

**28-30 September
2009**

Radisson SAS Portman
Hotel, London, UK



**Business Process
Management Conference
Europe 2009**

Working Harder for Process and Performance Improvement

In today's business environment there is no tolerance for anything that does not produce results right away. The solutions that count are those that deliver value to customers, consumers and clients while assuring survival and retaining compliance with current and forthcoming regulations. In this world your processes must work. Straight forward BPM is critical. The **Business Process Management Conference Europe 2009** will provide a forum that will help you align your business with strategies and capabilities that work. It will help you improve process performance and help you implement process insights through human and technological solutions that work. It will be practical, collaborative and hard working itself just like your organization must be.

Topics include:

- Process modeling, analysis and design techniques
- Reducing time and cost
- Business Architecture
- Integrating BPM, Six Sigma and Lean
- Human Change Management
- Making smarter decisions
- Business Rules discovery and design
- Moving from process models to business requirements
- BPMN and other notations
- Realistic measurement
- Knowledge worker processes
- Process governance
- Becoming customer centric
- Accelerating projects with Industry Frameworks
- Getting management on board
- Practical use of standards
- Process Management as a Software Service
- BPM Centre of Expertise
- Business Process Management Systems (BPMS)

Delegates can choose from 8 pre-conference workshops and 3 pragmatic conference tracks.

There will be **Novice and Advanced Practitioners Sessions**.

Keynotes Speakers:



Roger Burlton
BPTrends
Associates



Toby Redshaw
CIO, Aviva



Paul Harmon
BPTrends



Paul Coby
CIO, British
Airways

Produced by:



- 8 Pre-Conference Workshops
- 3 Conference Tracks:
 - Business Alignment: Strategies that Work
 - Practical Process Improvement: Techniques that Work
 - Process Implementation: Solutions that Work

This event is co-located with Business Analysis Conference London 2009 www.irmuk.co.uk/ba2009. Delegates registering for the BPM event will also be allowed to attend sessions on the BA event.

Contributors Include:

- British Airways
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- Aviva
- KPN
- StatoilHydro
- Ministry of Defence
- Sara Lee
- TM Forum
- Detica
- Cutter Consortium
- CSC

Featured Speakers Include:

- Tony Bidgood
- Frits Bussemaker
- Chris Bradley
- Dee Carri
- Rob Davis
- Ian Gots
- Mike Kelly
- Gladys Lam
- Kathy Long
- Ronald Ross
- Howard Smith
- Alec Sharp
- Neil Ward-Dutton

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Business Process Management Journal

Introduction from the Chair



A recent survey of how organizations have been coping with economic challenges showed that process professionals were ranked as in the greatest demand compared to all other professionals. This is not a surprise since BPM analysts, designers and architects have a growing backlog of improvements to tackle. Being number one means that these professionals have become the hardest working group in many organizations. The good news is that most companies have figured out that change with agility means getting the processes right before embarking on disjoint organizational or technology overhauls. This will be key as we move to a world of more regulation, merged companies and a fickle marketplace that will not tolerate dysfunctionality and low value products and services.

What does this mean to your organization?

Organizations must treat professional process improvement as a reliable discipline not a free for all. It means that they have to start to look at their processes as assets to be professionally managed and continuously optimized throughout their lifecycle. It means that they have to invest in process capabilities of all types including staff competencies, technologies and governance structures. It means that they have to invest in process methodologies, training and awareness for their architects, analysts and designers to become more mature. This is not a time to cut costs in the enablers needed to improve process value, adaptability and performance.

What does this mean to your managers and practitioners?

Managers and process professionals must continue to learn and not rest. They must be aware of the continuing lessons being learned in process analysis, design and modelling that are surfacing every day. They must understand what BPM technologies can and cannot do. They must learn how Process-led Service Oriented Architectures (SOA) can be aligned for stability and reuse. They have to be realistic about methods, techniques, tools and solutions. They have to get trained and stay relevant as well as learn from their peers. Most of all they are going to have to work harder than ever.

What does this mean for the conference?

The BPM Europe advisory board has recognized the critical timing of this conference for organizations facing business pressures. It is for this reason that we have put great emphasis on making BPM Europe 2009 a no-nonsense event: the hardest working conference you will find anywhere. BPM Europe 2009 will offer the most comprehensive body of critical knowledge for the BPM novice and experienced practitioner alike. It has been crafted to be highly collaborative with ample opportunity, through peer-to-peer workshops. It will help you with BPM technology selection and implementation. It will deal with process-centric business strategies and process modelling, analysis and design methods that work. It will also feature easy access to the BPM community's foremost industry practitioners, leaders, and solution providers. Most of all BPM Europe 2009 will work hard to make sure that you are ready for the challenge.

