EARLY-BIRD DISCOUNT
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20 – 21 June | Sydney, Australia
gartner.com/ap/btpm

Key benefits
• Lead your organization’s business transformation
• Create impactful customer experiences
• Successfully influence organizational change
• Gain the leadership and communication skills needed for digital business
• Build enterprise architecture for the digital era
• Lead the enterprise PMO to accelerate digital
• Adopt emerging technologies that will drive digital
• Drive growth, reduce costs and increase effectiveness

Janelle B. Hill
VP Distinguished Analyst,
Gartner Research
All organizations must undergo transformation to remain relevant. They must rethink customer experience, embrace digital business, and redefine business models and processes to remain competitive.

The pace of change will only be increasing.

Whether you are just starting your transformation or well on the transformation journey, this is the must-attend conference. Our conference will provide you with the tools to start your journey, hone the skills needed to tackle business transformation and bolster process methods.

The Business Transformation and Process Management Summit has assembled a comprehensive cross section of analysts that will provide specific insights into leadership, customer, enterprise architecture, program and portfolio management, digital workplace, emerging technology and process to give you the insights and advice you need to accelerate your transformation.

Elise Olding
Research VP and Conference Chair
Whether you are in the throes of a business transformation needing practical advice and frameworks, or aspiring to take your career to the next level, our content will help you achieve your goals. The roles involved in leading business transformation vary, including leadership roles in the following areas:

- Transformation (Business and IT)
- Customer Experience
- Enterprise Architecture
- Digital Business
- Strategy & Innovation
- Program & Project Management
- Organizational Change
- Business Process Improvement
- Digital Workplace

From the 2016 Gartner CIO agenda: 2 out of 3 (66%) CIOs see ‘More revenue from better operations’ as one of the top three impacts from digitalization. Understand how to realise this objective in your business transformation.
Keynotes

Guest keynotes

**Rather a Mind Opened by Wonder Than One Closed by Belief**

Vinh will give you a new perspective on leadership, communication, storytelling, trust and networking. He is fascinated with the psychology behind the mysterious art of magic, and has devoted himself to understanding the ways in which people are fooled not only by illusions, but by the tricks that life plays on us, and that we play on ourselves. Through identifying and understanding how this occurs, he has found ways to unlock the minds of his audience, and ensure his messages are memorable and will create lasting change not only in their businesses, but also their personal lives.

**Fundamentals of Changing the Game**

The Thankyou story will help you understand the key drivers for changing the game, challenging the status quo and shifting workplace culture to achieve remarkable results. Understand how Thankyou has retained its ‘disruptive mindset’ and continued to accelerate beyond its initial start-up success status. Daniel will share insights into how workplace culture has been paramount to accelerating innovation, driving continuous improvement and remaining relevant and dynamic.

Gartner keynotes

**Gartner Opening Keynote: Successful Business Transformation Needs a Little Magic**

Turning the strategic vision for transforming business operations into reality is incredibly difficult, complex and risky. More than just a good plan, getting people to actually change their behavior, their actions and their decisions takes a little magic. This keynote will show change leaders how to use tricks, bribes and shiny objects to inspire others to join them on the journey.

**Gartner Closing Keynote: Leading From the Heart: How to Design Your Culture**

Even though most people understand that culture is important, very few leaders take the time to consciously design and implement the culture best suited to their organization’s vision and strategy. This session looks at four attributes of organizational culture, and the choices that can (and should) be made when designing a culture that is fit-for-purpose.

“Leading digital business transformation will demand leaders to talk less, listen more and constantly ask questions.”

**Elise Olding**

“The known hides the possible. Practice not knowing as a way of finding new ideas and opportunities where you least expect them.”

**Bard Papegaaij**

“Understanding today’s emerging technologies will help define how we work and play tomorrow.”

**Brian Blau**

Vinh Giang
Magician and Professional Speaker, 2013 South Australian Entrepreneur of the Year

Daniel Flynn
Managing Director and Co-Founder, Thankyou Group

Janelle B. Hill
VP Distinguished Analyst, Gartner

Bard Papegaaij
Research Director, Gartner
“Digital transformation requires an outside-in approach to process reinvention. Rethink the customer experience and then pick the right tools to accelerate your journey.”

Robert Dunie
Plan your experience

Agenda tracks

A  Process Rethink: Making the Leap to Business Transformation
HOT TOPICS: Digital Business Foundations • Business Transformation • Intelligent Business Processes
Leverage the fundamentals of process management, and understand the emerging process concepts, techniques, methodologies and technologies for improving or redesigning processes to deliver better business outcomes. This track will provide insight beyond the traditional PM and help you make the transition to delivering more innovative, transformational changes.

B  Tackle Transformation: Reimagine Business Operations + Technology
HOT TOPICS: Enterprise Architecture • Emerging Technologies • Customer Engagement • Innovation • Bimodal
Accelerate transformation efforts by the wider context of business operations. The emphasis is on how latest methodologies, design principles, architectures, and technologies support radically rethinking, and digitalizing business operations. The agenda will review specific technologies driving transformation – now and in the future. Be armed with insights to leverage the transformative power such as cloud, analytics, along with the introduction of IoT, smart machines and immersive tech.

C  Politics, People and Change: Soft Stuff Makes or Breaks Transformation
HOT TOPICS: Leadership • Change Management • Communication
Arm yourself with the tools and tactics to build the needed adoption for business transformation and innovation efforts. Sessions update your mindset, behavior and methods to tackle the continuous and disruptive changes that are characteristic of business transformation initiatives. This track also explores new research and approaches to win supporters and influence people to ensure your transformation project is adopted and supported. Learn the steps to establish yourself as a change agent and leader for business transformation.

