



Gartner Business Process Management Summit

Value Proposition

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have pulled together information that will help you demonstrate how attendance at the Gartner Business Process Management Summit supports your organizational goals.

Meet Your Organizations Objectives

Business Process Management (BPM) is a proven method that can be applied to help a company through difficult times. It is a methodology and discipline that can directly affect the material health of a company. Whether the goal of your organization is to reduce cost, process optimization or business optimization, BPM can provide you with the insight needed to run, grow or transform your organization. The Gartner Business Process Management Summit will provide you with the necessary skills to:

- Deepen your understanding of process-driven innovation, continuous process improvement and efficiency
- Sell a BPM project's value and obtain executive buy-in
- Gain the latest change management and collaboration advice to accelerate business transformation
- Navigate the BPM vendor landscape to evaluate and select vendors and service providers to invest in the right tools for better planning, budgeting and forecast
- Learn best practices with BPM project management do's and don'ts to save time, money and effort
- Wherever you are on the BPM learning curve, the sessions and keynotes are specially tailored for your level of BPM experience
- Recognize the opportunity to avoid costly BPM integration nightmares!

The Summit Experience

In addition to the unique mix of Gartner Research Presentations, guest keynotes and real-life case studies you will have the opportunity to put into practice all the advice gained during the first two days of the Summit. With a focus on the practical implementation of lessons learned, the third day of the Summit is focused on "Hands-on Workshops", "Interactive Sessions" and "Best Practices Presentations".

1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key BPM topics that will help you to make better investment decisions.
 - The hot topics will be covered from both the business and IT angle: how to get started, how to work with consultants, change management, and process-driven innovation
 - Take away actionable insights that will place you in a strong position of organizational readiness



- The very best speakers in the field of BPM, including the top Gartner analysts from Europe and the US, to share their knowledge in keynotes, case studies and session.

- **See Executive Keynotes:**

- **Making the Case for BPM in a Time of Crisis**

- Having the right BPM strategy and investments can make the difference between stagnation, survival or growth. Gartner Analysts Mark Raskino and Janelle Hill show you **how to** use BPM to weather the storm.

- **Using BPM to Survive, Thrive, and Capitalize**

- The Gartner BPM team takes you through the very real growth opportunities that emerge in tough times – and that only BPM can address. It's all about **harnessing your under-used assets and applying rigorous strategic discipline.**

- **The Fight for the BPM World Cup**

- The Gartner Analyst panel debate takes the **issues** you've mastered throughout the Summit and applies them to the tough, practical choices **you're facing**. Focus on cost-cutting or get surgical on redundant or inefficient processes? Your decision will have real consequences.

The Keynotes are just the tips on an iceberg of a comprehensive and hard-hitting program.

2. Health Check Your Plans and Projects

- **One-on-One's with Analysts** – Many organizations contract with Gartner to have access to analyst insight throughout the year. At the BPM summit you are provided the opportunity to meet with Gartner analysts for 30 minutes, free, and discuss your immediate issues and receive the unbiased advice you are looking for.
- **Analyst User Roundtable** – These 45 minute discussions are moderated by a Gartner analyst and limited to 8 end-users per session. This is an excellent opportunity to tackle key issues with experts and peers alike.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of Business Process Management.
- **'Hands-on' workshops** – led by top BPM experts and Gartner Analysts, these will give you the opportunity of working in small groups through specific challenges with your peers.
- **Team Building** – share knowledge and event documentation.

All valued at over €10,000!

3. Get Connected

- **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Gain lessons learned and advice on your specific environment in peer interactions and in intensive Analyst/User Roundtable discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.



- **Interact with Like-minded Peers:** (by industry, geographical location and job role), solution providers and press.

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the BPM solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

Pre-event benefits:

- Access to our Agenda Builder tool to plan your agenda
- Recommended agenda by different tracks
- Preparatory audio conference or webinar with key Gartner analysts

Onsite benefits:

- Access to the Solution Showcase (vendor demonstrations)
- Thought-provoking keynotes by industry experts
- Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables
- Networking lunches
- Special evening events

Post-event benefits:

- Access to Events on Demand (download presentations you couldn't attend)
- *Insider* communications throughout the year related to your interests
- Post event trip summary reports

Build Your Own Agenda at www.europe.gartner.com/bpm

Using **Gartner's Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

How to Register

Online:

www.europe.gartner.com/bpm

Telephone: +44 (0)208 879 2430

Email:

emea.registration@gartner.com

Standard Conference Price

€2,695 + VAT (15%)

(Fee includes conference attendance, documentation and planned functions)

Gartner Clients: We also accept Gartner theme tickets as payment for days 1-2. For more information please contact your Account Manager or email

emea.events@gartner.com



Testimonials from Gartner Business Process Management Summit 2008

“Embarking on BPM is a daunting experience, particularly for large organisations with a moderate appetite for change. This summit has given me great confidence as regards putting an effective BPM governance + support structure in place and valuable tips in ensuring that BPM will be successful in my organisation. Content was very relevant and highly informative. Speakers dealt with all queries. Three tracks was clearly defined and worked brilliantly.

Administrative Officer, Cork County Council

“The BPM Summit provided a great insight view to the actual trends in the market. I really appreciated the wide scope, covering topics for BPM starters, already experienced BPM adopters and the future outlook.”

Markus Bonsmann, IS Director Europe, Lucas Automotive GmbH

“I found the conference very valuable. The speakers were well informed and interesting to listen to. The selection of vendors was first class. We will be back.”

David Broadbent, Business Process Consultant, Parity Solutions Ltd

“Attending the Gartner BPM summit helped me to achieve a much broader view of the BPM trends and best practices”

Marcos Labrunie, Technical Architecture Head, Group BBVA

“The summit gave me the necessary understanding as an overall picture, about the issues involved in BPM implementations.”

Afonso Celso Granato Lopes, Process Management Manager, Petroleo Brasileiro S.A.

“I have been attending Gartner BPM events since 2006. With the depth of knowledge and experience Gartner brings along on the subject matter, these events have always been an eye-opener for me and my colleagues.”

Fadi Hindi, Enterprise Architecture Manager, Dubai Customs

“This is my first Gartner conference. I am from the ‘business’ side of the organization and not an IT professional. This conference has helped me understand how the business and IT sides of an organization can work together to provide BPM.”

Joanne Coward, Director of Registry, Anglia Ruskin University

Register now at: www.europe.gartner.com/bpm