

29 September –  
1 October 2008

Waldorf Hilton Hotel  
London UK



# Business Process Management Conference Europe 2008

## Aligning Strategy, Processes and Services

The role of BPM as a unifying force for managing performance daily and assuring multidimensional change is rapidly becoming recognised as vital at all levels of the organisation. The **Business Process Management Conference Europe 2008** will provide a forum covering strategic enterprise level management challenges, latest process analysis and design practices and technology implementation considerations for modelling, SOA and BPMS. The emphasis will be on the practical aspects of making BPM work, on both initiating and sustaining BPM. There will be practical case studies from Global 2000 companies and major public services, learn from leading industry experts and through peer to peer collaboration.

**Delegates can choose from 5 pre-conference workshops and 3 conference tracks.**

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

### Topics include:

- BPM success stories
- Enterprise level BPM
- Project level BPM
- Implementation level BPM
- Service Oriented Architecture (SOA)
- Measurement and improving business performance
- Process governance
- BPM Centre of Expertise
- BP methodologies and techniques
- The BP programme of change
- Process frameworks
- Process architecture
- Process innovation
- Process modeling, analysis and design techniques
- Evolving BP notations and standards
- Role of Six Sigma and Lean
- BP project management
- Business Process Management Systems (BPMS)
- Business Activity Monitoring (BAM)
- Human driven processes
- Selling the business case
- Business Rules
- Workflow

### Keynotes Speakers:



Roger Burlton  
Process  
Renewal Group



Doug Drolett  
Shell



Paul Harmon  
BPTrends



Rick van der Lans  
R20/Consultancy

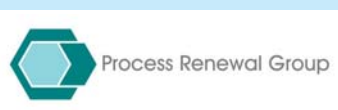


Howard Smith  
CSC



Richard Soley  
Object  
Management  
Group, Inc

### Produced by:



### ▲ 5 Pre-Conference Workshops

### ▲ 3 Conference Tracks:

- ▲ Winning BPM Strategies
- ▲ Best Practices
- ▲ Critical Factors for Implementation Success

### Case Studies Include:

- ▲ Scottish Life
- ▲ Shell
- ▲ European Court of Human Rights
- ▲ BBC
- ▲ ATP
- ▲ Royal KPN
- ▲ US Government
- ▲ Australian Government
- ▲ University College London Hospitals
- ▲ BT

### Featured Speakers Include:

- ▲ Frits Bussemaker
- ▲ Dee Carri
- ▲ Colin Coulson-Thomas
- ▲ Keith Harrison-Broninski
- ▲ Ian Gotts
- ▲ Kathy Long
- ▲ Peter O'Donoghue
- ▲ Ronald Ross
- ▲ Alec Sharp
- ▲ Roger Tregear
- ▲ Neil Ward-Dutton
- ▲ Peter Willaert
- ▲ Rob Davis

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## Introduction from the Chair

BPM shows no signs of slowing down and shows strong evidence of becoming a mainstream capability required by all for competitive advantage and organizational sustainability. New enterprise-wide process management and governance implementations are everywhere. Continuing lessons learned in process analysis, design, modelling and process requirements definition are surfacing every day. BPMS, workflow and EAI technologies are maturing and becoming realistic choices for the first time. Service Oriented Architectures (SOA) are being built for process reuse. However, evidence shows a worsening global shortage in BPM resource availability to meet this growing demand. These market realities are providing a great opportunity for those who choose to raise their capabilities.

**BPM Europe 2008** will offer the comprehensive critical knowledge to connect the dots for the BPM novice. It will also feature the latest advances and innovations to help with BPM technology selection and implementation. It will deal with process-centric business strategies and process modelling analysis and design methods. A wide range of the BPM community's foremost industry practitioners, thought leaders, and solution providers will be gathering at **Europe's foremost independent BPM conference**.

Recognising that BPM has multiple perspectives, the event will also provide a collaborative peer-to-peer networking forum. The emphasis will be on the practical aspects of making BPM work through information sharing sessions and knowledge collaboration opportunities.

**BPM Europe 2008** will help you explore what it takes to be a lean and responsive business or agency with agile processes, competencies and technologies. It will help you evaluate what works best in different business environments, and what doesn't, through real case studies and examples from Global 2000 companies and major public services. It will enable you to gain renewed inspiration and fresh insights into the latest BPM thinking and innovations that can be put to work right away.