I look forward to seeing you there.

Roger Burlton, Chairman

Who Should Attend

- ▶ **Experienced Process Practitioners** wishing to learn and be prepared to work hard at the conference.
- ▶ **BPM Novices** who want to become capable in effective methods fast.
- ▶ **Process and Business Analysts and Designers** wishing to gain a complete coverage of the subtleties of BPM.
- ▶ **Enterprise Architects and Strategists** who wish to improve the reuse of services and agility of solutions in business processes.
- ▶ **Managers, Directors** and other Senior Staff aiming to implement ongoing process improvement, management and governance.
- ▶ **Process Technologists** striving to build adaptable business solutions.
- ▶ **Business Managers** who have to deliver real change to survive and thrive.

**Group Booking Discounts: 2-3 delegates 10%,
4-5 delegates 20%, 6 + delegates 25%**

What You Will Learn

- ▶ How you can make a difference in process performance now
- ▶ The best opportunities to enhance your BPM practices
- ▶ Why managers need to care about BPM for survival and growth
- ▶ How to build a realistic process strategy and BPM implementation plan.
- ▶ How to build better models and specifications
- ▶ When to use full BPM and when to fasttrack the effort
- ▶ How to manage and govern process assets
- ▶ How to get managers and staff to change to a process centric approach
- ▶ What practices work best for connecting processes with measurement
- ▶ What tools and technologies are right for you and when to use them
- ▶ How BPM and SOA must work in partnership for agile solutions
- ▶ How to build and run a Centre of BPM Expertise
- ▶ How to translate process models into implementation requirements

Pre-Conference Workshops

Principles of Business Process Management

This introduction to processes is designed for novice practitioners and managers in the field of BPM. It will provide a broad overview of BPM discussing process work at the enterprise management, process improvement and solution implementations levels. This will be a good baseline for the rest of the conference sessions. Dee Carri a former Gartner analyst will lead the session.

Introduction to BPMN

The OMG's Business Process Modelling notation, the BPMN, was designed to be intuitive and easy-to-use for to business and non-technical users, while supporting robust and detailed semantics for technical users. This session will provide an introduction to the BPMN standard: its history, purpose, an overview of the notation, and hands-on examples. Chris Bradley and Tim Franklin will facilitate the workshop.

Building a Business Architecture

This half-day workshop shows you how to develop and lets you practice building a process-centric Business Architecture that reflects the business drivers and strategic intent of the enterprise and defines the processes and organizational capabilities required for the enterprise to realize its purpose. It will be led by Roger Burlton and Paul Harmon; two pioneers in the realm of practical process management.

Capability Modeling, BPM and SOA

Business capabilities that enable or constrain enterprise performance need to be optimised throughout their lives. Capabilities provide a powerful metaphor for thinking strategically about the loosely-coupled enterprise, and for managing its evolution. Using role playing this session led by Tony Bidgood and Richard Veryard will explore ways to model and manage business capabilities bringing together business process management and service oriented architectures.

From Process Redesign to IT Requirements – Crossing the Chasm

Information systems projects carried out without regard to business processes often fail. Unfortunately, having a well-considered process design doesn't guarantee success either. This interactive session will show how to discover, document, and verify traceable functional requirements based on business processes. Delivered by the dynamic Alec Sharp you will learn when and how to stop modelling process flow and shift to other forms to capture requirements.

Business Rules, Business Analysis and BPM: Putting It All Together

This presentation from Ron Ross and Gladys Lam, leaders in the business rules field, discusses techniques for business analysis and business-driven requirements development using business rule techniques. Based on real-world experience, it outlines what you need to know to apply these techniques successfully in your organization and to stay abreast of current best practices to achieve the core goals of truly meeting business needs, developing robust requirements, and building agile systems.

Modeling, Analysis and Design - Lessons Learned

This half-day seminar will focus on the proven building blocks of process modeling and analysis. For experienced practitioners it will provide a comprehensive framework pulling together trustworthy techniques and practices into a repeatable and shareable method. This session will be led by Kathy Long a pioneer in the practical application of realistic process project methods and the instructor for IRM UK's process level training classes.

