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 Phil Hellyer, Philip & Finch

A Foundation For All Things Process: Modelling, Design and Architecture
Sasha Aaganna & Roger Burton, 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 Process You Need to Make Your Customer-First Strategy a Success
Denise Drummond-Dunn, CSClarity

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

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

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

Afternoon Workshops - 12:45 - 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 Meaningful
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 Burton, 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

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 Malh, Infosys Ltd

Enabling Agile Digital Transformation with Business Architecture
Alex Romanov, Arolabs & John Gate, 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 McGrego, Independent Strategist

11:45 - 12:35 "A Seat at the Table" - Our EA Journey
Daniel Pettit, James Ibbottson & Paul Mant, Enterprise Architects, Willmott Dixon

Business Architecture and the Digital Mindset
Ordnance Survey

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

14:05 - 14:55 EA Keynote: How to Reach Hyper Speed - Hands on Experience
Klas Ljungkvist, CTO SBB Bank

Brian Dillon, Head of Engineering, Business Direct Channels, AIB

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

Business Architecture vs Business Process Management: "Two Sides of the Same Coin?"
Peta in Y Yield Brown, Diaphoran Ltd

15:25 - 16:15 EA in a Technology Led Company: from Technology Delivery to Designed Enterprise Change
Dave Stow, Lead Enterprise Architect, Ordinance Survey

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

16:25 - 16:45 Fit for Purpose - a Process View of Organisational Fitness
Roger Tregear, TregearBPM

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 Rosen, 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

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
Marin Sykes, Chief Architect, Mike Nissen, Wilton Consulting Group & Jane Cheng, Executive Advisor, Centrica

Business Transformation: Streamlining Strategy, BPM and EA, A Practical Challenge
Qaisar Hayat, Sr. Consultant, Zespri

12:30 - 12:50 A BPM and DMN Approach to Design and Manufacturing
Dario Campagna, ESTECO

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

14:20 - 15:10 EA Keynote: Building and Running Systems is not Enterprise Architecture and Service Designers
Sasha Aganova, Process Renewal Group & Annika Klyver, IRM Sweden & Milan Guenther, EDA

From Reactive to Proactive: How Business Architecture Helps Business to Understand What the Real Need is
Oluwatoyin Folarin, Business Architect, Estate Group Bank

15:20 - 16:10 Emily’s Rebellion – Getting Cozy With Product Managers and Service Designers
Gracem Wilson, Robinson Ryan

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

The Process-Data Connection – Putting EA at the Heart of ATM Capability Development
Ralph Greenwell, Head of Architecture - Mortgages and Regulated Advice, Nationwide Building Society

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 Burton, 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 Rosen, 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 Burton, Process Renewal Group

15:20 - 16:10 Emily’s Rebellion – Getting Cozy With Product Managers and Service Designers
Gracem Wilson, Robinson Ryan

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The Process-Data Connection – Putting EA at the Heart of ATM Capability Development
Ralph Greenwell, Head of Architecture - Mortgages and Regulated Advice, Nationwide Building Society

An Experiment with BPMN and Customer Journeys
Marco Kelderman, Lab2018

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 Burton, Process Renewal Group

Process Design within a Bigger Box – How to Create New Process Experiences
Dr Michael Rosen, 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 Burton, Process Renewal Group

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

Agenda