

Agenda at a Glance

When attending this event, please refer to the agenda handout provided or the Gartner Events mobile app for the most up to date session and location information.

Wednesday 16 MARCH 2016	07:30 – 20:00 Registration				
	08:15 – 09:00 Tutorial: Getting Started in BPM John Dixon		Tutorial: Key Roles and Skills for Continuous Process Improvement Michele Cantara		
	09:15 – 10:30 Gartner Opening Keynote: Customer Engagement Will Accelerate to the Speed of Digital Business Don Scheibenreif				
	10:30 – 11:00 Refreshment Break in the Solution Showcase		10:35 – 10:55 Solution Snapshot Moderator: Rob Dunie		
	11:00 – 12:00 Guest Keynote: A Journey Through Business Transformation Walter Kok, Head of Global Process Management, ING				
	12:00 – 13:15 Lunch in the Solution Showcase				
	TRACKS	A. Redesigning Processes for Greater Value	B. Reimagining Work and Business Operations	C. Enabling Business Transformation Through Business Operations	D. Applying Learning Into Practical Approaches
	13:15 – 14:00	Does Your Customer's Process Matter? Bruce Robertson E F	The Future of BPM: From Improvement to Improvisation Janelle Hill	Beyond Business Transformation to the Adaptive Enterprise Donna Fitzgerald G	13:15 – 14:45 Workshop: Applying Metrics for BPM Success Moderators: John Dixon and Samantha Searle
	14:15 – 15:00	Better Together: Using Business Architecture to Structure BPM Opportunities Mark McGregor	Business Operations as a Recipe Marc Kerremans F	Build Understanding to Make Change Stick Elise Olding E	13:00 – 14:00 Analyst-User Roundtable: Becoming a Rebel Change Agent Moderator: Elise Olding
	15:00 – 15:30	Refreshment Break in the Solution Showcase		14:15 – 15:15 Analyst-User Roundtable: How do you Ensure That Your Business Process Investments do not Become a Stumbling Block for New Business Models? Moderator: Rajesh Kandaswamy G	
15:30 – 16:00	Solution Provider Sessions				
16:15 – 17:00	Big Change Requires Small Change Debra Logan	The Use of Customer Journey Analytics Driving Your Business Processes Brian Manusama F	Business Model Platforms for the Economics of Connections Kristin Moyer E G	15:05 – 15:25 Gartner Theater Presentation: Get to Know Gartner and Meet the Analysts	
17:15 – 18:00	What's the Best Type of BPM Platform for You? Rob Dunie	The Gartner Business Process IQ Framework: How Smart Does Your Business Process Need To Be? Michele Cantara	What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention Julie Short E F G	16:15 – 17:45 Workshop: The Value-Centered Collaborative Business Case Moderator: Donna Fitzgerald	
18:10 – 20:00	Networking Reception in the Solution Showcase		16:15 – 17:00 Clinic: An Introduction to BPM's Maturity Model, Part 1 Moderator: Samantha Searle		
				17:00 – 18:00 Analyst-User Roundtable: Selling BPM to the Business Moderator: John Dixon	
				17:00 – 18:00 Analyst-User Roundtable: Customer Journeys and Business Operations Moderator: Brian Manusama	
				18:00 – 18:30 Gartner Theater Presentation: The Future of BPM Using Gartner's Hype Cycle	

Thursday 17 MARCH 2016	08:30 – 17:25 Registration			
	09:00 – 10:00 Gartner Keynote: Connecting Process to People and Things Bruce Robertson			
	10:00 – 10:30 Refreshment Break in the Solution Showcase		10:05 – 10:25 Ideas Exchange Session	
	10:30 – 11:15	Case Study	Case Study	Case Study
	11:30 – 12:00	To the Point: Maverick: The Thing is Always Right – What Happens When Things Become Customers Don Scheibenreif E F	To the Point: Introducing Business Operating Systems Marc Kerremans E G	To the Point: Enabling Business Agility with Fluid Change Janelle Hill
	12:00 – 13:30	Lunch in the Solution Showcase		10:30 – 11:15 Clinic: BPM Maturity Assessment, Part 2 Moderator: Samantha Searle
	13:30 – 14:15	Automated Business Process Discovery – Processes and Algorithms Marc Kerremans	Dealing with Complexity in a Bimodal World David Norton E F	Business Transformation Requires Workplace Diversity Debra Logan
	14:30 – 15:15	Driving Better Outcomes Through Digital Business Moments Rob Dunie E	Use Brain-Aware Techniques for Organizational Change Success Elise Olding	Financial Services: Fintech and Smart Machines can Have a Large Impact, if you Look at Processes Differently Rajesh Kandaswamy F G
	15:15 – 15:45	Refreshment Break in the Solution Showcase		12:25 – 12:45 Gartner Theater Session: Evaluating iPMSs Using Gartner's Magic Quadrant Rob Dunie
	15:45 – 16:30	Keynote: Mastermind Panel: How To Succeed At Business Transformation Derek Miers, Correy Voo and Eric Sluis Moderator: Bruce Robertson		
16:30 – 17:15	Guest Keynote			
17:15 – 17:25	Gartner Keynote: The Last Word Marc Kerremans			
				13:30 – 15:00 Workshop: Create Your Own Business Moment to Envision Business Transformation Possibilities Moderator: Don Scheibenreif
				13:15 – 14:15 Ask the Analyst Roundtable: Turning Payment Services Directive 2 (PDS2) into a Competitive Advantage Moderator: Kristin Moyer G
				14:30 – 15:30 Analyst-User Roundtable: Working with Consultants in Business Transformation Moderator: Julie Short
				14:30 – 15:30 Analyst-User Roundtable: Overcoming Change Resistance Moderator: Debra Logan
				15:30 – 17:00 Workshop: Using Analytics and Operational Intelligence to Exploit Business Moments Moderators: Rob Dunie
				15:45 – 16:45 Ask the Analyst Roundtable: Pitfalls of Business Transformation Moderator: Donna Fitzgerald
				15:45 – 16:45 Ask the Analyst Roundtable: Tools for BPM Moderator: Michele Cantara

Agenda Tracks

A. Redesigning Process for Greater Value

Master the fundamentals of BPM, this track introduces key process concepts, techniques, methodologies and technologies for improving or redesigning processes in order to deliver better business outcomes. Early stage benefits of BPM are primarily around increased efficiencies and lower costs. Establishing a strong BPM foundation is critical for establishing BPM as an ongoing program for continuously improving business performance outcomes.

B. Reimagining Work and Business Operations

This track departs the process-only perspective and explores the wider context of business operations, work and related behavior. The emphasis is on how latest methodologies, design principles, architectures, organizational thinking, and technologies support rethinking, redesigning and digitalizing existing business operations to extend and significantly upgrade capabilities to address new use cases (such as case management) and new process participants (such as customer or partner self-service, introduction of IoT and smart machines).

C. Enabling Business Transformation Through Process Management

Move beyond 'traditional BPM' to reimagine your operations to support business transformation and innovation. Update your mindset, behavior, methods and technologies to tackle the continuous and disruptive changes that are characteristic of business transformation initiatives. Also explore new research and leading-edge methods, techniques and technologies in order to deliver the desired business outcomes of the transformation initiative, and 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

- E** Virtual Track: Chief Digital Officer
- F** Virtual Track: Customer Excellence
- G** Virtual Track: Banking & Financial Services