

## SharePoint for Internal Communicators

For people working in internal communications, SharePoint comes up time and again as both an enabler and a potential block for achieving our goals.

**Date** 4th November 2010

**Location** Melbourne CBD

This one-day course is aimed at mid-level communicators and focuses on how SharePoint can support your communication strategy and in turn the goals of your organisation. It takes a business-led rather than technology-led approach.

### Contents

- **What is SharePoint?**
- **Case Study - Guest Speaker with Q&A**  
Hugh Coughlan – Web Production Manager, Commonwealth Bank of Australia (CBA)
- **SharePoint as a communications platform**
- **SharePoint Governance**
- **Why we need to be more social**

### Who should attend?

Communicators from organisations that are:

- Already using SharePoint for internal communications and want to deepen their understanding
- Planning to expand or re-launch their current SharePoint intranet
- Evaluating SharePoint as a potential intranet platform
- Seeking to address SharePoint sprawl and challenges of governance and content quality



### About the trainer

With 10 years' experience working on Intranet's, **Andrew Fix** recently left the position of Global Intranet Manager at Royal Dutch Shell to start Zevenseas Australia.

Andrew has extensive experience in Intranet strategy, governance and standards for large global organisations.

More recently, Andrew has been focusing on the use of SharePoint in the enterprise.

His experience includes rolling out 140k My Site's to Shell employees and implementing an enterprise blogging and video sharing platform for Shell.

Andrew's focus is how businesses can get greatest return on investment using SharePoint and other enterprise applications.



### Case Study Introducing SharePoint at the Commonwealth Bank of Australia

Hugh Coughlan, Web Production Manager at Commonwealth Bank of Australia (CBA) has overall responsibility of the CBA intranet

and its continuous improvement. Hugh will provide a case study around the implementation of SharePoint and to the current state of this ongoing project at CBA, and explains how the web and communication teams are working together to produce an intranet that's more efficient and allows greater collaboration.

**Yes! I am a Melcrum Member**

**Yes! Please sign me up to become a Melcrum member**  \$845 + GST

### Prices

Members\* \$995 + GST

Non-members \$1095 + GST

Fax +61 (0) 2 9222 2820

Call: +61 (0) 2 9222 2810

Email: infoaustralia@melcrum.com

Mail: Suite 1003, Level 10, 1 Castlereagh St Sydney.

Name

Company  Ph

Email

Registrations required  1  2  3

Please charge my AMEX  VISA  MASTERCARD  for the amount indicated

Credit Card Number

Exp Date  Security Code

Signature

I would like an invoice