The premier destination for strategic process management insights. The Gartner Business Transformation & Process Management Summit 2016 will help you to move beyond one-off, narrow projects focused on incremental efficiencies towards truly game-changing business transformation.

Through joint exposure to innovative ideas, new techniques, case studies of organizations facing similar challenges, and new technologies, you’ll be better equipped with the latest thinking and techniques for driving your business transformation initiative.

Attend this year’s summit to benefit from sessions addressing your key challenges:

1. How can you reinvent your organization’s processes to improve business performance?
   - T1. Tutorial: Getting Started in BPM  
     John Dixon
   - W1. Workshop: Applying Metrics for BPM Success  
     John Dixon and Samantha Searle
   - A4. What’s the Best Type of BPM Platform for You?  
     Rob Dunie
   - A5. Automated Business Process Discovery — Processes and Algorithms  
     Marc Kerremans
   - AUR7. Analyst-User Roundtable: Do’s and Don’ts for Using BPM Technologies and Tools  
     Michele Cantara

2. How can you improve your organization’s customer-facing processes and experiences?
   - K1. Gartner Keynote: Customer Engagement Will Accelerate to the Speed of Digital Business  
     Don Scheibenreif
     Bruce Robertson
   - B2. Business Operations as a Recipe  
     Marc Kerremans
   - B3. The Use of Customer Journey Analytics Driving Your Business Processes  
     Brian Manusama
     Brian Manusama
   - TTP1. To the Point: Maverick: The Thing is Always Right — What Happens When Things Become Customers  
     Don Scheibenreif

3. How can you communicate the business value of BPM to your organization?
   - T2. Tutorial: When and Why Do You Need a BPCC?  
     Michele Cantara
   - B2. Business Operations as a Recipe  
     Marc Kerremans
     Rajesh Kandaswamy
   - W2. Workshop: The Value-Centered Collaborative Business Case  
     Donna Fitzgerald
   - AUR3. Analyst-User Roundtable: Selling BPM to the Business  
     John Dixon

WHAT’S NEW IN 2016?
- Business transformation and the role of process management
- Increased emphasis on reinventing processes to drive growth and innovation
- Sessions focused on smart machines, operational intelligence, case management, business operating models
- More focus on business operations
How can you enable Operational Intelligence and smarter processes?

- **B1. The Future of BPM: From Improvement to Improvisation**  
  Janelle Hill
- **A2. Better Together: Using Business Architecture to Structure BPM Opportunities**  
  Mark McGregor
- **B4. The Gartner Business Process IQ Framework: How Smart Does Your Business Process Need to be?**  
  Michele Cantara
- **TTP3. To the Point: Enabling Business Agility with Fluid Change**  
  Janelle Hill

How can you develop the skills and talent needed to transform your organization to a digital business?

- **K1. Gartner Keynote: Customer Engagement Will Accelerate to the Speed of Digital Business**  
  Don Scheibenreif
- **K3. Gartner Keynote: Connecting Process to People and Things**  
  Bruce Robertson
- **W4. Workshop: Three Change Frameworks and How to Use Them**  
  Elise Olding
- **C5. Business Transformation Requires Workplace Diversity**  
  Carol Rozwell
- **B6. Use Brain-Aware Techniques for Organizational Change Success**  
  Elise Olding
- **AUR6. Analyst-User Roundtable: Overcoming Change Resistance**  
  Carol Rozwell

How can you activate new capabilities for business transformation initiatives?

- **K2. Guest Keynote: A Journey Through Business Transformation**  
  Walter Kok, Head of Global Process Management, ING
- **C1. Beyond Business Transformation to the Adaptive Enterprise**  
  Donna Fitzgerald
- **C2. Build Understanding to Make Change Stick**  
  Elise Olding
  Rob Dunie
- **AUR5. Analyst-User Roundtable: Working with Consultants in Business Transformation**  
  Julie Short

How can you leverage advanced digital technologies?

- **B3. The Use of Customer Journey Analytics Driving Your Business Processes**  
  Brian Manusama
- **C3. Business Model Platforms for the Economics of Connections**  
  Kristin Moyer
  Julie Short
- **B5. Dealing with Complexity in a Bimodal World**  
  David Norton
- **W7. Workshop: Using Analytics and Operational Intelligence to Exploit Business Moments**  
  Rob Dunie

How Can You Apply Decision Management To Capitalize on Business Moments?

- **AUR1. Analyst-User Roundtable: Becoming a Rebel Change Agent**  
  Elise Olding
- **A3. Big Change Requires Small Change**  
  Carol Rozwell
- **TTP2. To the Point: Introducing Business Operating Systems**  
  Marc Kerremans
- **W6. Workshop: Create Your Own Business Moment to Envision Business Transformation Possibilities**  
  Don Scheibenreif
- **W7. Workshop: Using Analytics and Operational Intelligence to Exploit Business Moments**  
  Rob Dunie

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**Pricing**

- **Early-bird Price:** €2,225 + VAT  
  Save €325 before 22 January
- **Standard Price:** €2,550 + VAT
- **Public Sector Price:** €2,025 + VAT

**3 Ways to Register**

- **Web:** gartner.com/eu/btpm
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