



Transforming Business Through Strategic Process Management

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
- **A1.** Does Your Customer's Process Matter? Bruce Robertson
- **B2.** Business Operations as a Recipe Marc Kerremans
- **B3.** The Use of Customer Journey Analytics Driving Your Business Processes Brian Manusama
- **AUR4.** Analyst-User Roundtable: Customer Journeys and Business Operations 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
- **AUR2.** Analyst-User Roundtable: How do You Ensure That Your Business Process Investments do not Become a Stumbling Block for New Business Models? 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

4 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**

5 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**

6 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**
- **A6.** Driving Better Outcomes Through Digital Business Moments **Rob Dunie**
- **AUR5.** Analyst-User Roundtable: Working with Consultants in Business Transformation **Julie Short**

7 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**
- **C4.** What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention **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**

8 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**

Bring Your Business Partner

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Summit Team Discount Offers:

- 4 for the price of 3
- 7 for the price of 5
- 10 for the price of 7

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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