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# Vienna Knowledge Week

**11 - 15 March 2019**

- ❖ **Essentials Training Course** in  
Knowledge Management, Innovation & Learning
- ❖ **Knowledge Partnership Austria** on  
Train the Expert
- ❖ **Advanced Course** in  
Knowledge, Innovation and Learning

The Vienna Knowledge Week is addressing companies, organisations, public administration and individuals, who want to get fit for the Knowledge Economy and who want to co-create better Knowledge Societies in Vienna, in Europe and in the world.

<http://vienna.knowledge.city>



***Dr. Andreas Brandner***  
*Managing Director,*  
*Knowledge Management*  
*Austria and [knowledge.city](http://knowledge.city)*

Knowledge Management finally has reached global recognition and is anchored in the world's most important standards, like ISO 9001:2015. KM is a requirement for quality and sustainability of operations. Reliable, proven models and approaches are needed to follow a systematic and integrated approach to Knowledge Management. Vienna.Knowledge.Week presents the KM Certification Course of the KM Academy which is among the oldest specialized training institutions for KM in the world. The Knowledge Partnership meeting invites the Austrian and global community to connect and share experiences for the advancement of KM in society.

# “Knowledge is a requirement.”

**Vienna.Knowledge.City** **Knowledge City** is an organisation established to advance knowledge society and economy in Vienna and Austria, to strengthen Knowledge Management in companies, organisations and public administration, to profile Vienna as a Knowledge City, to build global linkages with other Knowledge Cities, and finally to contribute to the global Agenda Knowledge for Development, which is linking knowledge with the Sustainable Development Goals of the UN. It has successfully nominated Vienna for the “Most Admired Knowledge City Award” and cooperates with knowledge.cities like Berlin, Geneva, Sofia, Dubai, Tehran, Nairobi, Kampala, Lagos, Serekunda, Lusaka and more.

This **Knowledge Week** is a collaboration of Knowledge City, Knowledge Management Austria, the global Knowledge for Development Partnership, and Viennese partners bringing together local governments, private sector and civil societies, with others from all over the world, to pool energies and develop a local and global knowledge society. It combines two high-end training courses with a Knowledge Partnership meeting.

**More information: [www.knowledge.city](http://www.knowledge.city).**

# 11-12 March 2019

## KM Essentials Training Course

The **Knowledge Management Essentials Training Course** provides the **big picture of Knowledge Management, Innovation & Learning** in international companies and organizations and gives a solid introduction to the key concepts, successful practices and powerful instruments. Participants learn how to assess KM practices systematically, develop a KM strategy and implement them step-by-step including a successful KM Awareness programme.

Different KM training elements, exercises and discussions that aim to allow participants to co-create knowledge are key elements of this fundamental KM Training course.

**More information:** [www.knowledge.city/services](http://www.knowledge.city/services)

### Topics:

- Creating a Knowledge Strategy and implementing Knowledge Management in the organisation
- Leading k-workers and creating a knowledge sharing culture
- Learning from pioneers: KM at HP Enterprise
- Capitalizing Experiences, case study HORIZONT3000

### Trainers:

- **Dr. Andreas Brandner**, Knowledge for Development Partnership / KM Associates
- **Mag. Birgit Gobi**, Knowledge Manager, Hewlett Packard Enterprise
- **Mag. Petra Herout**, HORIZONT3000
- **Mag. (FH) Martina Koch (online)**, Consultant, former KMer at Zalando

**Time:** Monday-Tuesday, 11-12 March 2019, 9am – 5pm.

**Venue:** Knowledge Management Academy, Gersthofer Strasse 162, A-1180 Vienna, Austria

**Price:** EUR 1.390 (plus 20% VAT)

**Special Offer:** 1+1 = 1,2. The second participant of the same company pays 20%.

**Members of KM Austria and K4DP** pay 10% less (contact [office@knowledge.city](mailto:office@knowledge.city) for a coupon).

**13<sup>th</sup> March 2019**

**25th Meeting of the**

**Knowledge  Partnership  
Austria**

**in cooperation with the global**



**Knowledge for Development Partnership**

**Focus: Train the Expert**

This partnership meeting will present and discuss roles and opportunities of experts in knowledge-intensive work environments. Defining and structuring knowledge work is challenging but the field is already accomplished so far that we are at the point to take some steps further. In the partnership meeting we will focus on shaping expert work to become more creative and effective.

**Programme:**

**15:00**      **Opening and introductory speech**

**Dr. Andreas Brandner**

**Experiences and approaches to strengthen experts**

**Mag. Rudi Krcma, Wirkstatt**

**Mag. Norbert Bauernfeind, Primetals Technologies Austria GmbH (tbc)**

**break**

**World Café: How to lead and enable experts and knowledge workers**

**Facilitated by Dr. Andreas Brandner**

**18:00**      **End**

**Venue:** Knowledge Management Academy, Gersthofer Strasse 162, A-1180 Vienna, Austria

**Price:** Participation is free but limited, registration is needed: [www.knowledge.city/services](http://www.knowledge.city/services)

**14-15 March 2019**

# **KM Advanced Training Course**

Which knowledge strategies are simple yet effective? How can I establish a Knowledge Network that transcends departments and organisations? How do I secure knowledge and make it easily and reliably available to all company staff? How can global Knowledge Networks co-create the future?

Participants will learn how to meet the real challenges of KM in an international context, such as managing global knowledge networks, establishing and maintaining a knowledge-sharing culture and reducing the risk of knowledge loss. Presentations regarding the experiences of Siemens, Microsoft and other international companies and organisations will provide participants with references for comprehensive knowledge management programmes.

## **Topics:**

- Leading knowledge workers and creating a knowledge sharing culture
- Building up and managing global Knowledge Networks
- Repositioning Intranets as Knowledge Portals
- Creating and transferring knowledge through social media
- Assessing Knowledge Loss Risks and Facilitating Leaving Expert Debriefings
- Integrating KM into processes and projects
- Linking Knowledge Management and Quality Management at Siemens

## **Trainers:**

- **Dr. Andreas Brandner**, KMA Knowledge Management Associates
- **Mag. Haider Shnawa**, Managing Director Sharevision IT
- **Mag. Rudi Krema**, Wirkstatt
- **Dr. Michael Heiss**, Siemens

**Time:** 14 March 2019, 9am – 5pm / 15 March 2019, 9am – 4pm

**Venue:** Knowledge Management Academy, Gersthofer Strasse 162, A-1180 Vienna, Austria

**Price:** EUR 1.390 (plus 20% VAT)

**Special Offer:** 1+1 = 1,2. The second participant of the same company only pays 20%.

**Members of K4DP and KM Austria** pay 10% less (contact [office@knowledge.city](mailto:office@knowledge.city) for a coupon).

## Certificate

Participate in f2f-courses, share experiences at knowledge partnership events, learn from online modules, essential articles and case studies, create your own company's concept for knowledge, learning and innovation and get your personal Certificate in Knowledge Management.

For more information go to: [www.knowledge.city/services](http://www.knowledge.city/services)

## Knowledge Market:

**Innovative Knowledge Service Providers** present concepts and solutions.



## Registration: [www.knowledge.city/services](http://www.knowledge.city/services)

## Organiser and Partners:

- Organiser: **Knowledge Management Austria and Knowledge City GmbH**  
Gersthofer Strasse 162, 1220 Vienna Austria  
T: +43 1 4702909 E: [office@knowledge.city](mailto:office@knowledge.city)
- Partners:  
**K4DP Knowledge for Development Partnership – [www.k4dp.org](http://www.k4dp.org)**