

Monday 21 October 2019: Pre-Conference Workshops

Full Day Workshops - 09:30 - 17:00

Getting Started in EA: Designing an Architecture Function to Fit your Enterprise
Sally Bean, Sally Bean Ltd and Philip Hellyer, Philip & Finch

A Foundation For All Things Process: Modelling, Design and Architecture
Sasha Aganova & Roger Burlton, Process Renewal Group

Morning Workshops - 09:30 - 12:45

The Scientific Principles for Creating Intuitive Diagrams for your Business Stakeholders
Louise Harris, SToS Inc.

The New Process You Need to Make Your Customer-First Strategy a Success
Denyse Drummond-Dunn, C3Centricity

Setting up Effective Architecture Governance Without a Formal EA Framework
Gerben Wierda, Team Coordinator Architecture & Design, APG

We Shape our Tools, and Thereafter our Tools Shape Us
Martin Sykes, Chief Architect, Coach, Storyteller & Author

Investing in Architecture: Enterprise, Business or Both?
Chris Potts, Dominic Barrow

Afternoon Workshops - 13:45 - 17:00

Architecting Your Business for Digital Success
Dr Jeanne W Ross, MIT Center for Information Systems Research & Cynthia M. Beath, McCombs School of Business at UT Austin

Unleashing Creativity is Two Things: 1. Innovation & 2. Change
John Zachman, Zachman International

Who's in Charge? Making Process Governance Real
Roger Tregear, TregearBPM

Facilitation Techniques for Analysts and Architects - Productive Sessions in Agile Timeframes
Alec Sharp, Clariteq Systems

Patterns of Strategy
Patrick Hoverstadt, Fractal

Tuesday 22 October 2019: Conference Day 1 & Exhibits

08:00 - 09:00 Registration

09:00 - 09:15 Conference Welcome: Roger Burlton, Process Renewal Group & Martin Sykes, Chief Architect, Coach, Storyteller & Author

09:15 - 10:15 **Plenary Keynote: Digitized is not Digital: Architecting Two Simultaneous Transformations**, Dr Jeanne W Ross, Principal Research Scientist, MIT Center for Information Systems Research

	Enterprise Architecture	Enterprise Architecture	Business Architecture	BPM: Methods and Techniques	BPM: Business Transformation
10:45 - 11:35	Architecture Governance in an Agile World Robert Anderson, Enterprise Application Architect, Direct Line Group	The Essential Personality Traits of a Successful Enterprise Architect Nick Malik, Infosys Ltd	Enabling Agile Digital Transformation with Business Architecture Alex Romanov, Avrolabs & John Götze, Qualiware & IT University of Copenhagen	The Practical Guide To High-Quality Business Process Models Edmund Metera, Senior Project Manager, Canadian Western Bank	Customer Excellence: The New Business Imperative Mark McGregor, Independent Strategist
11:45 - 12:35	"A Seat at the Table" - Our EA Journey Daniel Pettit James Ibbotson & Paul Mant, Enterprise Architects, Willmott Dixon	The Future of Architecture Michael Rosen, Wilton Consulting Group	Business Architecture and the Digital Mindset Dr Debra Paul & Jonathan Hunsley, AssistKD	Robotics in Context - Finding the Right Tool to Solve the Right Process Problem David Brakoniecki, BP3 Global Limited	BPM in Danske Bank - Key Enabler for Digital Transformation Across Customer Journeys Christian Andreasen, BPM Programme Manager, Jutta Pribil, Automation Team Lead, Danske Bank

12:35 - 14:05 Networking Lunch, Exhibits & Lunchtime Sessions

14:05 - 14:55 **EA Keynote: How to Reach Hyper Speed - Hands on Experience**
Klas Ljungkvist, CIO, SBAB Bank

BPM Keynote: Becoming a Process Led Organization Starting from Zero
Katy Murarotto, Associate Director, Strategic Business Solutions, Coca-Cola European Partners

15:05 - 15:55 **Enterprise Architecture and Agile: A Match Made in Digital Heaven**
Brian Dillon, Head of Engineering, Business Direct Channels, AIB

Delivering Better Customer Journeys and Architecture with Limited Resources - How Do We Do It?
Klaus Østergaard, Ostergaard Consulting

Business Architecture vs Business Process Management: "Two Sides of the Same Coin?"
Petra in 't Veld-Brown, Diaphanum Ltd

Fit for Purpose - a Process View of Organisational Fitness
Roger Tregear, TregearBPM

Initiating a BPM Approach to Change Management: A Case Study
Claire Caulfield, Business Change Manager, British Library & Vicky Rothwell, Adroit Architecture