I look forward to seeing you there.

Roger Burlton  
Chairman

## Who Should Attend

- ▶ **Process and Enterprise Architects and Strategists** who wish to implement process-centric organizational solutions and alignment approaches
- ▶ **Managers, Directors** and other **Senior Staff** aiming to implement ongoing process improvement, management and governance
- ▶ **Program and Project Managers** wanting to better implement and control change and do the right things
- ▶ **Process Technologists** striving to build adaptable business solutions
- ▶ **Business Managers** wanting to learn what the fuss is all about
- ▶ **Experienced Practitioners** wishing to learn new practices and possibilities
- ▶ **Novice Analysts and Designers** wishing to gain a complete coverage of the essentials of BPM

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

## What You Will Learn

- ▶ What are the leading trends and opportunities to enhance your BPM knowledge and practices
- ▶ How to build a process strategy and BPM implementation plan.
- ▶ What are the latest trends, standards and techniques to build better models and specifications
- ▶ Why business managers need to care about BPM for survival, sustainability and growth
- ▶ When to use full boar BPM and when to go light
- ▶ Who should play what roles in process management and governance
- ▶ Where BPM should be sponsored and directed
- ▶ How to get managers and staff to change to a process centric approach
- ▶ What practices work best for connecting processes with measurement and performance
- ▶ What the full breadth and depth of BPM really is and when to apply which tools
- ▶ How BPM and SOA must work in partnership for agile solutions
- ▶ Which business technology solutions can make a difference and are right for you
- ▶ How to build a Centre of BPM Expertise
- ▶ How to translate process models into implementation requirements

## Pre-Conference Workshops

- ▶ **Principles of Business Process Management (Parts One and Two)**  
Part one of this introduction to processes will focus on a broad overview of BPM and a discussion of process work at the enterprise level. Part two will focus on work at the process improvement level and on implementation issues, including BPMS. This session will be taught by three associate BPTrends leaders from three countries around the world: Paul Harmon from the US, Dee Carri from Ireland and Roger Tregear from Australia.
- ▶ **Building an Aligned Process Architecture and Change Program**  
This half-day workshop shows you how to develop and let you practice building a Business Process Architecture and prioritized change programme that reflects the business drivers and strategic intent of the enterprise and defines the organizational capabilities required for the enterprise to realize its purpose. It will be led by Roger Burlton the BPM Europe Conference Chair.
- ▶ **Ten Golden Rules for Designing a Service Oriented Architecture**  
In this tutorial ten important guidelines are discussed that will help you set up a successful SOA. These guidelines are based on experiences in various real life SOA projects from many organizations. This session will be led by Rick van der Lans a respected author and the chairman of IRM UK's annual European Metadata Conference.
- ▶ **Modeling, Analysis and Design, Critical Success Factors**  
This half-day seminar will focus on the proven building blocks of process modeling and analysis. For experienced practitioners and those getting started 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.
- ▶ **Facilitating Process Discovery and Mapping**  
This workshop will introduce some core facilitation techniques and proven methods and agendas specifically for working with business processes including gathering information, preparing for sessions, initiating them, facilitating discovery, and developing a process workflow. It will be led by Alec Sharp an author and globally respected leader and dynamic facilitator in discovery and definition of process requirements.

## Keynotes:

- ▶ **Collecting, Connecting and Correcting the BPM Dots: Roger Burlton**, the conference chair and a BPM pioneer in the practical application of BPM will open the conference with a twist. He will delve into the opportunities for re-use of BPM techniques at all BPM levels and describe a set of personal and organizational competencies required to have repeatable BPM successes.
- ▶ **Without BPM is there ROI from an SOA? Rick van der Lans**, an internationally acclaimed lecturer and author will delve into the relationship between BPM and SOA and show what it truly takes to implement SOA successfully and how to return a positive business payoff by introducing a BPM layer to SOA.
- ▶ **The Shell Downstream Process Journey: Doug Drolett**, the Global Process Management Architect for Shell will walk through the real world experiences of Shell Downstream's journey in designing and deploying a standard set of global processes enabled by a global ERP backbone including complexities and challenges and how they were overcome.
- ▶ **BPM: Enabling the Service Oriented Enterprise: Richard Soley**, the Chairman and Chief Executive Officer of the Object Management Group will discuss critical issues in international business modeling standards from the OMG; the global standards leaders, as well as reveal key learnings from the SOA Consortium.
- ▶ **A Marriage of Innovation and Business Process Management: Howard Smith**, CTO at Computer Sciences Corporation, thought leader and influential author of BPM – The Third Wave, will take the delegates through some new thinking and new methods of innovation and will introduce a new visual notation (Southbeach) that brings repeatable innovation to BPM practice.
- ▶ **Strategy and Process: Paul Harmon**, Co-Founder and Executive Editor of BPTrends will focus on what senior executives really care about – survival, growth, and financial results. He will expose the challenges organizations face today and reveal the ways in which a business process management orientation can help senior staff to define and sort out their priorities.

