

Knowledge Management - Theory and Practice

To discover the principles of the integrated management of knowledge within the company

Concerns:

Most, if not all, companies are finally convinced that their most important assets are not their equipment, buildings, and so forth, but the knowledge of their employees. However, surprisingly enough, few managers really understand major enterprises processes such as, CRM (Customer Relationship Management), ERP (Enterprise Resource Planning) and, among others, Knowledge Management (KM).

Knowledge Management ('KM') comprises a range of practices used by organizations to identify, create, represent and distribute knowledge created by the company itself (marketing, R&D...) as collected outside (economic intelligence...). Whereas individual competences of the employees (intellectual capital) probably represent the most important capital of the company, it is seldom managed to maximize its impact. This is the main objective of Knowledge Management applications. Inside the companies the stakes of the knowledge management concern the improvement of their performance of those in connection with: increased motivation of the personnel, better capacity to tie alliances and partnerships in the context of world globalisation, added value related to the increasing stock of knowledge and improved risk management.

The objectives of the knowledge management are thus to facilitate the realization of the company's objectives thanks to an optimal exploitation of its own knowledge, to formalize and exchange knowledge specific to the company that is often not formalized such as know-how and complex procedures resulting from the experiment, to provide the necessary information to the convenient period without long and tiresome research long and tiresome, and finally to allow to capitalize information in a way organized in order to perennialize them.

Objectives :

Provide, from a managerial viewpoint:

1. Basic concepts
2. Introduction to the related technology
3. Review the most recent evolutions in the field.
4. From theory to practice
5. Develop and manage a KM project
6. Real case studies

The stress will be laid more on the managerial and strategic aspects of Knowledge Management that on its technical sides which nevertheless will be approached for the benefit of non specialist.

Who can take advantage from this training seminar ?

- General managers of large and medium companies size
- Managers
- IT managers
- Human resources

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- What is knowledge management?
 - Characteristics
 - Positioning with business intelligence and content management
 - Types of problems solved
 - Types of knowledge
- Viewpoints: technology, business processes, human factor
- Implementation:
 - Strategy
 - Methodology
 - Obstacles
 - Multinational aspects

- Intellectual capital management
- Sources of knowledge
- Knowledge
 - Creation
 - Sources
 - conversion
- Social networks
- Knowledge networks
 - Databases
 - Organization
 - Implementation
- The human factor
- KM IT architecture and tools
- Industry applications
- Critical success factors, main obstacles
- Metrics
- KM advantages and return on investment
- KM solution vendors

Number of participants :

- To maximize interactivity the number of participants will be minimum 3 and maximum 10
- The course material will be distributed at the beginning of the course

Lecturer : André Lemaylleux

- Civil Engineer in electronics (University of Louvain)
- Professor at the following institutions Boston University Brussels, United Business Institutes (MBA), Université Libre Internationale Brussels, FORUM Event /ESAP
- Previously manager of education development at IBM Europe

[Online registration](#)

Corporate training for minimum two participants

Contact us: forum@esap.be - tel :02/771.43.13

Practical informations

Date : 6st March 2012 (9h30 - 17h30) (code 1031)
Of 23th October 2012 (9h30 - 17h30) (code 1128) (French session)

Venue : [Hotel Montgomery](#), 134 Av. de Tervuren à 1150 Bruxelles
(parking possible at the hotel within the limit of available places)
In less than ten minutes from Central Station (Metro line 1 – direction Stockel)
Numerous possibilities of public transport ([see details](#))

Price : 525 €(+21% VAT), including documentation, meal and coffee breaks
900 €(+21% VAT) for two participants from the same entity
Possibility of subsidies (up to 50%) in the Region of Brussels and Flanders

Contact person : Marita Guilmot-Lennertz - forum@esap.be – Tel: 02/771.43.13

Cancellation : any registration can be cancelled at the latest five working days before the seminar, only by fax (02/771.31.70) or by mail (forum@esap.be), with a refund of 80% of registration fee. After this delay, no reimbursement will be done. Any registered participant has the possibility to be replaced but in this case please indicate it clearly when arriving

Seminar could be cancelled by FORUMEvent if the minimum number of participants is not reached

Form to be sent to ESAP-Forum Event – Av. du Jeu de Paume 13 - 1150 Bruxelles by fax to 02/771.31.70

[Online registration](#)

Registration form : knowledge Management

TITLE.....NAME & FIRSTNAME::.....
FUNCTION :
COMPANY :
STREET-NR :
POSTAL CODE - CITY :
PHONE : MOBILE :FAX :
E-MAIL :
ACCOMPANIED BY :
FUNCTION :
E-MAIL :

Invoice references

TITLE.....NAME & FIRSTNAME::.....
FUNCTION :
COMPANY :
STREET-NR :
POSTAL CODE - CITY :
VAT :
COMMUNICATION :

Will assist to the training seminar « Knowledge management »

Session of 6/03/2012 from 9h30 to 17h30 (code1031)

1 participant **635,25 €** (525 €+ 21%TVA) []
2 participants from the same entity **1089,00 €** (900 €+ 21%TVA) []

Session of 23/10/2012 from 9h30 to 17h30 (code1128) (French session)

1 participant **635,25 €** (525 €+ 21%TVA) []
2 participants from the same entity **1089,00 €** (900 €+ 21%TVA) []

I transfer the amount of EUR on the bank account IBAN BE72 3100 4180 0016 - BIC BBRUBEBB of ESAP – ForumEvent, with as indication, the name(s) of the participant and the date of the event.

Cancellation : any registration can be cancelled at the latest five working days before the seminar, only by fax (02/771.31.70) or by mail (forum@esap.be), with a refund of 80% of registration fee. After this delay, no reimbursement will be done. Any registered participant has the possibility to be replaced but in this case please indicate it clearly when arriving

Date : Signature :

ESAP SA – FORUM Event

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