

Monday 11 October 2021: Pre-Conference Workshops

Half Day Workshops 09:30 - 12:45	An Information-Centric Enterprise Architecture for Digital Business Dr. Barry Devlin, Founder and Principal, 9sight Consulting	Business Process Analysis, Design and Improvement Sasha Aganova, Managing Partner, Process Renewal Group	Business Value Realization Martin Sykes, Chief Architect, Executive Coach, Strategist, Author
Half Day Workshops 14:00 - 17:00	Architectural Thinking: Preparing for Uncertainty Neal Fishman, CTO & Paul Homan, CTO, IBM	Business Architecture: Connecting the Dots Roger Burlton, President, Process Renewal Group	Concept Models: The Secret Sauce for Process, Data and Architecture Ronald G. Ross & Gladys Lam, Co-Founders and Principals, Business Rule Solutions

Tuesday 12 October 2021: Conference Day 1 & Exhibits

09:00 - 10:00	Plenary Keynote: From Problems to Possibilities: How to Identify Entire New Process Design Options , Prof. Michael Rosemann, Professor for Innovation Systems, Queensland University of Technology			
10:30 - 11:15	How EA Can Support the Post M&A Integration of Business and IT Landscape Farhat Khan, Enterprise Architecture Advisory, TRIFID	How to Build a Successful Business Architecture Practice: Leading Approaches That Work Whynde Kuehn, Managing Director, S2E Transformation	Process Mining for Business Process Management Aimee Thompson & Humzah Ali, Business Analysts, Capita	Throwing a Bird: Applying Lean Startup Principles to Organisational Change Dave Stow, Senior Architect, Ordnance Survey
11:20 - 12:05	The Enterprise Architecture Echo Chamber Richard Frost, Enterprise Design Lead, Yorkshire Building Society	Stronger Together: Developing a Business Architecture Community of Practice Iain Windle, Enterprise Business Architect, Schroders Investment Management	In Search of Process Excellence Lourdes Gonzalez, CEO/Founder, Lulu Process Design Group & Roger Tregear, Principal Advisor, TregearBPM	Intelligent Enterprise and Next Gen Operating Model Tom Einar Nyberg, Partner, KPMG Digital Norway
12:05 - 13:30	Networking Lunch & Exhibits			
13:35 - 14:20	Plenary Keynote: Living the Dream: Turning Strategic Intent into Operational Results , Roger Burlton, President, Process Renewal Group			
14:25 - 15:10	Architecture for the Circular Economy Michael Rosen, Chief Scientist, Wilton Consulting Group	Panel: What is the Value of a Qualification or Certification ? Martin Sykes, Chief Architect, Executive Coach, Strategist, Author, Wayne Filin-Matthews, Chief Architect, Dell & Zoë Spilberg, Head of Education, BCS, The Chartered Institute for IT	Case Study: Using Business Design to Enable the Integration of Two Leading Brands Sasha Aganova, Managing Partner, Process Renewal Group	Continuous Process Improvement with Ownership and Assessment Sarah Bullen, Head of Business Analysis & Sandra Sheppard, Lead Business Analyst, BBC
15:40 - 16:25	Inclusive Enterprise Architecture - How to Make Sure That Your Enterprise Architecture Capability, Empowers Everyone Michael Vermeersch, Digital Inclusion Lead, Microsoft Ltd	Commitment to Exploitation – The Road to Managed Innovation Wayne Filin-Matthews, Chief Architect, Dell	The Boon Edam Process Journey: Shifting From Functional Oriented Towards a More Process-Oriented Organization Peter Klein, Business Process Analyst & Danielle van Koert-Bakker, Group Quality & Sustainability Manager, Royal Boon Edam International	Starting With What We Have Now: Process Improvement Through Data and Collaboration Victoria Banner, Lead Agile Business Analyst & Will Whitehead, Business Process Manager, CDL
16:30 - 17:15	Plenary Keynote: A Fireside Chat With John Zachman , John Zachman, CEO, Zachman International & Roger Burlton, President, Process Renewal Group			
17:20 - 18:20	Sessions & Exhibits			

Wednesday 13 October 2021: Conference Day 2 & Exhibits

09:00 - 10:00	Plenary Keynote: Technical Debt is the New Normal, so Focus Instead on Mega-Trends , Keith Harrison-Broninski, Director, Collaboration Tools Ltd			
10:05 - 10:50	How-to Revive and Scale the Enterprise Architecture Discipline From Within IT Rasmus Stenholm, Senior Enterprise Architect, Vestas A/S	Business Architecture as a Strategic Tool for the Digital Enterprise Daniel Lundberg, Chief Architect, DeLaval	Wrong Thinking and Agile Architecture Nick Byatt, Global Head of Architecture, Dyson Technology	How to Build the Business Case for Business Transformation in Your Organization? Katy Murarotto, Head of Business Process Management, Asahi Europe International
11:20 - 12:05	An Interview with Architects Martin Sykes, Chief Architect, Executive Coach, Strategist, Author	Orchestrating Your Customer: Aligning Your Business Architecture to Customer Intent Ewan Ashley & David Robb, Lead Business Architects, Thames Water	Behavioural and Organizational Aspects of a High-Impact Cross-Functional Process Improvement Project Pinar Bakal, System and Engineering Management Department Manager, FNSS SAVUNMA SISTEMLERI	Merge, Re-Platform and Improve: Let's Get the Party Started Martina Babini, Principal Analyst, Yoox Net-A-Porter Group
12:10 - 13:00	Plenary Keynote Panel: The Future, the Vendor C-Level View , Moderator: Michael Rosen, Chief Scientist, Wilton Consulting Group Panellists: Luca de Risi, COO, MEGA, André Christ, CEO & Co-Founder, LeanIX & Jordy Dekker, CTO, ValueBlue			
13:00 - 14:25	Networking Lunch & Exhibits			
14:30 - 15:15	Plenary Keynote: Fireside Chat: Negotiation - A Process Not an Event , Suzanne Williams, Hostage Negotiator & Martin Sykes, Chief Architect, Executive Coach, Strategist, Author			
15:20 - 16:05	Enterprise Architecture Enabled Innovations in Enterprise Data and Process Management Douglas T. Erickson, Founder, ENTARCO USA Inc & Donald B. Phillips	Outcome is King – the Key to Aligning Business Architecture and BPM Lloyd Dugan, Chief Architect, BPM, Inc.	Pursuing Purpose Through Process Phil Short, Principal & Owner, PJS Process & System Improvements	A Regulatory Governance Framework Rafael Paim, Partner, Enjourney & Tatiane Pestana, Engineer, National Electric System Operator (ONS)
16:10 - 16:40	Plenary Keynote and Conference Close Take Away Insights from the Conference , Martin Sykes, Chief Architect, Coach, Storyteller & Author & Roger Burlton, President Process Renewal Group			

Thursday 14 October 2021: Post-Conference Workshops

Full Day Workshop 09:30 - 17:00	BizOps – Integrating Architecture, Business Analysis, DevOps, Lean, and Agile Michael Rosen, Chief Scientist, Wilton Consulting Group
Half Day Workshop 09:30 - 12:45	Are the Boundaries of Enterprise and Business Architecture Infinite? A 2020 Experience Joanna Goodrick, Head of Business Architecture and Strategy, Cambridge Assessment
Half Day Workshop 14:00 - 17:00	Integrating Change into Your Business Process Approach – Timing Is Everything Alec Sharp, Senior Consultant, Clariteq