

08 – 09 June 2026 | Conference and Exhibits, Convene 133 Houndsditch, London, EC3A 7DB
10 – 12 June 2026 | Workshops, etc.venues Fenchurch Street, London, EC3M 4PB

#EBA #BCT #SDC


Three Conferences. One Powerful Experience.

Architect the future. Transform your business.
Design services that truly deliver.

Together, these three conferences create a truly transformative environment, connecting disciplines that are critical to modern organisations. From architecture and design to change and transformation, this is where design ideas come together.

- Architect the future with confidence
- Drive smarter, faster transformation
- Design seamless, user-centric services


Whether you are shaping strategy, leading change or improving end-to-end experiences, this is your opportunity to learn across domains, gain fresh perspectives and deliver real-world impact.


5
Days


70+
Speakers


250+
Attendees


11
Workshops


8
Keynotes

Featured Speakers



Annette Andresen
CEO
Marlowe Consulting Limited



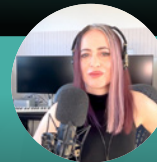
Kara Claxton
Director of Transformation
UK Home Office - Border Force



Roger Burlton
President
Process Renewal Group, Founder, BPTrends Associates



Cyriel Kortleven
Global Speaker On Change Mindset
CyrielKortleven.com



LJ Rich
World-renowned Musician & BBC TV Broadcaster



Christian Schroeder
Enterprise Architect
Bain & Company



Paul van der Merwe
Head of Enterprise Architecture
Standard Bank Group



Whynde Kuehn
Founder & Director
S2E Inc

DIAMOND SPONSOR 2026:



PLATINUM SPONSORS 2026:



BRONZE SPONSOR 2026:



PUBLISHING PARTNERS 2026



MEDIA PARTNERS 2026



Architect the Future. Transform your Business. Shape Real-World Impact.

Join us in London from 8 – 12 June 2026 for the Enterprise & Business Architecture Conference Europe 2026, the leading event dedicated to advancing the role of Enterprise and Business Architecture towards driving strategic success. This conference brings together professionals and leaders who are shaping how organisations align vision, strategy and execution through effective architecture.

Discover the latest thinking in Enterprise & Business Architecture, explore practical frameworks and real-world case studies, and gain the insight needed to design resilient, future-ready organisations. Whether you are leading transformation, evolving your architecture capability or embedding business architecture into your organisation. This conference equips you with the knowledge, connections and confidence to deliver meaningful and measurable impact.

Featured Speakers



Usha Rangaswamy
Lead Business Architect
Tesco Mobile



Paul van der Merwe
Head of Enterprise Architecture
Standard Bank Group



Louise Lloyd
Head of Data and AI
Tesco Mobile



Dave Stow
Head of Architecture
Ordnance Survey



Sarah McGuinness
Head of Security Strategy
UK Government



Christian Schroeder
Enterprise Architect
Bain & Company



LJ Rich
World-renowned Musician &
BBC TV Broadcaster



Martin Sykes
Shared Applications & Services
Redgate Software

Key Topics include:



Cybersecurity & Enterprise Architecture



Business Architecture & Capability Maturity



High-Performance Teams & Organisational Learning



Transformation Strategies & Technology Innovation



Diversity & Leadership in EA

Featured Sessions:

Connecting Business Architecture & AI Strategy: A Practical Journey Toward Transformation Outcomes

Usha Rangaswamy, Lead Business Architect, Tesco Mobile
Louise Lloyd, Head of Data and AI, Tesco Mobile

Keynote: From Blueprints to Bots: How AI is Redefining EA

Paul van der Merwe, Head of Enterprise Architecture, Standard Bank Group

Switching to the Product Model :The Architectural Implications of Moving from Projects to Products

Dave Stow, Head of Architecture, Ordnance Survey

Business Architecture's Role in Identifying and Mitigating Security Risk and Enhancing Explainable AI

Sarah McGuinness, Head of Security Strategy, UK Government

BUSINESS CHANGE AND TRANSFORMATION CONFERENCE EUROPE

Now in its
10th Year

Change Smart. Transform Fast. Succeed Sustainably.