16:25 - 16:45 **EA in a Technology Led Company: from Technology Delivery to Designed Enterprise Change**
Dave Stow, Lead Enterprise Architect, Ordnance Survey

Surfaces, Socks and Shadows: Unexpected Lessons From Driving Change at Google
Crystal Eisinger, Strategy & Operations Lead, Google

The Value Initiative - Implementing Product Management at CERN
Lucy Lockwood, Product Manager, CERN

16:55 - 17:30 **Plenary Keynote: The Power of Change - A Personal Journey**, David Beckham, Senior Business Analyst, Aviva

17:30 - 18:30 Drinks Reception & Exhibits

Wednesday 23 October 2019: Conference Day 2 & Exhibits

09:00 - 10:00 **Plenary Keynote: The Four Stages of Process Excellence**, Dr Michael Rosemann, Professor for Innovation Systems, Queensland University of Technology

10:10 - 11:00 **Building Large-Scale Digital Repeatable Systems (e.g. Smart Cities)**
Dr Alexander Samarin, SAMARIN.BIZ

Hypothesis-Based Architecture
Ralph Greenwell, Head of Architecture - Mortgages and Regulated Advice, Nationwide Building Society

Applying TOGAF® Business Architecture Enhancements
Paul Homan, IBM Services & Andrew Josey, The Open Group

A BPMN and DMN Approach to Design and Manufacturing
Dario Campagna, ESTECO

Case Study: Using Business Design to Enable the Integration of Two Leading Brands
Sasha Aganova, Process Renewal Group

11:30 - 12:20 **Progress and Pragmatism - Putting EA at the Heart of ATM Capability Development**
Dan Meadows, Head of EA and Requirements, National Air Traffic Services (NATS)

Panel Discussion: Security is Every Architect's Responsibility. Are You Involved?
Martin Sykes, Chief Architect, Mike Rosen, Wilton Consulting Group & Jane Chang, Executive Advisor, Centrica

Business Transformations: Streamlining Strategy, BPM and EA, a Practical Challenge
Qaisar Hayat, Sr. Consultant, BPM, Saudi Industrial Development Fund

It's Time for AI-Assisted Business Process Improvement
Stéphane Méry, Automation Intelligence Chief Architect & Distinguished Engineer, IBM

Process Management Harvest: a 5-year BPM Case Study
Matthias Mueller, Global Business Process Facilitator, Zespri

12:30 - 12:50 **EA of an Enterprise of Things**
David Gee, Enterprise Architect, University of Hertfordshire

SASSY Architecture
Ivo Velitchkov, Independent Consultant

From Reactive to Proactive: How Business Architecture Helps Business to Understand What the Real Need Is
Dusan Tonic, Business Architect, Erste Group Bank

Value Modelling for More Successful Process Change
Louise Harris, President, SToS Inc.

12:50 - 14:20 Networking Lunch, Exhibits & Lunchtime Sessions

14:20 - 15:10 **EA Keynote: Building and Running Systems is not Enterprise Architecture and Vice Versa**, John Zachman, CEO, Zachman International

BPM Keynote: Why Business Needs to Manage its Processes: A Fireside Chat
Gero Decker, Signavio & Roger Burlton, Process Renewal Group

15:20 - 16:10 **Emily's Rebellion - Getting Cosy With Product Managers and Service Designers**
Graham Wilson, Robinson Ryan

EA is a Marathon, Not a Sprint
Richard Frost, Enterprise Design Lead, Yorkshire Building Society

The Process-Data Connection - How Concept Modelling Supports Process and Architecture Work
Alec Sharp, Clariteq Systems

An Experiment with BPMN and Customer Journeys
Marco Kelderman, Lab2018

Developing the Customer Driven Organisation
Jon Ingham, Strategic Dynamics

16:30 - 17:10 **Plenary Keynote and Conference Close: The Myths and Mysteries of EA, BPM and Business Architecture: Take Away Insights from the Conference**
Martin Sykes, Chief Architect & Roger Burlton, Process Renewal Group

Thursday 24 October 2019: Post-Conference Workshops - Full Day Workshops - 09:00 - 16:30

Process Design within a Bigger Box - How to Create New Process Experiences
Dr Michael Rosemann, Queensland University of Technology

Accelerating Your EA Transformation with Visual Story Maps
Martin Sykes, Chief Architect

Business Architecture Masterclass - Real World Business Architecture: Techniques for Practicing Architects
Roger Burlton, Process Renewal Group

Enterprise Design and Design Sprints for Architects - How to Use Design to Facilitate Innovation and Change Faster
Annika Klyver, IRM Sweden & Milan Guenther, EDA