ENTERPRISE ARCHITECTURE & BPM CONFERENCE EUROPE

3-6 JUNE 2024 • LONDON, UK

Diverse Learning Tracks:
Choose from an unparalleled selection of four dynamic tracks, each meticulously curated to cater to both novices and experts.

Boundless Networking:
Forge meaningful connections during the networking breaks.

Real-World Applications:
Learn not just the theory but also the practical applications of Enterprise Architecture and Business Process Management.

VISIONARY SPEAKERS INCLUDE:

Annika Klyver
Business Designer/Architect
Scania

Roger Tregear
Principal Advisor
TregearBPM

Joanna Goodrick
Head of Business Architecture and Strategic Alignment
Cambridge University Press and Assessment

Ben Clinch
Principal Enterprise Architect - Information Architecture and Data Governance, **BT**

David McCandless
Information is Beautiful

Jan Henderyckx
Partner
BearingPoint

Alicia Utami
BPM Domain Expert
ABN AMRO Bank
(The Netherlands)

Roger Burlton
President
Process Renewal Group

Sasha Aganova
Managing Partner
Process Renewal Group

#EABPM24
irmuk.co.uk/eabpm-2024-2

8:00 AM - 9:00 AM	**Registration & Networking Breakfast**			
9:00 AM - 9:10 AM	**Conference Welcome & Open** Roger Burlton, President, **Process Renewal Group** Joanna Goodrick, Head of Business Architecture and Strategic Alignment, **Cambridge University Press and Assessment**			
9:10 AM - 10:00 AM	**Plenary Keynote:** Architecting the Augmented Organisation - Linking your Organisation and People to Next Generation AI Jan Henderyckx, Partner, BearingPoint			
10:00 AM - 10:30 AM	**Networking Break & Exhibits**			
	Track 1	**Track 2**	**Track 3**	**Track 4**
10:30 AM - 11:10 AM	**6 Steps for Uncovering and Overcoming Cybersecurity Risks with Enterprise Architecture** Gareth Morgan, Senior Director of Enterprise Architecture, **Sophos**	**Architecture & Transformation: The Journey from Identification of the Things to Change, to the Story of Change** Martin Sykes, Enterprise Architect, **Redgate Software**	**Benefit Mapping: The Key to Strategic Business Capability Alignment** Pascal Dussart, Business Architect, **April10 Consulting**	**Process Architecture and Modelling Tools** Jurij Sokolov, Business Process Architect, **Girteka Competence Center** Cristian-Stefan Petcu, Global Process Owner, **Girteka Competence Center**
11:20 AM - 12:00 PM	**Establishing a Target Architecture to Enable Cultural Change and Transformation** Jon Burt, Head of Enterprise Architecture, **Manchester City Council**	**How Do We Make People Stop Hating Us?** Mads Madsbjerg Hansen, Architecture Network Manager, **Inter IKEA**	**Strategic Experimentation through Dynamic Business Architecture and Digital Twins** Craig Martin, Strategic Designer, **DesignChain**	**BPM Slot TBC**
12:00 PM - 1:40 PM	**Networking Lunch & Exhibits**			
12:30 PM - 12:50 PM	**Lunchtime Session: Strategic Planning for Critical National Infrastructure** Katie Mayers, Head of Architecture and Analysis, **NATS** John Wheal, Lead Solution Architect, **NATS**			
1:00 PM - 1:20 PM	**Lunchtime Session: The Road to Sensible Decisions: Building a Modelling Toolchain** Ben Langridge, Senior Technology Architect, **Cambridge University Press & Assessment**			
1:40 PM - 2:20 PM	**Evolving Business Architecture: A Decade of Transformation at Phoenix Group** Stephen Burton, Head of Business Architecture, **Phoenix Group** Sreedev Chembakasseril, Senior Business Architect, **Phoenix Group**	**Adaptive Enterprise Architecture as Information: Data To Decisions** Professor Asif Gill, **University of Technology Sydney**	**Architecting at the Seams: Piecing Together Strategic Change with Business Architecture** Joanna Goodrick, Head of Business Architecture and Strategic Alignment, **Cambridge University Press and Assessment**	**The Process of Process Management** Roger Tregear, Principal Advisor, **TregearBPM**
2:30 PM - 3:10 PM	**Bringing together Enterprise Architecture and Enterprise Data to Support a Product-Centric Transformation** Tom Ogden, Systems Engineering and Enterprise Architecture Consultant, **PA Consulting**	**Enterprise Architecture or Enterprise Engineering? A Knowledge Base for Enterprises Supporting Business and IT Transformation** Hans Staalman, Enterprise Architect	**100 Days that Matter: Establishing a Business Architecture Practice** Iain Windle, Head of Business Architecture, **Janus Henderson Investors**	**Finding the Business Improvement Forest in the BPM Trees** Phil Short, Principal & Owner, **PJS Process & System Improvements Ltd**
3:10 PM - 3:40 PM	**Networking Break & Exhibits**			
3:40 PM - 4:20 PM	**Keynote: Achieving Enterprise Architecture Value at Scale: Modern Data, Analytics and Artificial Intelligence in Taming the Enterprise** Ben Clinch, Principal Enterprise Architect - Information Architecture and Data Governance, **BT**		**Keynote: Many Flavours of Business Architecture. What's yours?** Roger Burlton, President, **Process Renewal Group**	
4:25 PM - 5:10 PM	**Plenary Keynote:** Information is Beautiful David McCandless, Information is Beautiful			
5:10 PM - 6:10 PM	**Networking Drinks Reception & Exhibits**			

