

## Do you need to justify your attendance?

2 co-located conferences

### Enterprise Architecture & Business Process Management Conference Europe

22-25 October 2018, 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 & Business Process Management Conference provides an unparalleled networking opportunity for Enterprise Architects, BPM and Business Architect 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 Attend This Event:

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

**Designed by Practitioners for Practitioners.** Being neither analyst nor vendor-led, the conferences provide 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 EA and BPM approaches and solutions.

**Five Conference Tracks Focusing on Company Case Studies.** Choose from more than 70 sessions, with 2 tracks on Enterprise Architecture, 2 tracks on BPM and 1 track exclusively 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:

- Zurich Insurance
- Aberdeen Standard Investments
- Centrica
- Nationwide
- ABN Amro
- Ministry of Immigration and Integration Denmark
- APG
- NATS
- DNB Bank
- Copenhagen Airports
- KPMG Digital Norway
- Capita Transformation
- Renault-Nissan Consulting
- Admiral Group
- Yorkshire Building Society
- University College London
- Department of Internal Affairs New Zealand
- FNSS Defence Systems
- de Volksbank
- Wells Fargo
- SQS Ireland
- National Bank of Oman
- Communication and Information Technology Commission (CITC) Saudi Arabia
- Farm Frites Poland
- Kautex Textron GMBH

**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 EA and BPM 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.



IRM UK  
Enterprise Architecture  
& Business Process Management  
Conference

**Keynotes Include:**

**The Value of Management is the Management of Value**

*Roger Burlton, President, Process Renewal Group*

**Architecture in an Age of Agile**

*Gerben Wierda, Team Coordinator Architecture & Design, APG*

**The Obstacle is the Path**

*Martin Sykes, Chief Architect*

**Back to Art School: Design is the Future of Enterprise Architecture**

*Milan Guenther, Partner, Enterprise Design Associates*

**Self-Management and the Process Centric Organisation**

*Sasha Aganova, Senior Consultant, Process Renewal Group*

**A Business Process Management Journey**

*Adam Klasa, CEO, Farm Frites Poland*

**What Delegates Have Said:**

**"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*