

Monday 11 October 2021: Pre-Conference Workshops

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| 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

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| 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, Managing Consultant, Capgemini Consulting | 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 | | | |
| 12:40 - 13:00 | Lunchtime Session: Harness The Hidden Knowledge of Your Organisation to Optimise Your EA , Julia Breitzkreuz, IT Consultant, LeanIX | | Lunchtime Session: 360 Degree View of a Business Transformation at Airbus , Luca de Risi, Chief Operating Officer, Mega International | |
| 13:05 - 13:25 | Lunchtime Session: The Triple Threat: Integrating Architecture, Business Processes and Data for Unparalleled Insight , Diederik Postma, Lead Solution Consultant, ValueBlue | | | |
| 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 Spielberg, Head of Education, BCS, The Chartered Institute for IT & David Slight, Account Manager, Operations, Iasa Global | 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, Accessibility Product Marketing Manager, 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

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| 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, Jane Change, Chief Architect, CLP Power, Gerben Wierda, Lead Architect, APG & Sander Meijer, Manager Enterprise Architecture, Royal BAM group | Orchestrating Your Customer: Aligning Your Business Architecture to Customer Intent Ewan Ashley, Enterprise Business Architect, Oxford University Press | 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 & Michael D'Onofrio, CEO, Orbus Software | | | |
| 13:00 - 14:25 | Networking Lunch & Exhibits | | | |
| 13:35 - 13:55 | Lunchtime Session: The Role of Enterprise Architecture as a Driving Force to Business Recovery and Opportunity , Philip Chernov, Senior Consultant, Orbus Software | | | |
| 14:00 - 14:20 | Lunchtime Session: Brain Transplants for Architects - How to Rescue EA with 7 Good Habits , Morten Stender, Partner, Staun & Stender | | | |
| 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 | Analytics and Automation in Business Process Management Iliia Bolotine, Senior Information Management Consulting Executive | 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

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| 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 University Press and Assessment |
| Half Day Workshop 14:00 - 17:00 | Integrating Change into Your Business Process Approach – Timing Is Everything Alec Sharp, Senior Consultant, Clariteq |