

# Gartner Business Process Management Summit 2013

13 – 14 March 2013 | London, UK | [gartner.com/eu/bpm](http://gartner.com/eu/bpm)

Designed with both Business and IT Professionals in mind, this is Europe's most important annual gathering of the business process management community.



**Aspire, Challenge, Transform: Driving Breakthrough Business Performance**

## Attending for the First Time?

- Establish where to start a BPM program, what to do first and how to deliver value right from the beginning
- Understand how to make the business case for BPM investment and sell BPM to the C-Suite
- Establish the key capabilities needed to drive transformational change within and across your organization
- Plan to overcome political challenges and accelerate change
- Learn how to build the skills and roles necessary to advance your BPM efforts
- Understand how BPM-enabling technologies can change the way you manage and work
- Network with Gartner analysts, your peers and the leading providers to share experiences and best practices
- Hear Gartner's objective view of the key BPM vendors, their offerings and the future of BPM technologies

## Why Return?

This year's event will feature new content that will enable you to:

- Understand what you need to do to lead a revolution that delivers value, transparency and accountability to your business
- Gain new practical tips on how BPM can help you to further reduce costs
- Develop effective business process governance
- Gain insight into "next generation BPM", including the impact of cloud, social, mobile and information
- Enable your business process centers of excellence to effectively work together
- Learn how to make your processes smarter with Intelligent business operations (IBO)
- Bring analytics insight to BPM
- Use BPM to improve your Customer Experience Management initiatives

## WHO SHOULD ATTEND?

- Business Process Owners
- IT Leaders Involved in Managing and Improving Processes
- Chief Information Officers and IT Directors
- Chief Process Officers
- BPM Project Managers
- Enterprise Architects
- Business Analysts, System Analysts, Project Managers
- Chief Operating Officers
- Governance, Risk and Compliance Leaders
- Strategy, Operations, Finance and Compliance Leaders
- Quality Management and QA Officers
- Sales Operations, Marketing and Customer Relations Leaders