

## Do you need to justify your attendance?

2 co-located conferences

### Enterprise Architecture & Business Process Management Conference Europe

21-24 October 2019, London

*Europe's Foremost Independent Enterprise Architecture and BPM Conference*

We do appreciate that it may be difficult to get approval to attend a conference due to budget restrictions, and company time. The Enterprise Architecture & BPM co-located conference provides an unparalleled networking opportunity for Enterprise Architects, BPM and Business Architecture Professionals from across Europe and beyond. Whether you are just getting started or looking for more advanced knowledge in your field, this conference is a valuable experience to engage and grow with other professionals; but how do you successfully communicate this to your manager?

#### Why This is a Must Attend Event:

**Europe's Only Co-located Conferences on Enterprise Architecture and BPM.** This conference provides a unique opportunity to discover the latest approaches and innovative ideas to Enterprise Architecture, BPM and Business Architecture and benefit from the synergies between them. Choose to attend 1, 2, 3 or 4 days. Delegates can attend sessions at both conferences. The conference includes a track devoted to Business Architecture.

**Designed by Practitioners for Practitioners.** Being neither analyst nor vendor-led, the conference provides diverse and wide-ranging perspectives on Enterprise Architecture, BPM and Business Architecture, informed by practical experience.

**Excellent Mix of Vision, Theory and Implementation.** Discover new approaches and innovative ideas, while at the same time learning from organisations who have benefited from implementing world-class Enterprise Architecture, BPM and Business Architecture approaches and solutions.

**Five Conference Tracks Focusing on Company Case Studies.** Choose from more than 65 sessions, with 2 tracks on Enterprise Architecture, 2 tracks on BPM and 1 track on Business Architecture. Whether you are just getting started or looking for more advanced knowledge you will find sessions that address issues you are facing and people who can advise you.

#### Case Studies and Contributors Include:

- Google
- Coca-Cola European Partners
- Direct Line Group
- Nationwide Building Society
- Danske Bank
- Erste Group Bank
- British Library
- Ordnance Survey
- Centrica
- Willmott Dixon
- Aviva
- Yorkshire Building Society
- National Air Traffic Services (NATS)
- AIB
- APG
- SBAB Bank
- IBM
- The Open Group
- Canadian Western Bank
- Landis+Gyr
- CERN
- Saudi Industrial Development Fund
- IT University of Copenhagen
- University Of Hertfordshire
- Zespri
- and many more...

**Conference Workshops.** Choose from an unparalleled range of workshops on specific topics to get you quickly up-to-speed or fine tune your performance.

**Exhibition & Networking Opportunities.** Network with an outstanding group of Enterprise Architects, BPM and Business Architecture delegates and speakers. BPM and EA solution providers will be available during the conference days to demonstrate the latest in software and services available and give you the benefit of their insights.

**World Class Speakers.** Our selection of speakers are leaders in their field. You will discover new approaches and innovative ideas, as well as insights from experienced professionals, and inspiring stories to take with you and share with your colleagues.

## Keynotes Include:

### Plenary Keynote: Digitized is not Digital: Architecting Two Simultaneous Transformations

Dr Jeanne Ross  
Principal Research Scientist  
MIT Center for Information Systems Research

### Plenary Keynote: The Four Stages of Process Excellence

Michael Rosemann  
Professor for Innovation Systems  
Queensland University of Technology

### Plenary Keynote: The Power of Change A Personal Journey

David Beckham  
Senior Business Analyst  
Aviva

### EA Keynote: Building and Running Systems is not Enterprise Architecture and Vice Versa

John Zachman  
CEO  
Zachman International

### BPM Keynote: Becoming a Process Led Organization Starting from Zero

Katy Murarott  
Associate Director - Strategic Business Solutions  
Coca-Cola European Partners

### BPM Keynote: Why Business Needs to Manage its Processes: A Fireside Chat

Gero Decker  
Co-Founder & CEO, Signavio  
Roger Burlton  
President, Process Renewal Group

### EA Keynote: How to Reach Hyper Speed Hands on Experience

Klas Ljungkvist  
CIO  
SBAB Bank

## Delegate Testimonials:

"One of the best conferences I have attended"  
*Jurgen Jung, Head of Business Modelling, DHL Global Management GmbH*

"Being largely vendor independent its hugely valuable. A good range of perspectives."  
*Mark Melton, Business Architect, Elsevier*

"The workshop days are very valuable. All the guru's gathered in one place."  
*Elizabeth Strand, Enterprise Architect, PFA Pension*

"There is a reason why people keep coming back year after year - great conference (as always)."  
*Terje Bremnes, Enterprise Architect, Helse Vest, Norway*

"Great event! Excellent combination of practical information, theory and fun."  
*Sander Meijer, Team Lead Architecture, Dutch Railways*

"Possibly the best conference I've ever attended for the insights and ideas it has provided"  
*Philip Ainsworth, Business Architect, Student Loans Company*

"Excellent event. I hope to return next year! It has been an excellent opportunity to network with vendors and organisations in the BPM space."  
*Shane Start, Business Change Project Manager, The British Library*

"This has been one of the better Conferences I have attended. A good and diverse range of speakers from around the world."  
*Chris Waters, Enterprise Architect, Hiscox Insurance*

"Wonderful event to bring energy, experience and insight to BPM. It is a hard concept to achieve change but the IRM event continues to inspire me. Thank You."  
*Janine Snodgrass, Business Process Architect, John Lewis*

"This event is like old wine getting better over the years"  
*Jaan Metsa, IT Process Framework, Swedbank*

"IRM EAC is turning into a must attend EA event for the calendar. Excellent value for time and money invested!"  
*Amitabh Apte, CTO, Fujitsu*

"Excellent. Provided good mix of theoretical & practical implementation of EA concepts"  
*Ryszard Jedrzejewski, Enterprise Architect, National Australia Group*

"Very good to listen to and meet some of the industries gurus and talk to people who are 'in the same boat'"  
*John Lucas, Change Management Consultant, Norwich Union*

"Good, thought provoking, wide range of topics."  
*Vincent van der Stap, Business Process Architect, Shell P&T*

"Great conference, good speakers. My colleagues attended last year. Their recommendation led to our manager sending all the Architects."  
*Line Saele, Enterprise Architect, Helse Vest IKT AS*

"It was an inspiring event. The Keynote speakers were excellent. I went home with lots of new ideas ."  
*Jan Harm Padmos, Policy Adviser, Sociale Verzekeringsbank, Netherlands*

"The most useful event I have attended in terms of content ."  
*Craig Dunne-Wall, Principal Consultant, BMT Hi-Q Sigma*

"The event continues to be a success. I like the community feel. It allows for good networking opportunities in addition to discussing and debating topics ."  
*Harminder Duhra, Senior Enterprise Business Architect, Nationwide Building Society*