Process Creativity

Interested in TRIZ and BPM? Southbeach is a breakthrough notation for process creativity, problem solving, innovation and change management. Used by management consultants and school children alike, this seminar will focus on the needs of anyone involved in BPM projects. Howard Smith and Mark Burnett, the founders of Southbeach, will illustrate the notation using examples and will demonstrate how it can be used to guide process improvement and transformation. A case study will be presented.

Keynotes:

Conference Chair Address: BPM Perspectives – Who Cares? Roger

Burlton: BP Trends Associates Roger Burlton will open the conference with a discussion of the challenges in BPM that come from the competing interests of diverse internal and external stakeholders. It is Burlton's contention that misalignment of these is a sure risk in process improvement projects and in sustaining a BPM programme. Roger will also paint the landscape of the conference.

Small and Agile Always Kills Big and Slow: Toby Redshaw: CIO Aviva

Group Toby Redshaw will recap the lessons learned over four years of BPM experience at Aviva. He will discuss why BPM and process technologies are strategic but also most add value in today's difficult economic climate than ever before. Toby will close with a prognostication of what to expect from BPM in the years to come.

The Business Process Imperative: Paul Harmon, BP Trends

Whether companies are trying to develop a global presence, or struggling to cut costs and become leaner and more effective, efficient operations are imperative. Only those organizations that are masters of their business processes will be able to survive the coming decade. **Paul Harmon** looks at the recent emphasis on BPM, successes achieved in the past few years, approaches that make business process mastery possible, and new technologies, including SOA, that will dominate the business practices of leading companies in the near future.

Bringing Technology and Business Together During a Time of Recession, Paul Coby, CIO and Head of Financial Shared Services, British Airways

Paul Coby, CIO of British Airways, is the BA Director responsible for technology, IT-enabled business change and financial shared services across the airline. Paul's business principle is – 'there are no IT projects, only business projects'. Over the last seven years he has reduced the cost of running BA's IT operation by 45%, enabling the Airline's investment in industry revolutionising 'customer and employee enabled' systems. Paul will discuss how he is bringing technology and business together during these difficult times.