D  Applying Learning into Practical Approaches
This track provides opportunities to engage with peers and analysts through practical, hands-on sessions to address your real-world challenges. Step out of the theory, engage in lively debate and arm yourself with tools for change. Pre-registration is required as seating is limited.

Virtual Tracks
- Customer Experience
- Enterprise Architecture
- Emerging Technology
- Program and Portfolio Management

Customize your agenda

Gartner Events Navigator App
Gartner Events Navigator App helps you organize, view and custom-create an agenda based on:
- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries
Analyst interaction

**Analyst one-on-one meeting**
A complimentary consultation with a Gartner analyst of your choice

**Analyst-user roundtables**
Moderated by Gartner analysts for exchanging ideas and best practices with your peers

**Workshops**
Small-scale and interactive; drill down on specific topics with a how-to focus

Network with peers

**End-user case studies**
Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative

**Solution Showcase reception**
Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

Meet solution providers

**Solution Showcase**
Explore cutting-edge IT solutions from top providers

**Solution provider sessions**
Exhibitors share their insights on the latest products and services

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**GARTNER PREDICTS:**
By 2017, 70% of successful digital business models will rely on deliberately unstable processes designed to shift as customer needs shift.
## Agenda at a Glance

### Monday, 20 June 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: The Different Perspectives on Business Operations</td>
</tr>
<tr>
<td>09:00 – 09:45</td>
<td>Gartner Opening Keynote: Business Transformation Needs Magic</td>
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<tr>
<td>09:45 – 10:00</td>
<td>Gartner Opening Keynote: Welcome Remarks</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Refreshment Break in the Solution Showcase</td>
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#### TRACKS

##### A. Process Rethink: Making the Leap to Business Transformation

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:30 – 11:15</td>
<td>Connecting Process to People and Things</td>
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<td>Bruce Robertson</td>
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##### B. Tackle Transformation: Reimagine Business Operations + Technology

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<th>Time</th>
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<tr>
<td>11:30 – 12:15</td>
<td>Digital Business Playbook: From Digital Desire to Digital Reality</td>
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<td>Janelle B. Hill</td>
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##### C. Politics, People and Change: Soft Stuff Makes or Breaks Transformation

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<tr>
<td>14:30 – 15:00</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>15:00 – 15:30</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>15:30 – 16:15</td>
<td>Driving Better Outcomes Through Digital Business Moments</td>
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<td>Rob Dunie</td>
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<tr>
<td>16:30 – 17:15</td>
<td>Does Your Customer's Process Matter?</td>
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<td>07:45 – 08:45</td>
<td>Industry Breakfast: Education</td>
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<td>08:30 – 09:30</td>
<td>Guest Keynote: Fundamentals of Changing the Game</td>
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<td>09:45 – 10:30</td>
<td>QUT: Your Critical Transformation Initiatives</td>
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<td>Marek Kowalkiewicz</td>
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<td>Defining EA Leaders to Deliver Business Transformation Inside Your Org</td>
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<tr>
<td>13:30 – 14:15</td>
<td>Introduction to Intelligent Business Processes</td>
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<td>Augment Process Analysis to Design Effective Digital Workplace Processes</td>
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<td>Closing Remarks: Keynote: The Last Word</td>
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<td>Elise Olding</td>
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<td>Tutorial: What’s the Best Type of BPM Platform for You? Rob Dunie ET</td>
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<td>Bruce Robertson: How to Master Customer Journey Analytics</td>
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<td>Developing a Business Capability Model for Business Transformation Leaders Moderator: Philip Allegra EA</td>
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<td>Workshop: The Value-Centered Collaborative Business Case             Moderator: Donna Fitzgerald PP</td>
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<td>Using Business Architecture to Drive Business Transformation Leader</td>
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<td>16:00 – 16:45</td>
<td>Bruce Robertson: How to Pick Yourself Up After You Fall Over: Learning from Mis-steps and Mishaps Moderator: Jenny Beresford</td>
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**GARTNER PREDICTS:**
By 2017, 60% of global 1000 organizations will execute on at least one revolutionary and unimaginable business transformation effort.

By 2017, 45% of organizations will empower rebel change agents to incite radical new ideas required to excel at big change.

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For further information about sponsoring this event:

Mark Dunne  Tel: +61 407 908 957
Email: mark.dunne@gartner.com

Exhibitor list as of 1 March 2016 and subject to change

What do smart machines have to do with your business process management initiatives?

Business moment: Relieving customer anxieties with a truly “smart” digitalized business process

Jim flew from Auckland to Singapore — with an atypical, six-hour layover in Sydney.

At check-in, he told ticket agent Mary that he didn’t want to claim and recheck his bag at the connecting flight.

But, he was worried if he let the airline handle the process, the bag might be lost in transit.

To ease Jim’s concerns, Mary affixed a smart tag to his bag to continually communicate its location to the airline and to Jim via periodic text messages.

Mary recognized a customer service gap and recommended that all long-layover bags be fitted with smart tags. Her airline adopted the innovation systemwide.

The take-away?
Creating value with “smart machines” only works when smarter humans rethink the business processes in which smart machines are used.

By 2020, leading organizations will employ real-time context metadata in 20% of their operational processes to achieve competitive differentiation.

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The take-away?
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Registration and pricing

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Phone: +61 2 9266 2000
www.hilton.com/sydney

Gartner hotel room rate:
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#GartnerBPM  Gartner Business Process Management (Xchange)

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Business Transformation & Process Management Summit
Sydney, Australia
gartner.com/ap/btpm

25 – 26 July
Application Architecture, Development & Integration Summit
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gartner.com/ap/aadi

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Sydney, Australia
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24 – 27 October
Symposium/ITxpo
Gold Coast, Australia
gartner.com/au/symposium