## Case Studies Include:

**Scottish Life: Building an Organisation that Makes and Delivers Service Promises to your Customers**, Colin Mitchell & David Le Brocq  
**Shell: The Shell Downstream Process Journey**, Doug Drolett  
**European Court of Human Rights: Streamlining Approvals Using a Workflow Solution**, John Hunter  
**BBC: Business Process Management and Enterprise Architecture: Recipes for Success**, Daniel Abunu  
**ATP: From Silo Thinking to Process Acting!** Dorte Mikkelsen  
**Royal KPN: Supply Chain Management in a Service Environment or Fixing a Self Inflicted Wound**, Willem van Oppen  
**University College London Hospitals (a NHS Trust): Using BPM to Adhere to the Government's 18 Week Referral-to-Treatment (RTT) Targets**, James Thomas  
**CSC: Implementing Agile Processes in the US and Australian Governments**, Peter O'Donoghue & Elaine Anderson

Monday, 29 September 2008 - PRE CONFERENCE WORKSHOPS			
08:30-09:30	Registration		
09:30-13:00	<b>Building an Aligned Process Architecture and Change Program</b> Roger Burlton, Process Renewal Group	<b>Principles of Business Process Management</b> Dee Carri, Torque Management Paul Harmon, BPTrends Roger Tregear, Leonardo Consulting	<b>Modeling Analysis and Design: Critical Success Factors</b> Kathy Long, Process Renewal Group
13:00-14:00	Lunch		
14:00-17:30	<b>Ten Golden Rules for Designing a Service Oriented Architecture</b> Rick van der Lans, R20/Consultancy	<b>Principles of Business Process Management Continued</b> Dee Carri, Torque Management Paul Harmon, BPTrends Roger Tregear, Leonardo Consulting	<b>Facilitating Process Discovery and Mapping Sessions</b> Alec Sharp, Clariteq Systems Consulting
Tuesday, 30 September 2008 - CONFERENCE DAY 1 & EXHIBITS			
08:00-09:00	Registration		
09:00-09:15	<b>Conference Welcome:</b> Roger Burlton, Process Renewal Group		
09:15-10:00	<b>Keynote: Collecting, Connecting and Correcting the BPM Dots,</b> Roger Burlton, Process Renewal Group		
10:00-10:45	<b>Keynote: Without BPM is there ROI from an SOA?</b> Rick van der Lans, R20/Consultancy		
10:45-11:15	Networking Break & Exhibits		
TRACKS	Winning BPM Strategies	Best Practices in Modeling Analysis and Design	Critical Factors for Implementation Success
11:15-12:05	<b>The BPM Tipping Point</b> Roger Tregear, Leonardo Consulting	<b>BPMN for Dummies</b> Donna Burbank & Christopher Bradley, IPL	<b>From Silo Thinking to Process Acting!</b> Dorthe Mikkelsen, ATP 
12:10-13:00	<b>Are Your People, Process and Technology Delivering your Strategy?</b> Ian Gotts, Nimbus	<b>Dealing With Human-Driven Processes</b> Keith Harrison-Broninski, Consultant	<b>Business Process Management and Enterprise Architecture: Recipes for Success</b> Daniel Abunu, BBC 
13:00-14:20	Lunch & Exhibits		
14:20-15:10	<b>Getting Started with BPM: practical experiences in process management</b> Rob Davis, BT, (on behalf of IDS Scheer)	<b>Session TBC - visit <a href="http://www.irmuk.co.uk/bpm2008">www.irmuk.co.uk/bpm2008</a> for more information</b>	<b>Session TBC - visit <a href="http://www.irmuk.co.uk/bpm2008">www.irmuk.co.uk/bpm2008</a> for more information</b>
15:15-16:05	<b>New Approaches to Avoiding Risks, Reducing Stress, Cutting Compliance Costs and Increasing Performance</b> Colin Coulson-Thomas, Cotoco	<b>Modeling, Analysis &amp; Design: "Real" Value-Add Analysis</b> Kathy Long, Process Renewal Group	<b>European Court of Human Rights: Streamlining Approvals Using a Workflow Solution</b> John Hunter, European Court of Human Rights 