Time	Track 1	Track 2	Track 3	Track 4
8:00 AM - 9:00 AM	**Registration & Networking Breakfast**			
9:10 AM - 10:00 AM	**Plenary Keynote:** Algorithms, Automation, and AI: Digital Capabilities and Analogue Organisations **Professor Michael zur Muehlen,** Associate Professor of Information Systems, **Stevens Institute of Technology**			
10:00 AM - 10:30 AM	**Exhibits & Networking Break**			
10:30 AM - 11:10 AM	**Utilising EA Models to Establish Compliance to Regulatory / Security-based Requirements** Jacob Behrend, Chief Information Officer, **Lyngby Taarbæk Forsyning**	**Are We the Bad Guys? How to Tell if your Enterprise Architecture Practice is Helping or Hindering Delivery of Change** **Michael Bruton**, Consulting Architect, **Mosaic Island** **Emma Askew**, Managing Architect, **Mosaic Island**	**Empowering Innovation: Enara Bio's Hierarchy-free Approach to Cancer Drug Discovery and Development** Kate Nicholson, Head of Business and Portfolio Optimisation, **Enara Bio**	**Panel: Governance from Different Perspectives** Moderator: Joanna Goodrick, Head of Business Architecture and Strategic Alignment, **Cambridge University Press and Assessment** Iselin Sema Nordal, Director of Consultancy and Advisory, **Arribatec EA & BPM** Omar Aljubair, Digital Business Architecture Senior Consultant, **Saudi Telecommunication Company** Vanessa Lam, Founder & Principal, **BRSdata**
11:20 AM - 12:00 PM	**Getting our Edge Back: Boosting your Enterprise Impact with EDGY** Milan Guenther, President, **Intersection Group**	**Optimising the Enterprise: a Unified Approach to Enterprise, Business and Process Architectures** Sasha Aganova, Managing Partner, **Process Renewal Group** Klaus Østergaard, Owner, **Ostergaard Consulting**	**Business Architecture: Transforming an Organisation with a Capability Led Approach** Ryan Preece, Enterprise Architecture and Data Governance Manager, **Royal National Lifeboat Institution**	**BPM Best Practices: Align Boards and Organisations True Needs & Expectations for Company Success** Claus Due, Digital Business Architect & Advisor, **Procio ApS**
12:00 PM - 1:40 PM	**Networking Lunch & Exhibits**			
1:00 PM - 1:20 PM	**Lunchtime Session: 5 Must-Dos When (Re-)Starting Your EA Practice** Laurel Phelan McKerrow, Senior Solutions Engineer, **LeanIX**			
1:40 PM - 2:20 PM	**Utilise Enterprise Architecture to Transform and Scale** Rasmus Stenholm, Enterprise Architect, **Vestas**	**A Journey of an Architect: Signing up for Life-long Learning** Christian Schroeder, Enterprise Architect, **Bain & Company**	**Embrace the Change with Business Architecture** Martina Babini, Business Architect, **Yoox Net-A-Porter Group**	**Connecting Perspectives: Building a BPM Ecosystem** Arno van der Drift, Head of Centre of Expertise BPM, **ABN AMRO Bank** Alicia Utami, BPM Domain Expert, **ABN AMRO Bank**
2:30 PM - 3:10 PM	**Keynote: The Effective Architect** Gerben Wierda, Lead Architect, **APG**		**Keynote: Digital Business Architecture in an AI Driven World** Steve Jones, Executive VP, **Capgemini**	
3:10 PM - 3:40 PM	**Exhibits & Networking Break**			
3:40 PM - 4:30 PM	**Plenary Keynote Panel**			
4:30 PM - 4:45 PM	**Conference Close**			

