

Gartner Business Transformation & Process Management Summit 2016

16 – 17 March | London, UK | gartner.com/eu/btpm



Transforming Business Through Strategic Process Management

EXCLUSIVE TRACK: Chief Digital Officer

A strategic track answering the question “How will we survive and thrive in an increasingly digital world?”

This exclusive track will help you in your digital strategy role in advising on how digital trends and opportunities affect the business strategy, and deliver your organization's digital strategy.

Day 1: 16 March 2016

- 09:15 – 10:30 Opening Keynote: Customer Engagement Will Accelerate to the Speed of Digital Business **Don Scheibenreif**
- 13:15 – 14:00 Does Your Customer's Process Matter? **Bruce Robertson**
- 14:15 – 15:00 Build Understanding to Make Change Stick **Elise Olding**
- 16:15 – 17:00 Business Model Platforms for the Economics of Connections **Kristin Moyer**
- 17:15 – 18:00 What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention **Julie Short**

Day 2: 17 March 2016

- 11:30 – 12:00 To the Point: Business Operating Systems **Marc Kerremans**
- 13:30 – 14:15 Dealing with Complexity in a Bimodal World **David Norton**
- 14:30 – 15:15 Driving Better Outcomes Through Digital Business Moments **Robert Dunie**

Gartner Analysts



Robert Dunie
Research Director



Marc Kerremans
Research Director



Kristin Moyer
Research VP



David Norton
Research Director



Elise Olding
Research VP



Bruce Robertson
VP Distinguished Analyst



Don Scheibenreif
VP Distinguished Analyst



Julie Short
Research Director

Pricing and Registration

Pricing

Early-bird Price: €2,225 + VAT

Save €325 before 22 January

Standard Price: €2,550 + VAT

Public Sector Price: €1,950 + VAT

(€2,025 + VAT from 1 January)

Please note: Team discounts are available

3 Ways to Register

Web: gartner.com/eu/btpm

Email: emea.registration@gartner.com

Phone: + 44 20 8879 2430



#GartnerBPM

Key Benefits of Attending

Attend the **Gartner Business Transformation & Process Management Summit** to understand:

- How to move beyond “traditional BPM” to reinvent processes that support business transformation initiatives and have a major impact on operational processes
- How to enhance customer-facing processes and customer experiences
- How to exploit the forces of digital business to improve your organization's business performance
- How to drive innovation within your enterprise
- Shift investments towards strategic projects that will drive growth while continuing to reduce costs and drive efficiencies
- Demonstrate the relevance of your BPM initiative to senior management by quantifying impact on business performance results