3 days ago

Posted in: [Germany Deutschland](#)

Über das neue Berufszertifikat der AIIM, CIP Certified Information Professional, informiert dieser...



InfoWorld 2016

By: [Sarah Cook](#) , 18 days ago

Posted in: [First In Flight Chapter](#)

Mark your calendars and join us for InfoWorld 2016. It is an education-packed event. Check out the...



RE: Video der Keynote "EC5M - Enterprise CHAOS CONTENT..."

By: [Ulrich Kampffmeyer](#) , 18 days ago

Posted in: [Germany Deutschland](#)

Und gleich noch ein Video einer

Upcoming Events

Information @ Work Seminar

Oct 13, 8:00 AM - 3:00 PM (ET)

Let's Meetup to discuss ECM topics of interest

Oct 17, 4:00 PM - 6:00 PM (ET)
Livonia, MI, United States

InfoWorld 2016

Oct 18, 9:00 AM - 5:00 PM (ET)

Case Study #1 - Building the Foundation

Oct 19, 11:30 AM - 12:30 PM (PT)
United States

Recent Blogs



Applying "Lean" Concepts to Core Business Processes in Production and Manufacturing

By: [John Mancini](#) 13 days ago

Posted in: [Oil and Gas](#)

I just completed a new white paper on the application...



Boxworks 2016 - A Review

By: [Chris Walker, CIP](#) 21 days ago

Posted in: [AIIM Open Forum](#)

Two key changes from last year really made me happy:...



The Sustainable Solutions of Green Cloud Infrastructure

By: [Dennis Kempner](#) 22 days ago

In recent years, businesses throughout the



PREMIUM

Search for people, jobs, companies, and more...



Advanced



Home

Profile

My Network

Jobs

Interests

Business Services

Upgrade



AIIM Global Community of Information Professionals

26,795 members

Manage



Start a conversation with your group

Enter a conversation title...

[Conversations](#) [Jobs](#)



Sean McGauley

Digital Marketing Manager at AIIM International

... 2h

[Article] Healthcare Information Security: Prevention is the Cure

Security breaches occurring in a healthcare environment are not only financially costly in terms of business, but personally so for customers, whose personal information as well as medical data is at risk of exposure and violation. Check out this article for the best practices for managing information in healthcare: <http://hubs.ly/H04G4nr0>

[Like](#) [Comment](#) [1](#)

ABOUT THIS GROUP

Master your information management skills and have fun doing it. Hang out with AIIM's global community of information professionals.

This group is a place for you to bring your information management challenges and find solutions from a community will... [Show more](#)

[Group rules](#)

MEMBERS

26,795 members



[Invite others](#)

Limited Time Offer: Earn up to 100,000 points.

Association Community

1. Engagement is limited.
2. We own the platform and know the data.
3. We think “members-only.”
4. We focus on “discussions”
5. Mobile is a bit clunky.

LinkedIn Community

1. Lots of engagement (but also a lot of selling).
2. We don't own the platform and have no data.
3. LinkedIn can sc*** us anytime by changing the terms.

#5 – **Disruption Means** Looking at New Models...

Double Up with Double Points

September 1-December 31

HILTON
HHONORS
NEXT STEPS

ARGUMENT • 2 days ago



PSA to people of Williamsburg, Virginia: Register to vote, and then

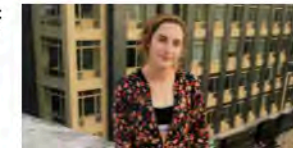
It's No Bra Day so
we took our tops off
in celebration



Trump says 'grab
women by the pussy'
– this is what women
have to say



If I didn't grow out of
being a tomboy, I
won't grow out of
being bi



Stay On Track With
New Snacks

Promoted by GNC



Josh Whitehouse
wouldn't answer our
sexist questions –
women shouldn't
have to either



The awkward





ODYSSEY



At Wake County, North Carolina

The Fall of Our Country: 2016 Elections?

14 hr ago

October marks the start of fall, pumpkins, Halloween movies and this year for people everywhere the countdown until Presidential Elections. With the race down to its... [Read more](#)



Liya Thomas

[Follow](#)

Spoon is a food publication that connects our generation.

We have teams around the world that work like student publications — except that they have the backing, resources and network of an international community. Our goal is to help our generation eat intelligently, and we invite you to join our community of creators so you can help, too.



■ HOW TO

How to Carve a Pumpkin

■ LIFESTYLE

Convince Your Mom to Make These Pinterest Recipes Over Thanksgiving Break

■ LIFESTYLE

I Eat Like a Preschooler at College and I'm Not Ashamed



LIFESTYLE

Can You Make It Through This Post Without Breaking Your Yom Kippur Fast?

★ Get Involved

Find Your Campus

Meet The Latest Top Contributors



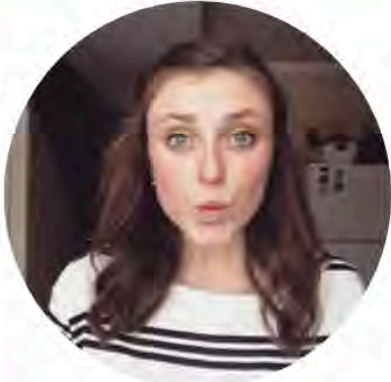
Lexi Nickens
University of Georgia

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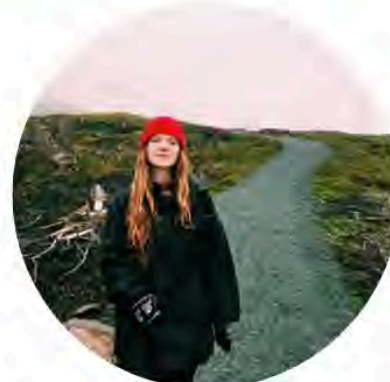
We offer training, community and professional skills.



**Casidhe
Gardiner**

*St. Francis Xavier
University*

Spoon Univeristy has already taught me so much about community, business and food... and given me backstage access to restaurants in town who are super excited to partner with us. It also doesn't hurt that I get to add my work to my resume and be associated with a company name that has partnerships with the Food Network, Cosmo, MTV, Buzzfeed and more!



**Ellie
Shanahan**

*University of St.
Andrews*

I've gained not only incredibly valuable insight about my interests and skills but been able to build off of those to create a chapter with 40+ members that hosts some of the most exciting events of the school year.



**Our members create
amazing work around
the world.**

23,415

Articles

200

Chapters

160

Cities

744

Events

974

Videos

2,081

Meetings

Step 1

- One person (or a couple) reaches out to start a chapter. This is you (and a friend, maybe).

Step 2

- We help the founder(s) (you) recruit a small team and launch a website

Step 3

- You produce awesome content, throw great events, meet as a team and grow your website.

Step 4

- You build a community around food and help an entire generation eat more intelligently.

#5 – Disruption Means Looking at New Models...

“Engagement” in the Future will be all about Platforms that are **Open**, focused on **Curated and User Generated Content, Mobile**, and Integrated with **Consumer Scale Social** platforms.

What Does Disruption Mean? 5 Things.

1. Who We Represent and the Challenges They Face Are Radically Changing.
2. How We Deploy Technology Has To Change.
3. We Need to Question Our Assumptions About Our Core Technology Platforms.
4. Old Definitions of “Community” Need to Be Reinvented.
5. Engagement in the Future is all about Platforms that are **Open, Curated** and **Mobile**.



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Give me your card for a copy of the presentation