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

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

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

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