

HOLD THE DATE

ctm Workshop Series on **Understanding the Networked Digital Industry**

The Millennial Generation: Revolutionizing the Enterprise Workplace?

8:30 am to 1:30 pm, Friday, May 2, 2008

Davidson Conference Center, Vineyard Room

Register Soon as Seats are Limited

Industry Participants	\$100 (for registrations received by April 25. Regular price, \$150.)
Faculty Participants	\$50
MBA Students	Free with successful phone interview (Limit 5)

To Register [click here](#)

OVERVIEW

This interactive workshop will seek to advance our understanding of the impact the arrival in the workplace of America's newest generation, Millennials, born between 1982 and 2003 will have on how organization's manage their work. Millennials have grown up with an Internet that is always on and available whenever they want it. They use it to bring their friends and their parents with them wherever they go—either virtually or physically. Eighty percent of all Millennials have a profile on one social network or another and use these new peer-to-peer technologies to find information and gather the opinions of their "friends" in order to make decisions. To accommodate this generation's technological sophistication and new ways of thinking about hierarchy and expertise, organizations of all types will need to rethink their IT systems, governance rules and culture. This workshop is designed to explore this emerging phenomenon and provide ideas on how to address the challenges it presents.

This is our 5th workshop in the CTM Series, "[Understanding the Networked Digital Industry.](#)" The series explores the new landscape of the "networked digital industry"(U-NDI) --- the emerging business ecosystem created by the convergence of new digital technologies, products, services and content enabled by new broadband and wireless networks. Any organization that wants to survive and thrive in the U-NDI will have to understand all aspects of this new world. On Friday, May 2, 2008 we will seek to provide answers to these specific questions:

- What must corporate America know to best manage the transition to a Millennial era workplace?
- What types of new applications and services will Millennials demand? Will fixed and mobile wireless services providers be able to respond effectively?
- Will Millennials expect flexible work rules and will there be a blurring of life/work boundaries. Are there technological solutions available to address this demand?
- Are social networks intrinsically just an entertainment tool or do they present opportunities for improving productivity and innovation within enterprises?
- What is the implication for corporate IT architectures when mobility becomes the workplace norm and information security the central challenge?
- Will P2P Networks become a mainstay in corporate information systems? What are the implications for corporate intellectual property rights and security?
- Will these changes in corporate structure be "evolutionary" or "revolutionary?"
- Which of these critical questions would be best answered through objective research?

These are the questions that the speakers, panelists, moderators, and audience will seek to answer in this briskly-paced half day workshop. With your participation we hope to gain new insights and increase what we all know and can act upon.

PROGRAM

8:30 am - 9:00 am Breakfast and Registration

9:00 am - 9:15 am Welcome Remarks - **Francis Pereira**, Director of Industry Research, CTM

9:15 am - 9:30 am **Applying CTM's "Enterprise Eco-System Model" to the Challenge of Millennials in the Workplace**

Morley Winograd, Executive Director, CTM

9:30 am - 10:15 am **"Meet the Millennials and Their Technology"**

Pete Markiewicz, co-author, "[Millennials and Pop Culture.](#)"

10:15 am - 11:00 am **Panel #1: New Corporate Information Systems for the Millennial Worker**

11:00 am - 11:15 am Break

11:15 am - 12:00 pm **Panel #2: Exploiting Enterprise Social Networks for Corporate Productivity**

Noon - 12:30 pm Summary of Insights and Critical Questions

12:30 PM - 1:30 pm Lunch and Keynote Remarks

"Can Organizations successfully adopt a "Peer to Peer" Culture?"
Morley Winograd, co-author, Millennial Makeover: MySpace, YouTube and The Future of American Politics

We invite you to join us on May 2, 2008 for this outstanding program.

If you have any questions, please call Ruth Cornejo, 213 740 0980, or email her at cornejo@marshall.usc.edu.

To register now [click here](#) or you can copy and paste the following hyperlink into your browser address: http://www.marshall.usc.edu/ctm/networking/ctm_undi_registration_page.htm