Monday, 28 Sept 2009 - PRE CONFERENCE WORKSHOPS			
08:30-09:30	Registration		
09:30-13:00	Building a Business Architecture , Roger Burlton and Paul Harmon, BPTrends Associates		
	Principles of BPM , Dee Carri, Torque Management		
	Business Rules, Business Analysis and BPM: Putting It All Together , Ronald Ross & Gladys Lam, Business Rule Solutions		
	Modeling, Analysis and Design - Lessons Learned , Kathy Long, Innovative Process Consulting		
13:00-14:00	Lunch		
14:00-17:30	Capability Modeling, BPM and SOA , Tony Bidgood, Independent Consultant & Richard Veryard, Independent Consultant		
	Introduction to BPMN , Chris Bradley & Tim Franklin, IPL		
	From Process Redesign to IT Requirements - Crossing the Chasm , Alec Sharp, Clariteq		
	Process Creativity , Howard Smith, CSC & Mark Burnett, BearingPoint		
Tuesday, 29 Sept 2009 - CONFERENCE DAY 1 & EXHIBITS			
08:00-09:00	Registration		
09:00-09:55	Conference Welcome and Chair Address: BPM Perspectives – Who Cares? Roger Burlton, BPTrends Associates		
TRACKS	Business Alignment: Strategies that Work	Practical Process Improvement: Techniques that Work	Process Implementation: Solutions that Work
10:00-10:55	From Corporation to Cooperation Frits Bussemaker, Korstmos	BPM with Lean and Six Sigma - Friends or Foes: Panel Discussion	Implementation, It's all about people Simon Axup, Berkshire Consultancy
10:55-11:25	Networking Break & Exhibits		
11:25-12:20	Transition from Product to Customer Processes Paul van Doorne, KPN Business Market	How Playing Games Helped Improve BPM Implementation Success at Sara Lee Hans Vegter, GamingWorks BV	BPM, ERP and Change Management Göran Frisén, Ebicon AB Sweden
12:20-13:40	Lunch & Exhibits		
13:40-14:25	Keynote: Big and Agile , Toby Redshaw, CIO, Aviva Group		
14:30-15:25	Getting Traction for Process: What the Experts Forget Alec Sharp, Clariteq	Building High Quality Business Process Models Terje Lie, StatoilHydro	Realizing and Distributing an Integrated Business Process to Support Servicemen and Veterans in UK Defence John McNaughton, The Salamander Organization Phil Marks, Service Personnel and Veterans Agency, MoD
15:25-15:55	Networking Break & Exhibits		
15:55-16:40	inubit AG Dr. Torsten Schmale, inubit AG	Building a Complex Complaint Management System using Business Process Management Andy Langler, Royal Pharmaceutical Society of Great Britain	Business Process Agility - Implementation Secrets Dermot McCauley, Singularity
16:45-17:40	Facilitated Networking Session: Critical Features for a Successful BPM CoE Roger Burlton, BPTrends Associates	Facilitated Networking Session: Process Improvement in Tough Times Dee Carri: Torque Management	Facilitated Networking Session: The Impact of Collaboration and Social Networking on BPM Mike Lees, Conference Advisory Board Member Software AG
17:40-19:00	Drinks Reception & Exhibits		
Wednesday, 30 Sept 2009 - CONFERENCE DAY 2 & EXHIBITS			
08:15-08:55	Facilitated Networking Session: Gaining Executive Commitment to Enterprise BPM Rob Davis, Conference Advisory Board Member, IDS Scheer	Facilitated Networking session: Getting to the Truth in Process Discovery Frits Bussemaker, Conference Advisory Board Member, Korstmos	Facilitated Networking Session: BPM Technology Implementation Lessons Learned , Paul Harmon, BPTrends
09:00-09:45	Keynote: Bringing Technology and Business Together During a Time of Recession , Paul Coby, CIO and Head of Financial Shared Services, BA		
09:50-10:35	Keynote: The Business Process Imperative , Paul Harmon, BPTrends		
10:35-11:05	Networking Break & Exhibits		
11:05-12:00	Jumpstarting Business Solutions using eTOM, ITIL and Other Frameworks Mike Kelly, TM Forum	Optimizing Decision Making in Business Processes with Business Rules Ronald Ross, Business Rule Solutions	Don't Make Me Think: BPM using Standards Dr. Franz Bayer & Harald Kühn, BOC Information Technologies Consulting Ltd
12:05-12:50	11 Habits for Highly Successful BPM Programs Jim Rudden, Vice President, Global Marketing, Lombardi	Business Processes as LEGO Bricks: Sharing your Process Models Project Manager, LGDK – Local Governments Denmark	Process Mining: the Paradigm Shift in the BPM Market John Hoogland, CEO, Pallas Athena
12:50-14:10	Lunch & Exhibits		
14:10-15:05	Achieving benefit driven BPM Richard Bushell, BT Wholesale & Nick Rhodes, Detica	DeCluttering Your Process Models Kathy Long, Innovative Process Consulting	Panel: BPM in the Cloud: Process as a Service Paul Allen, Cutter Consortium and Ian Gotts, Nimbus, Neil Ward-Dutton, Macehiter Ward-Dutton
15:05-15:35	Networking Break & Exhibits		
15:35-16:30	Case Studies in Process Governance Dirk de Wit, Oi, Partners in BPM	Enhancing Business Analysis with BPM: A Case Study in Delivering Business Benefits Karthik Murugan, Bankwest, Australia	Skills needed for BPM Implementation Projects Pascal Ravesteyn, Research Centre for Process Innovation
16:35-17:05	Conference Closing panel discussion: Advisory Board		

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BPM Business Process Management Conference Europe 2009

Registration Fees:

Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (15%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

Registration Fees

Entire Event (28 - 30 Sept)
FEE: £1,445 plus VAT (£216.75) = £1,661.75

Conference Only (29 - 30 Sept)
FEE: £1,045 plus VAT (£156.75) = £1,201.75

Tutorial Only (28 Sept)
FEE: £695 plus VAT (£104.25) = £799.25

If you are unable to attend you will be able to purchase a set of the proceedings on CD Rom for £250.

DISCOUNTS are available for group bookings of 2 or more delegates made at the same time – please see page 2 for details. These cannot be used in conjunction with other discounts. Discounts are available to members of BCS, ABPMP and the BPM-FORUM. Contact IRM UK for more details.

The registration fee includes the conference lectures, documentation on CD ROM (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending this IRM UK conference will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending. **Non-UK Delegates:** Please check with your local tax authorities.

Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

Cancellation Liability:

In the unlikely event of cancellation of the conference for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of IRM UK, to change the content, timings, speakers, date and venue of the conference.

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