CONFERENCE AND EXHIBITS: Wednesday 5 June 2024

8:30 AM - 9:30 AM	**Workshop Registration & Breakfast**			
	Track 1	**Track 2**	**Track 3**	**Track 4**
9:30 AM - 12:45 PM	**An Introduction To And Overview Of Enterprise Architecture Management** **Morten Stender**, Partner, **Staun and Stender** **Sabrina Lyhne**, Senior Management Consultant, **Staun & Stender**	**Architected Enterprise Agility using Modular Business Architecture** **Alex Romanov**, Business Architect, **Avrolabs, Inc**	**Unlocking Transformation: A Practical Guide to AI Technologies** **Lourdes Gonzalez**, CEO, **Lulu Process Design Group** **Pedro Rodriguez**, AI Researcher	**Building the 12 Must-Have Data Capabilities for Your Organisation: How to Evaluate and Improve Them** **Vanessa Lam**, Founder & Principal, **BRSdata**
11:00 AM - 11:15 AM	**Morning Break**			
12:45 PM - 13:45 PM	**Lunch**			
2:00 PM - 5:00 PM	**Practical Process Modelling: Hands-on Learning** **Sasha Aganova**, Managing Partner, **Process Renewal Group**	**Defining Architecture Execution Outcomes** **Dr. John Gøtze**, CEO, **EA Fellows** **Ksenija Bickova**, EA Consultant, **EA Fellows**	**Getting Started with EDGY** **Jean-Sébastien Daigle**, Enterprise Designer & Facilitator, **Intersection Group**	**The Key Principles and Tactics for Effective Negotiation** **Suzanne Williams**, Hostage Negotiator
15:15 PM - 15:30 PM	**Afternoon Break**			

CONFERENCE AND EXHIBITS: Thursday 6 June 2024

	Track 1	**Track 2**	**Track 3**
8:00 AM - 9:00 AM	**Business Architecture: Connecting The Dots** **Roger Burlton**, President, **Process Renewal Group**	**Outside-In: Bridging the CX–EA gap with an EDGY Milky Way Map** **Annika Klyver**, Business Designer/Architect, **Scania** **Milan Guenther**, President, **Intersection Group**	**Process Performance Excellence** **Roger Tregear**, Principal Advisor, **TregearBPM**
10:30 AM - 10:45 AM	**Morning Break**		
12:15 PM - 13:15 PM	**Lunch**		
14:45 PM - 15:00 PM	**Afternoon Break**		

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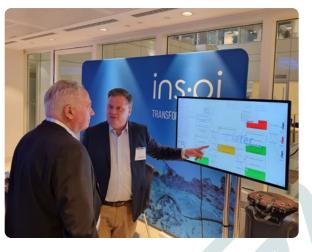**Organisations Who Booked In 2023:**

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