16:05-16:35	Networking Break & Exhibits		
16:35-17:20	<b>Keynote: A Marriage of Innovation and Business Process Management,</b> Howard Smith, CSC		
17:20-19:00	Drinks Reception & Exhibits		
Wednesday, 1 October 2008 - CONFERENCE DAY 2 & EXHIBITS			
09:00-09:45	<b>Keynote: Strategy and Process,</b> Paul Harmon, BPTrends		
09:45-10:30	<b>Keynote: The Shell Downstream Process Journey,</b> Doug Drolett, Shell		
10:30-10:55	Networking Break & Exhibits		
10:55-11:45	<b>The End of BPM?</b> Frits Bussemaker, BPM-Forum the Netherlands	<b>Designing Smarter Processes with Business Rules</b> Ronald Ross, Business Rule Solutions	<b>Using BPM to Adhere to the Government's 18 Week Referral-To-Treatment (RTT) Targets</b> James Thomas, University College London Hospitals (A NHS Trust) 
11:50-12:40	<b>Methodologies for Building an Intelligent and Adaptive Enterprise</b> Gopalakrishna Bylahalli, Wipro Technologies	<b>Orbus Software Session TBC - visit <a href="http://www.irmuk.co.uk/bpm2008">www.irmuk.co.uk/bpm2008</a> for more information</b>	<b>Amdocs Session TBC - visit <a href="http://www.irmuk.co.uk/bpm2008">www.irmuk.co.uk/bpm2008</a> for more information</b>
12:40-14:00	Lunch & Exhibits		
14:00-14:45	<b>Keynote: BPM: Enabling the Service Oriented Enterprise,</b> Richard Soley, OMG		
14:50-15:40	<b>Balancing the Strategy, Methodology and Technology Perspectives of BPM</b> Neil Ward-Dutton, Macehiter Ward-Dutton	<b>Supply Chain Management in a Service Environment or Fixing a Self Inflicted Wound</b> Willem van Oppen, Royal KPN 	<b>Implementing Agile Processes in the US and Australian Governments</b> Peter O'Donoghue & Elaine Anderson, CSC 
15:40-16:05	Networking Break & Exhibits		
16:05-16:55	<b>Setting-up a Process-Support Organisation: the Role of a Business Process Office</b> Peter Willaert, BPMNetwork, Vlerick Leuven Gent Management School	<b>Building an Organisation that Makes and Delivers Service Promises to your Customers</b> Colin Mitchell, Scottish Life & David Le Brocq, VISION Consulting 	<b>From Process Model to IT Requirements - Successfully and Painlessly Making the Transition</b> Alec Sharp, Clariteq Systems Consulting
17:00-17:30	<b>Conference Closing panel discussion: Where to now?</b>		

# BPM Business Process Management Conference Europe 2008

## 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 (17.5%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

## Registration Fees

**Entire Event (29 Sept – 1 Oct 2008)**  
FEE: £1,395+ VAT (£244.13) = £1,639.13

**Conference Only (30 Sept – 1 Oct)**  
FEE: £995+ VAT (£174.13) = £1,169.13

**Tutorial Only (29 Sept)**  
Fee £645+ VAT (£112.88) = £757.88

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.

## Conference Location:

Waldorf Hilton Hotel  
Aldwych, London  
WC2B 4DD, UK  
Telephone: +44 (0)20 7836 2400  
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<http://www.hilton.co.uk/waldorf>

## Hotel Accommodation Details:

IRM UK in association with JP Events have arranged special discounted hotel rates at the venue above and at other hotels nearby.

**Email:** [Enquiries@jpeventsltd.com](mailto:Enquiries@jpeventsltd.com)  
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## How to Register



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