Join us in London from 8 – 12 June 2026 for the Business Change & Transformation Conference Europe 2026, the essential event for professionals and leaders driving meaningful organisational change. Designed for those leading transformation in complex environments, this conference explores how to deliver change that is not only fast and effective, but also sustainable. Gain practical insight into modern transformation strategies, operating models and change methodologies, alongside real-world case studies from organisations navigating large-scale change.

Co-located with the Enterprise & Business Architecture Conference and the Service Design Conference Europe, this event offers a unique opportunity to connect strategy, design and execution. Whether you are leading enterprise-wide transformation or embedding change within your organisation, BCT 2026 equips you with the tools, perspectives and confidence to deliver lasting impact.

Featured Speakers



Kara Claxton
Director of Transformation
UK Home Office - Border Force



Damien Hatton
Lead Service Designer
Welsh Revenue Authority



Donna Wayman
Chief Operating Officer - Zurich
Legacy Solutions
Zurich Insurance



Nana Lundgaard
Digital Change Manager
Novo Holdings



Michael Noonan
Consulting Practice Lead
Microsoft



Alexandra Hankey
Senior Business Change Lead
The Economist Group



Andrew Bradley
Head of Strategy and Adoption
Telefonica Tech



Alyssa Ali
Business Change Manager
British Library

Key Topics include:



Digital Transformation & AI Integration



Behavioural Change & Organisational Psychology



Business Change Strategies & Leadership Development



Portfolio & Programme Management Excellence



Measuring ROI & Tracking Transformation Success

Featured Sessions:

Keynote: The Missing Link - How Leaders Turn Transformation Ambitions into Real Business Value
Kara Claxton, Director of Transformation, UK Home Office - Border Force
Annette Andresen, CEO, Marlowe Consulting Limited

Panel: Building and Maintaining Culture for High-Performing Teams

Donna Wayman, Chief Operating Officer - Zurich Legacy Solutions, Zurich Insurance
JJ van Dam, Strategic Advisor & Scale-Up Leadership Expert
Michael Noonan, Consulting Practice Lead, Microsoft
Chris Manning, MD, Experience HR

The Digital Transformation of UK Research & Innovation
Damien Hatton, Head of Digital Design, Intellectual Property Office

The Myth of Change Fatigue
Andrew Bradley, Head of Strategy and Adoption, Telefonica Tech

From User Need to Seamless Service. Make Every Interaction Count

Join us in London from 8 – 12 June 2026 for the 3rd Annual Service Design Conference Europe 2026, the must-attend event for professionals and leaders shaping the future of service design, customer experience and digital transformation. This conference is designed for those creating meaningful, user-centred services that deliver real value across complex organisations. Explore the latest thinking in service design, journey mapping and experience-led transformation, alongside practical case studies and proven approaches from leading practitioners.

Co-located with the Business Change & Transformation Conference and the Enterprise & Business Architecture Conference, this event offers a unique opportunity to connect design with strategy and execution. Whether you are improving services, driving innovation or leading experience transformation, Service Design Conference Europe 2026 equips you with the insight, tools and confidence to create seamless, impactful experiences.

Featured Speakers



Sarah Bell
Head of Service
Pancreatic Cancer UK



Simon Platt
Principal Business Analyst
Whitbread



Victoria Banner
Enterprise Business Architect
Royal London Group



Bruce Prendergast
CDIO Strategy Lead
HM Revenue and Customs



Christine Houghton
Customer Journey Lead
HMRC



Jonathan Hunsley
CEO
AssistKD



Riya Gokharu
Design Researcher
Stby Ltd



Cyriel Kortleven
Global Speaker On Change
Mindset
CyrielKortleven.com

Key Topics include:



Service Design & Business Strategy



Human-Centred Digital Transformation



Behavioural Science in Service Innovation



AI & Design Thinking for Customer Experience



Public Sector & Multi-Stakeholder Service Ecosystems

Featured Sessions:

From Experienced Business Analyst to Aspiring Service Designer: A Community Case Study

