

Gartner

Business Process Management

Summit 2010

1 – 2 March 2010, Lancaster London, UK
europe.gartner.com/bpm

Value Proposition

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have developed this document to help you demonstrate how attendance at the Gartner Business Process Management Summit supports your organizational goals.

Meet Your Organization's Objectives

The Gartner Business Process Management Summit 2010 can help organizations like yours tackle large BPM programs as well as first-time BPM projects. Not only will you be equipped to technology-enable your BPM efforts, you will be able to create your own roadmap to BPM success, identify what it takes to establish critical BPM competencies, and governance policies, and formulate an IT strategy for BPM.

Key Benefits that you will derive from attending the Gartner Business Process Management Summit:

1. Today's businesses are more connected and therefore – are more likely to have change thrust upon them by external forces: partners, suppliers, competitors, regulatory agencies, political forces, and global markets. Learn how to use BPM as the linchpin within your Pattern Based Strategy – stop reacting and make your business proactive and in control of events, information, and competitive threats.
2. Get concrete advice into how to grow and enhance your business by improving business processes with BPM.
3. Learn how to tackle the last frontier of un-automated processes and gain more control and accountability over unstructured, ad hoc, and dynamic processes.
4. Grasp the key principles for combining business analytics with process intelligence for business activity monitoring and BPM.
5. Take away tried and true techniques for getting teams of business and IT practitioners to collectively visualize and solve process problems.
6. Come away with a roadmap for making the case for BPM with senior business and IT executives.
7. Protect your existing application investment and learn how to factor BPM into your application strategy.
8. Discover best practices for cutting through organizational politics and risk aversion that plague business process improvement projects.
9. Become familiar with techniques to expand your business process improvement efforts to processes supported by outsourcers and cloud service providers.
10. Learn about the different levels of BPM maturity and the benefits of each.
11. Become acquainted with the different types of BPM technologies and understand what levels of BPM maturity they can deliver.
12. Find out how to combine BPM and agile software development methods to improve your company's ability to sense and respond effectively to change

The Summit Experience

Gartner Summits are unique in the experience that they bring to attendees. A mixture of session formats brings extended opportunities to interact with Gartner Analysts, with fellow attendees and focused solution providers.

Michele Cantara
Research VP,
Gartner

Elise Olding
Research Director,
Gartner

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 and sessions offer the very latest topical updates and practical advice on the subjects most critical to your portals, content and collaboration strategies.
 - 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, expert panels and sessions.

2. Health Check Your Plans and Projects

- **One-on-Ones with Analysts** – Many organizations engage with Gartner to have access to analyst insight throughout the year. At the BPM Summit you are provided the opportunity to meet with a Gartner analyst for 30 minutes, free, to discuss your immediate issues and receive the unbiased advice you are looking for.
- **End User Case Studies** – Sometimes the best way to learn is through their experience of others.
- **Solution Showcase** – meet innovative technology and service providers at the forefront of BPM.
- **Team Building** – share knowledge and event documentation.

3. Get Connected

- **Learn Best Practices:** The best conversations you'll ever have with other IT and business professionals will occur at this conference. Hear lessons learned and advice on your specific issues 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:** (From your 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

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

Post-event Benefits

- Access to Events Multimedia on Demand (download presentations you couldn't attend)
- Gartner *Insider* communication throughout the year related to your interests
- Post event summary of the key findings from the summit

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

Telephone: +44 (0)208 879 2430

Email: emea.registration@gartner.com

Standard Conference Price

€2,195 + VAT (UK VAT)

(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