



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

Diamond Sponsor



Platinum Sponsors



Silver Sponsors



Bronze Sponsors



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

CONFERENCE AND EXHIBITS: Monday 3 June 2024

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 Wheel, 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 Dr. John Götze, CEO, EA Fellows	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 Sponsored by Orbus Software & Exhibits			

CONFERENCE AND EXHIBITS: Tuesday 4 June 2024

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			
	Track 1	Track 2	Track 3	Track 4
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: Going in the Right Direction? Steering the Architecture Ship in Today's Enterprise 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, Cappemini	
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, Staub and Stender Sabrina Lyhne, Senior Management Consultant, Staub & 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 Götze, 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		

JOIN YOUR INDUSTRY PROFESSIONALS

Organisations Who Booked In 2023:

• Capital Market Authority • Petrobras • NS • Jungheinrich AG • Cambridge University Press & Assessment • Kernel • UNIQA • Deutsche Lufthansa AG • IBM • Capsifi • Test • Schaeffler Technologies AG • Redgate Software • Raiffeisen Bank International • Lufthansa • META • DANVA • World Intellectual Property Organization (WIPO) • Swedish Fortifications Agency • Myreas • ES Consulting • KPMG • Norwegian Forces Material Agency • Corten Capital • Lowell Financial • KNVI (Netherlands Computer Society) • Home Office • Semantology • Mosaic Island • Clariteq • EA Fellows ApS • DeLaval • University of Sunderland • Bunzl • Roche Pharmaceuticals • Ghana Insurers Association • JT Group Ltd • Norwegian Defence Material Agency • Cornèr Banca SA • Smals • Cashplus Bank • Union Tank Eckstein • EP • Futuregrowth Asset Management • Camfil • Bizdesign • Avrolabs • Inc. • Kundan Ice Factory • Sony Interactive Entertainment • Afreximbank • Å Energi • Canada • Ørsted • Akbank • Across & Ahead • Rabobank • Investec Wealth & Investments UK • Rua Almadinah Holding Company • Bizagi • PJS Process & System Improvements Ltd. • Smart & Mindful Optimizations • Arribatec • Nationwide Building Society • BAE Systems Digital Intelligence • CACI • Riyadh Airports Company • Alfa Laval • Danish Broadcasting • Statistics New Zealand • Girtaka Competence Center • Fingrid • Ostergaard Consulting • Peregrine • General Entertainment Authority • CBC • Norwegian Armed Forces • Riyadh Airport Company • Chugai Pharmaceutical Co. • Ltd. • Process Renewal Group • APG • Cornèr Banca SA • C.T.Co • Alliander N.V. • Implement Consulting Group • LeanIX • Saudi Authority of Intellectual Property • NatWest Group Plc • General Authority for Survey • Saudi Payments • ALDI International Services • APG Asset Management • Three UK • Agristo • AXA XL • Erste Digital GmbH • Benefact Group • BAM • Ministry of Energy • The Open Group • ValueBlue • Phoenix Group • Avolution • NNPC Pensions • Orbus Software • BCS Publishing • Historic Environment Scotland • Arribatec EA & BPM • Arribatec • Ministry of Defense • Qualiware • Van Haren Publishing • TVH Parts Holding NV • FEAC Institute • Sir Robert McAlpine • Agnieszka Pawelec Data Consulting & More!

SECURE YOUR PLACE

Choose your Ticket Type

Save 10% Enter Booking Code: **EABPMBR10**

Standard Rate

1-DAY TICKET

£895 +VAT

2-DAY TICKET

£1395 +VAT

3-DAY TICKET

£1695 +VAT

4-DAY TICKET

£2075 +VAT

To book your place visit irmuk.co.uk/eabpm-2024-2



SUPER GROUP BOOKING DISCOUNTS AVAILABLE! SAVE UP TO 25%

More than 1 of you attending from the same company? Enter the following discount codes and save:

2 – 3 Delegates: Save 10%
Enter Discount Code: **GRP10**

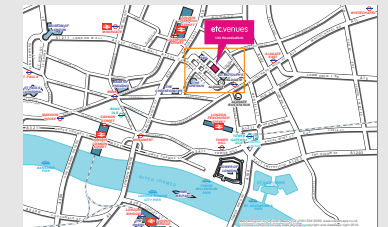
4 – 6 Delegates: Save 20%
Enter Discount Code: **GRP20**

6+ Delegates: Save 25%
Enter Discount Code: **GRP25**

VENUES

etc.venues, 133 Houndsditch
London, EC3A 7BX

etc.venues, 8 Fenchurch Street
London EC3M 4PB



SPONSORSHIP OPPORTUNITIES

Calling all Solution Providers! Put your brand in front of your target audience. Find out more. Contact: Anna Slater, Sales and Marketing Manager IRM UK, E: anna@irmuk.co.uk