Simon Platt, Principal Business Analyst, Whitbread

Two Years with AI as a Teammate: Reflections on Responsible AI Use in Service Design

Riya Gokharu, Design Researcher, Stby Ltd

From Journeys to Justification: Mapping Customer Experience to CX Metrics for Outside-In Transformation

Christine Houghton, Customer Journey Portfolio Lead, HM Revenue and Customs

Becoming a Service Organisation: Adopting a Starfish Strategy for Service Transformation Across a Complex Service Eco-System

Bruce Prendergast, CDIO Strategy Lead, HM Revenue and Customs

CONFERENCE AND EXHIBITS: MONDAY, JUNE 8, 2026

8:00AM - 9:00AM	Registration & Breakfast			
9:00AM - 9:10AM	Conference Welcome & Open Conference chairs: Joanna Goodrick , Deputy Director & Head of Business Architecture, Cambridge University Press & Assessment Roger Burlton , President, Process Renewal Group, Founder of BPTrends Associates			
9:10AM - 10:00AM	Keynote: Excalibur Unsheathed - Building the Round Table of the Future Doug Kirkpatrick , Change Consultant, TEDx Speaker, Executive Coach, Author, and Educator			
10:05AM - 10:45AM	Opening Keynote: Establishing A Cohesive Organisation Roger Burlton , President, Process Renewal Group, Founder, BPTrends Associates Whynde Kuehn , Founder & Director, S2E Inc	Keynote Panel		
10:45AM - 11:15AM	Networking Break & Exhibits			
	Architecture		Change & Transformation	
11:15AM - 11:55PM	Business Architecture's Role in Identifying and Mitigating Security Risk and Enhancing Explainable AI Sarah McGuinness , Head of Security Strategy, UK Government	EA at 300% Speed: Turning Architects into the Top-Impact 20% Tom Christensen , Group CIO, Conscia Morten Stender , Partner, Next Insight	The Myth of Change Fatigue Andrew Bradley , Head of Strategy and Adoption, Telefonica Tech	From Strategy to Adoption: Inside Novo Holdings Digital Transformation Nana Lundgaard , Digital Change Manager, Novo Holdings
12:00PM - 12:40PM	From Strategy to Execution: Roadmaps, Handbooks & the Strategy House Victoria Banner , Enterprise Business Architect, Royal London Group	Rearchitecting a 100-Year Broadcaster for the Digital World Troels Aaberg , Enterprise Architect, Danish Broadcasting Corporation	Establishing A Cohesive Organisation Roger Burlton , President, Process Renewal Group, Founder of BPTrends Associates Whynde Kuehn , Founder & Director, S2E Inc	Creating Better Work: The Human Imperative in a World of AI Oliver Ferriman , Co-Managing Director, HSM Advisory
12:40PM - 2:05PM	Networking Lunch & Exhibits			
2:05PM - 2:45PM	Business Architecture and Friends Michael Greenhalgh , Head of Business Architecture, Places for People	From Diagrams to Dynamics: How Digital Twins Are the Living Architecture of the Enterprise Ben Clinch , Partner, Ortecha	From Pilot to Practice: How Whitbread's "Digital Heroes" Measured Real Impact with Microsoft 365 Copilot Christopher Adams , Business Change Manager, Whitbread Doris Rosmann-Begg , Senior Business Analyst, Whitbread	Strategy Is Easy, Behaviour Is Hard: How Leaders Make Transformation Real Frida Stjernholm , Senior Management Consultant and Board Professional
2:50PM - 3:30PM	Adventures in Architecture as Code Simon Stone , Senior Enterprise Architect, NatWest Dr. Simon Barrows , Services Director, Icon Solutions	Value First: Transforming Your Architecture Function into a Strategic Engine Helen Gassis , Head of Architecture, Benefact Group	Transforming Work: "Business Transformation Without Process Understanding Is Guesswork at Scale" Roger Burlton , President, Process Renewal Group, Founder of BPTrends Associates	Achieving AI Adoption Alexandra Hankey , Senior Business Change Lead, The Economist Group
3:30PM - 4:00PM	Networking Break & Exhibits			
4:05PM - 4:30PM	Accelerating Value Delivery: The Practical Role of Business Architecture in Connecting Change, Architecture, and Delivery Iain Windle , Head of Business Architecture, Janus Henderson Investors	From Strategy to Experience: Connecting Business Capabilities and Services to Drive Enterprise Architecture Value Nelson Gama , Head of EA, Riot Games	The Digital Transformation of UK Research & Innovation Damien Hatton , Head of Digital Design, Intellectual Property Office	From Vision to Value: Making Digital Transformation Stick Irina Iozefson-Schneider , Non-Executive Director, Partner, Holland&Barrett, LetterOne
4:40PM - 4:50PM	2026 Industry Excellence Awards LJ Rich , World-renowned Musician & BBC TV Broadcaster			
4:50PM - 5:20PM	Keynote: TRUST AND AI - How to Lead and What to Believe LJ Rich , World-renowned Musician & BBC TV Broadcaster			
5:20PM - 6:30PM	Sponsored Networking Reception			

