



ATTENDEE SURVIVAL GUIDE

Dear Attendee:

Thank you for registering for the **Gartner Business Process Management Summit, October 5-7, 2009** at the **Hyatt Regency Grand Cypress** in **Orlando, FL**.

To assist you in preparing for the conference, enclosed you will find detailed information regarding the following topics:

- General Conference Information
- Agenda Builder
- Gartner Analyst One-on-One Appointments and Analyst/User Roundtables
- Business Process Management Levels
- Online Documentation Access
- Your Personal Justification Kit

Please log onto gartner.com/us/bpm to view the latest agenda, conference updates, schedule Analyst One-on-One Appointments, Analyst/User Roundtables and/or Face-to-Face Sponsor Meetings. And also register for conference workshops.

If your conference registration is not paid in full, payment is due prior to the start of the conference by company check, credit card or Gartner Conference Ticket. Please note: If your conference registration is paid in full by **Friday, September 18, 2009**, you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner Business Process Management Summit please contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to us.registration@gartner.com and we'll be happy to assist you.

Sincerely,

The Gartner Worldwide Events Team

GENERAL CONFERENCE INFORMATION

HOTEL CONTACT INFORMATION:

Hyatt Regency Grand Cypress
One Grand Cypress Boulevard
Orlando, FL 32836
Phone: 1 407 239 1234
Fax: 1 407 239 3800
Website: www.grandcypress.hyatt.com

TIME:

For your convenience, pre-conference registration will take place in the **Grand Cypress Ballroom Foyer** of the **Hyatt Regency Grand Cypress** convention area on Sunday, October 4, 2009 from 3:00 p.m. – 6:30 p.m. Registration will re-open Monday, October 5 at 7:00 a.m. The conference Welcome Address will commence on Monday, October 5 at 8:30 a.m. The conference will adjourn Wednesday, October 7 at 12:30 p.m.

DOCUMENTATION:

On-site you will receive a documentation key (included in your conference materials) which will grant you access to conference documentation via the Web. Please note that paper documentation will not be available on-site. There are limited printing facilities at the **Hyatt Regency Grand Cypress**; please contact the hotel directly for business center pricing information +1 407 239 1234.

PRE-EVENT DOCUMENTATION ACCESS:

Full payment received by **5:00 p.m. Friday, September 18** will allow you pre-event access to any conference documentation available at that time. The conference documentation key along with online documentation access instructions will be distributed via email, approximately 14 business days prior to the event.

RESERVATIONS: **BOOK NOW TO SECURE SPECIAL GARTNER RATE!**

As an attendee you are responsible for booking your own hotel reservations. You may do so by contacting the **Hyatt Regency Grand Cypress** directly at +1 407 239 1234. Please specify that you are attending the Gartner Business Process Management Summit to receive the special nightly group rate of \$199.00 (plus tax and a \$10 daily resort fee). Check-in time at the Hyatt Regency Grand Cypress is 3:00 p.m.; check-out is at 11:00 a.m.

AIRPORTS AND TRANSPORTATION:

Orlando International Airport (MCO)

- Orlando International Airport (MCO) is located approximately 30-35 minutes away from the Hyatt Regency Grand Cypress.
- Taxi service from Orlando International Airport costs approximately \$73 USD one-way.
- Shuttle service is available through Mears Transportation Group. One-way shuttle service is \$20 USD; \$33 USD round-trip. Visit www.mearstransportation.com for further information.

PARKING:

Self Parking is available at the Hyatt Regency Grand Cypress for no additional charge; Valet is available for \$20 per day. Both with in and out privileges.

EXPENSES:

All conference costs including transportation, lodging and extra meals are at each participant's expense. Gartner will provide for certain services such as select meals, refreshments and entertainment. The Hyatt Regency Grand Cypress accepts all major credit cards. An ATM is located in the hotel lobby for your convenience.

AREA ATTRACTION INFORMATION:

Discover one of Orlando's most inviting escapes, **Hyatt Regency Grand Cypress**. The outstanding array of resort amenities filling our Lake Buena Vista Florida resort hotel creates an amazing retreat for families and business travelers, alike. Play golf and tennis, swim, sail, or treat yourself to a massage. Savor a meal prepared by the renowned chefs – cuisine ranges from authentic southwestern fare to fresh sushi and a sumptuous American buffet breakfast daily. The family-friendly resort offers an ideal location adjacent to Disney World – kids of all ages will love exploring area attractions. When it comes time to relax, return to our Orlando luxury resort, where you always find legendary Hyatt service and smiling staff waiting to welcome you.

NON-SMOKING POLICY:

Gartner, along with the Hyatt Regency Grand Cypress maintains a non-smoking policy for all meeting rooms and conference meal functions. We thank you in advance for your cooperation.

CANCELLATIONS AND SUBSTITUTION POLICY:

Registrations may be refunded or a ticket re-activated, if the cancellation is made in writing up to 15 business days prior to the start of the event. Cancellations received within 15 business days of an event or non-attendance will not be refunded and/or the ticket will be kept. Substitution of registrations may be made at any time up to the start of the conference. Sharing of attendee passes is not permitted.

This conference is sponsored by Gartner which reserves the right, at its sole discretion, to limit or deny access to the conference to any entity or individual. Gartner's receipt of an application and/or payment does not constitute acceptance. Application and payments that are not accepted will be returned.

ATTIRE:

While many attendees choose to wear business attire to conference sessions, business casual attire is equally appropriate. We suggest you bring informal attire for free time comfort. Temperatures in meeting rooms may vary, thus we also suggest you dress in layers. The temperature in Orlando in October ranges from an average low of 68 degrees to an average high of 78 degrees.

