



# IRM UK

## Business Change & Transformation Conference

## Do you need to justify your attendance?

### Business Change & Transformation Conference Europe

17-19 May 2021 – A Virtual Conference

#### *Europe's Leading Conference on Business Change & Transformation*

The Virtual Business Change & Transformation Conference is a unique opportunity to explore and debate the vital connections between business change, business transformation, innovation, investment and leveraging technology. Being neither analyst nor vendor-led, the conference welcomes, provides and values diverse and wide-ranging perspectives. Discover new ideas, approaches and solutions, while learning first-hand from the experiences and successes of organisations across the world.

#### Why Attend This Event:

Frequent comments from past delegates were their regret at not being able to attend all sessions from all conference tracks. With the Virtual Business Change and Transformation Conference now you can! This will provide you with an unprecedented extensive learning and online networking experience, providing better value than ever.

**Maximise Your Learning Experience.** Attend the 2 virtual conference days live (18-19 May) and you will get access to all conference session recordings for 3 months after the conference. With our great line up of user case studies and leading Business Change and Transformation experts, you will not want to miss one session.

**Access to an Even Wider Business Change & Transformation Community.** As the conference is virtual, it will be more accessible to the wider Business Change and Transformation community world-wide. Delegates can network via our online conference platform. Virtual chat rooms will be available during the event. You may find yourself networking with Business Change professionals from across the globe! This a tremendous opportunity to discuss your work issues with your peer group.

**Reduced Fees and Enterprise Licence Fees.** The lower fees make the conference more accessible to you, your colleagues and the Business Change and Transformation Community world-wide and if you are looking for a 2 day conference access for 10+ delegates in your organisation, we can provide you with an enterprise licence fee.

**Content Rich.** With access to nearly 40 conference presentations, you will have approximately 30 hours worth of unprecedented learning experience from leading Business Change and Transformation experts and case studies from leading organisations world-wide. Learn from other organisations' past successes and challenges.

#### Case Studies and Contributors Include:

- JP Morgan Chase
- Ministry of Defence
- McDonalds
- Airbus
- Nationwide Building Society
- Sky
- Hargreaves Lansdown
- Inmarsat
- Yorkshire Water
- Condé Nast
- British Library
- British Skeleton Olympic Programme
- Sage
- AXIS Capital
- Citizens Advice
- Brambles
- Capita
- ITHAKA
- Change Management Institute
- AssistKD
- CMC
- Hedwyn
- Enfuse Group
- Ignite Consulting
- and many more...

**Six Half-Day Conference Workshops.** Choose from a range of pre-conference workshops on specific topics conducted by leaders in their field.

**Designed by Practitioners for Practitioners.** Being neither analyst nor vendor-led, the conference welcomes, provides and values diverse and wide-ranging perspectives. Discover new ideas, approaches and solutions, while learning first-hand from the experiences and successes of organisations across the world.

**Keynotes Include:**

**The Service Mindset: Whose Value is it Anyway?**

Dr. Debra Paul, Managing Director, AssistKD

**The New Aims of Business Transformation: Towards the Trusted, Resilient and Scalable Organization**

Professor Michael Rosemann, Professor for Innovation Systems, Queensland University of Technology

**Designing Outcome Thinking into Your Business**

Professor Paul Grefen, Eindhoven University of Technology and Atos Digital Transformation Consulting

**Change Management Needs a Retirement Party. Who or What Will Occupy That Space?**

Dr Leandro Herrero, CEO, The Chalfont Project

**What Does it Mean to be a CHAMPION in Today's World?**

Nigel Risner, Motivational & Inspirational Speaker

**Here's what people have said about the 2020 Virtual Business Change and Transformation Conference.**

*A brilliant event. Well done to all. The conference ran very well from a technology platform perspective. The speakers were diverse and had many interesting topics.*

Shane Start, Business Change Project Manager, The British Library

*Very impressive platform and worked without a hitch. As always, some excellent talks and some less so - but the fact I can go, and re-watch compensates this.*

Alison Wright, BA Chapter Lead, Hargreaves Lansdown

*Having access to multiple conferences in one and also all the content for a period afterwards, all without leaving home! Great value! My sincere congratulations to the organisers for putting together this event. Keeping enthusiasm going when you can't see your audience is hard and I think you did a fantastic job of this - thank you for this.*

Philippa Willson, Senior Business Analyst, Elsevier

*The conference has been great, it's so well organised, and there's so much to listen to it's hard to choose which session to attend*

Susan Bassam, Business Analyst, Digital & Technology, Wellcome Trust

*Thank you for this really well ran event. The technology was seamless, and the quality of the speakers was amazing. I learnt so much and look forward to the next 9 months of catching up on all the sessions.*

Kay Hardy, Senior Consultant, Capita Software

*Excellent quality of talks and speakers. The sessions were excellent - a wide range of really cutting-edge subjects. A good buzz and sense of community.*

Rachel Drinkwater, Senior Business Analyst, Coventry University

*Really well organised, fantastic range of subjects and speakers, something for everyone. Really thought-provoking content.*

Sue Slater, Business Change Manager, Network Homes

*It was a great experience; I would absolutely recommend it to colleagues, and I would certainly attend again.*

Alison Rodrias, Senior Business Analyst, Parkinson's UK

*Really appreciate all the hard work gone into rescheduling the event and making it work in a COVID setting. It will never beat an in-person conference, but I really enjoyed it, and found it very valuable, nevertheless.*

Eleanor Stowe, Business Analyst, DWCC

*It was a really valuable event. Plus, with having online access to the recorded presentations I didn't choose in real time, it's probably better value than attending in person!*

Charlie Bamber, Director, Red Gurnard