CONFERENCE AND EXHIBITS: TUESDAY, JUNE 9, 2026

8:00AM - 9:00AM	Registration & Breakfast				
9:00AM - 9:10AM	Conference Welcome & Open Conference Chairs: Debra Paul , Non-Executive Chair, AssistKD Michael Noonan , Consulting Practice Lead, Microsoft				
9:10AM - 10:00AM	Keynote: The Change Mindset Cyriel Kortleven , Global Speaker On Change Mindset, CyrielKortleven.com				
	Architecture		Change & Transformation		Service Design
10:05AM - 10:45AM	Connecting Business Architecture & AI Strategy: A Practical Journey Toward Transformation Outcomes Usha Rangaswamy , Lead Business Architect, Tesco Mobile Louise Lloyd , Head of Data and AI, Tesco Mobile	Buy! Buy! Buy! Henrik Parsig , Lieutenant Colonel, Danish Ministry of Defence Acquisition and Logistics Organisation Martin Ipsen Pedersen , Enterprise Architect, EA Fellows ApS	Why Organisational Readiness Matters More Than Technical Sophistication Donald Farmer , Principal, TreeHive Strategy	Quiet Authority in the Age of AI: Leading High-Risk Transformation Without the Noise Genevieve Nwodo Wakeley-Jones , Senior Transformation Consultant Partner, First Ace , Kingsley Wood	Becoming a Service Organisation: Adopting a Starfish Strategy for Service Transformation Across a Complex Service Eco-System Bruce Prendergast , CDIO Strategy Lead, HM Revenue and Customs
10:45AM - 11:15AM	Networking Break & Exhibits				
11:15AM - 11:55AM	Architecture, Ethics, and Responsible AI: Trustworthy Capability Bill Blackburn , Principal Consultant, Process Renewal Group	AI Doesn't Fail, Architecture Does: How Enterprise Architecture Unlocks Real-World AI Value James Smedley , Head of Data, Affiniti Reply	Panel: Building and Maintaining Culture for High-Performing Teams Donna Wayman , Chief Operating Officer - Zurich Legacy Solutions, Zurich Insurance JJ van Dam , Strategic Advisor & Scale-Up Leadership Expert Michael Noonan , Consulting Practice Lead, Microsoft Chris Manning , MD, Experience HR		Designing Circles - A New Service for People Affected by Pancreatic Cancer Sarah Bell , Head of Services, Pancreatic Cancer UK Ryan Bromley , Partner, Good Innovation
12:00PM - 12:40PM	Lessons Learned from 20 Years of Successes and Failures in EA Vincenzo Marchese , Managing Director, Architectural Thinking	Invisible Governance for Enterprise Architecture: Influencing People to Do the Right Thing When No One Is Looking Martin Sykes , Shared Applications & Services, Redgate Software	The Science of Change in the Wild Susie Palmer-Trew , Founder and Director of Change Programmes, Everyday Change	BPM Capabilities to Drive Continuous Improvement Manuel Leclerc , Business Transformation Manager, Cornèr Banca SA	AI Didn't Break Your Organisation: Your Service Model Was Already Broken Johann Diaz , Founder & Chief Strategy Officer, Service Revolution Academy
12:40PM - 2:05PM	Networking Lunch & Exhibits				
2:05PM - 2:35PM	Switching to the Product Model :The Architectural Implications of Moving from Projects to Products Dave Stow , Head of Architecture, Ordnance Survey	The Debt Lie Zara Sheldrake , Business Architect, University of Cambridge	Delivering Transformation in the Wake of Disruption: Lessons from the British Library's Library Services Systems Programme Alyssa Ali , Business Change Manager, British Library Gemma King , Senior Programme Manager, British Library	When Transformation Starts Working and Leadership Loses Control Karin Höök , Organisational Transformation Advisor, Harwest	Elite Services Are Coached, Not Designed Yolanda Martin , CPO, Jigsaw/MrQ
2:40PM - 3:20PM	Keynote: From Blueprints to Bots: How AI is Redefining EA Paul van der Merwe , Head of Enterprise Architecture, Standard Bank Group		Keynote: The Missing Link - How Leaders Turn Transformation Ambitions into Real Business Value Kara Claxton , Director of Transformation, UK Home Office - Border Force Annette Andresen , CEO, Marlowe Consulting Limited		Weaving Genomic Screening into the Fabric of Maternity Care Jenna Cusworth-Bolger , Senior Service Designer, Genomics England
3:20PM - 3:40PM	Networking Break & Exhibits				
3:40PM - 4:20PM	Keynote Panel: Weaving Genomic Screening into the Fabric of Maternity Care Roger Burlton , President, Process Renewal Group , Founder of BPTrends Associates Doug Kirkpatrick , Change Consultant, TEDx Speaker, Executive Coach, Author, and Educator		Whynde Kuehn , Founder & Director, S2E Inc Bruce Prendergast , CDIO Strategy Lead, HM Revenue and Customs	Michael Noonan , Consulting Practice Lead, Microsoft	
4:20PM - 4:40PM	Conference Close Conference Chairs: Debra Paul , Non-Executive Chair, AssistKD Michael Noonan , Consulting Practice Lead, Microsoft				