BUSINESS CARDS:

Please bring business cards with you to the conference to help expedite registration formalities and to assist with networking.

PHOTOGRAPHY, VIDEO & AUDIO RECORDING:

All forms of photography, video, and audio recording are prohibited at all event sessions, presentations, exhibitions, functions, and meals without prior written permission from Gartner.

SPECIAL NEEDS:

Do you have special needs (dietary, etc.) that we can address to make your participation more enjoyable and meaningful? Please contact Christine Walsh at +1 203 316 3864 or christine.walsh@gartner.com to advise of your needs.

QUESTIONS:

If you have any questions, comments and/or concerns regarding the Gartner Business Process Management Summit, please contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to us.registration@gartner.com.

JUSTIFICATION KIT

Building Your Roadmap and ROI Reporting Made Simple: We're making it easier than ever to justify your investment in attending the Summit. Don't wait until your back in the office to pull all your thoughts and notes together. Leverage the ROI Worksheet that will help organize what you learn and provide you the blue-print to develop your Business Process Management roadmap for success. Use the Post-Event Brief including notable takeaways as well as a customizable Trip Report to make it easy to recap the Summit experience and demonstrate the return on your investment. [Click here](#) to access the justification kit for the Gartner Business Process Management Summit.

AGENDA BUILDER

Our conference [website](#) includes an [Agenda Builder](#) function that allows you to:

- Create a personalized agenda ahead of the summit
- Export your personalized agenda to your Outlook calendar
- Schedule Gartner Analyst One-on-One Appointments and Face-to Face Sponsor Meetings
- View and download conference documentation/presentations.
- View our current list of Sponsors
- Now Available! Agenda Builder for your [Mobile Device](#)

ANALYST/USER ROUNDTABLES (AURs)

All User attendees are invited to register for Analyst/User Roundtable sessions. These discussions are focused on a specific topic, moderated by a Gartner analyst, with limited seating per session. Analyst/User Roundtables are a great forum for hearing what your industry peers are experiencing on topics and issues similar to yours. We would encourage you to pre-book these sessions before arriving on-site. Alternatively, you may register on-site via the One-on-One Registration desk. Bookings will be taken on a first come first served basis. [Click here](#) to schedule and view a full listing of AURs for the Gartner Business Process Management Summit.

GARTNER ANALYST ONE-ON-ONE APPOINTMENTS

Gartner Analyst One-on-One Appointments are 30-minute private meetings with our analysts where clients can ask questions related to their specific needs and issues. Pre-event registration via our online Agenda Builder for Gartner Analyst One-on-One Appointments is available for Monday, October 5 only. Appointments for Tuesday and Wednesday may be scheduled on-site at the One-on-One Registration Desk beginning Sunday, October 4. [Click here](#) to pre-register for an Analyst One-on-One Appointment.

BUSINESS PROCESS MANAGEMENT LEVELS

What is your level of BPM experience?

Help facilitate better networking with your peers by self-identifying your BPM experience level. Feel free to attach your level color badge extension to the bottom of your conference registration badge.

1	Are you aware of business process bottlenecks, inefficiencies, redundancies, or inconsistencies in your organization?	Beginner
2	Do you need to measure and monitor your current business processes and activities?	
3	Are you principally measured based on the performance of functional activities (vs. activities that span multiple functions)?	
4	Have you identified who owns business process owners AND business process performance metrics?	
5	Have you set up a business process governance structure?	
6	Have you begun to model your business processes?	Intermediate
7	Are business analysts or business users using business process modeling to help define and improve business processes?	
8	Have you established business performance metrics for processes that span multiple functional areas or business units?	
9	Have you automated or improved business processes that span multiple departments or groups within your organization?	
10	Have you established a Business Process Competency Center?	
11	Do you use process simulation to do "what if analysis" on process alternatives?	Advanced
12	Have you automated or improved business processes that are supported within your enterprise as well as by solutions provided by partners/suppliers or external service providers?	
13	Have you implemented process-centric solutions that allow business managers and business users to change process steps, rules or user interfaces for frequently changing business processes?	
14	Have you established process agility metrics for key processes?	
15	Have you established SLAs with your partners/suppliers or external service providers around process performance and process agility?	
16	Is your process documentation/business process model always in sync with process implementations?	
17	Have you established a culture of continuous process improvement within your organization?	

Please Note: This graph is designed to help you get a baseline gauge of where you fall in the business process management space. Any assertions or assessments made herein based on the answers you provide do not in any way constitute a claim by Gartner or Gartner Events as to your organization's actual level of expertise.

ONLINE DOCUMENTATION ACCESS

In accordance with global green initiatives Gartner now only offers online access to conference documentation/presentations. If your conference registration is paid in full approximately two weeks (by 5:00 p.m. (EST) September 18) prior to the event you will receive an email providing you with the conference documentation key and online documentation access instructions. The key will allow you to access and download all conference documentation available at that time. We encourage you to take advantage of this offer to preview sessions and plan your time at the conference.

You will also receive the conference documentation key and online access instructions upon registering on-site. If you wish to view session documentation while onsite, we encourage you to bring your laptop and spare batteries. Wireless connectivity will be available in all session rooms as well as throughout the conference space to assist with viewing presentations while attending the conference. If you desire hard copy, it is a good idea to print-out conference presentation before leaving the office, as there are limited printing facilities at the Hyatt Regency Grand Cypress.

ATTEND ANOTHER CONFERENCE

Plan your attendance at another Gartner conference! For an up-to-date listing of 2009 events and to receive updated, detailed information as it becomes available, please visit Gartner.com/events. You may also contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to us.registration@gartner.com and we'll be happy to assist you in registering for another Gartner Event.