

Delphi Group's Proving Ground on Information Architecture and Taxonomy

Understanding Unstructured Content,
Structured Data, and Semi-Structured
Information Systems

Expertise is Hard Won

- This event is in it's 5th Year
- Hundreds of Organizations
- 10 Public Events
- Dozens of Private, Customized Onsites
- Consultant Experience of 10-20+ Years

This is no seminar

- Many seminars are simply slide after slide, full of theory and with no clear connection to your reality
- Not here... Prepare to drink from the fire hose, and take that back to the office to blast your project from the starting gate or out of a stalled mode

Your Project is Important to Both Your Team and Ours

- Shortly after your team is registered, we set up a project management site, just as we would for more formalized, lengthy consulting engagement - to pull our materials and collaboration together upfront.

We Know You Before You Get Here

- As part of the process of becoming a participant in the Proving Ground, every member of your team (2-5 recommended, teams as large as 10-12 have attended previously) submits responses to a survey we provide, to fully understand their background and needs for this event

We Know Your Project

- Your team also submits a survey/worksheet on the project or projects at hand, relating to Information Architecture, Taxonomy, Search, Clustering, Content Management, Portals, etc. - so we understand both the people attending, and the business and technical details of your project(s)

Narrowing the Focus

- Our consultants schedule a pre-event conference call of 30-60 minutes with your team to ensure that the pre-work you have submitted paints an accurate picture of your strengths, weaknesses and needs, and focus the team/project to pre-determine how to best spend your time while AT the event

Building the Foundation

- We provide your team with reading materials from our own research and consulting engagements, as well as selected resources culled from other trustworthy sources
- Building this Educational Foundation begins before you even get to the event

At the Event

- There are three primary components of the Proving Ground event itself:
 - Foundational Education (30-40% of time)
 - Workshops (30-40% of time)
 - Customized Closed-door Vendor Interviews (20-40% of time)

Theory, Practice, Reality

- We stagger the coursework to continually tie Theory (Education) to Practice (Exercises) and on into Reality (Arming You For Success Back at the Office)
- If you are merely interested in getting an Education, this is not for you. Bring your project, and leave with a plan to move it along through our proven processes

Join the Select Few

- We cap attendance at a maximum of 50 people - so we can maximally focus all of our attention for the 2.5 days we'll be working together.
- Come to the next Proving Ground, and make your project a success backed by solid education, and proven practices and processes