WORKSHOPS: WEDNESDAY, JUNE 10, 2026

9:30AM - 12:45PM	Introduction to Business Architecture Christian Schroeder , Enterprise Architect, Bain & Company	Succeeding at Enterprise Architecture Martin Sykes , Shared Applications & Services, Redgate Software	Governing What You Can't See: Leading the Organisational Change That AI Governance Demands Donald Farmer , Principal, TreeHive Strategy	Adapting Gracefully to Organisational Change Ket Patel , Founder, Change Agitators Ltd
10:30AM - 10:45PM	Morning Coffee Break			
12:15AM - 1:30PM	Lunch & Networking			
1:45PM - 5:00PM	Getting to Business Outcomes - Building Capability Roadmaps with Intent Joanna Goodrick , Deputy Director & Head of Business Architecture, Cambridge University Press & Assessment	From Legacy to AI-Ready: A Practitioner's Guide to Modernising Enterprise Architecture Donald Farmer , Principal, TreeHive Strategy	Critical Decision-Making Skills in Business Suzanne Williams , Hostage Negotiator and Specialist Kidnap Response Consultant	The Service Perspective: Enhancing Role Clarity and Maturity Across the Change Ecosystem Jonathan Hunsley , CEO, AssistKD Victoria Banner , Enterprise Business Architect, Royal London Group
3:00PM - 3:15PM	Afternoon Coffee Break			

WORKSHOPS: THURSDAY, JUNE 11, 2026

9:00AM - 4:30PM	Leveraging Mental Models and Organisational Learning for Enterprise Architecture Ksenija Bickova , Enterprise Architecture Consultant, EA Fellows John Götze , CEO, EA Fellows	Solve the Right Problem - Creative Thinking for Complex Problem Solving Thomas Poedenphant , Founder, Radical Optionality Innovation (ROI)
Full Day Workshop Breaks 10:30 - 10:45 Morning Coffee Break 12:15 - 1:15 Lunch & Networking Break 3:00 - 3:15 Afternoon Coffee Break		

WORKSHOPS: FRIDAY, JUNE 12, 2026

9:00AM - 4:30PM	Practical Business Architecture – Building the Cohesive Enterprise: A Day of Practical Learning Roger Burlton , President, Process Renewal Group , Founder of BPTrends Associates
Full Day Workshop Breaks 10:30 - 10:45 Morning Coffee Break 12:15 - 1:15 Lunch & Networking Break 3:00 - 3:15 Afternoon Coffee Break	

“A great conference with a good range of speakers. The AI and Service Design tracks are both at the cutting edge of business change so it was great to understand more about them. Keynote speakers were excellent and thought provoking. The timings worked really well and allowed for networking which is so important at a conference. The venue was excellent and the food was superb. A great experience, thank you.”

MICHELLE SHAKESHEFF, HEAD OF BUSINESS ANALYSIS, **CLOSE BROTHERS**

JOIN YOUR INDUSTRY PROFESSIONALS

Past Attending Organisations:

- Aching Arms • Afreximbank • Aire Logic Limited
- Alliander • American Express • Aon • Aramco
- AssistKD • BAE Systems Digital Intelligence • Bank of Canada • Bank of England • Bankdata • BCS, The Chartered Institute for IT • Beazley • Benefact Group • BIAN • Boylesports • Brit Group Services Ltd • Bupa • Cambridge University Press and Assessment • Capgemini Invent • Capital Market Authority • Close Brothers • Copenhagen University • Deloitte • EE • Emerald Publishing • European Medicines Agency • Flanders Make • Flutter • Future Fund • HEC Montreal • Heineken • Hiscox • HMRC • Invesco • Invinity Energy Systems • Janus Henderson Investors • JN Data A/S • KPMG Advisory Lighthouse • Lenovo • LexisNexis Risk Solutions • Lloyds Banking Group • London Borough of Camden • Medway Council • Met Office • Myreas • Natwest Group Plc • Nationwide Building Society • NHS England • NN Bank • Novo Holdings A/s • Perform Partners • Permodalan Nasional Berhad (PNB) • Petrobras S.A • Phoenix • Places for People • Riot Games • ROCKWOOL A/S • Royal Commission For Alula • Royal London • RSPCA • Saudi Aramco • Saxo Bank • Shell • STC • Sucden Financial Limited • Swiss Armed Forces • Tatra Banka • The Kings Trust • Thoughtworks • Tokio Marine HCC • UK Research & Innovation • University of Cambridge • Van Haren Group • Wagamama • Whitbread Plc • Wiener Stadtwerke • Zurich Insurance

SECURE YOUR SPOT.

Choose from One, Two, Three, Four or Five Day Tickets

Early bird has now ended

	One Day	Two Day	Three Day	Four Day	Five Day
Standard Rate	£895 +20% VAT	£1475 +20% VAT	£1795 +20% VAT	£2195 +20% VAT	£2,495 +20% VAT

“This has been my first IRM conference and I have thoroughly enjoyed learning from the speakers, and via the networking during the event.”

SOPHIE YARWORTH, PRINCIPAL CONSULTANT BUSINESS CHANGE, CMC PARTNERSHIP CONSULTING

“Great event. Loved the focus on AI and got lots of insights that I can apply going forward. Good mix of speakers; nicely timed with a good number of breaks for networking.”

CATHY POWERS, M&A CHANGE, DENTSU

GROUP BOOKING DISCOUNTS AVAILABLE!

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

08 - 09 June 2026

Conference and Exhibits Venue:

Convene 133 Houndsditch, London, EC3A 7DB

10 - 12 June 2026

Workshops Venue:

etc.venues Fenchurch Street, London, EC3M 4PB

SPONSORSHIP OPPORTUNITIES

Leading organisations are invited to showcase their products and services as exhibitors, providing a unique opportunity to forge valuable business connections. Interested in becoming a sponsor?

We have packages to suit all budgets