

**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.

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- Drive smarter, faster transformation
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**5**  
Days

**70+**  
Speakers

**250+**  
Attendees

**11**  
Workshops

**8**  
Keynotes

## Featured Speakers



**Annette Andresen**  
CEO  
Marlowe Consulting Limited



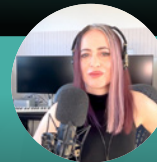
**Kara Claxton**  
Director of Transformation  
UK Home Office - Border Force



**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

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## 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	<b>Registration &amp; Breakfast</b>			
9:00AM - 9:10AM	<b>Conference Welcome &amp; Open</b> Conference chairs: <b>Joanna Goodrick</b> , Deputy Director & Head of Business Architecture, <b>Cambridge University Press &amp; Assessment</b> <b>Roger Burlton</b> , President, Process Renewal Group, <b>Founder of BPTrends Associates</b>			
9:10AM - 10:00AM	<b>Keynote: Excalibur Unsheathed - Building the Round Table of the Future</b> <b>Doug Kirkpatrick</b> , Change Consultant, TEDx Speaker, Executive Coach, Author, and Educator			
10:05AM - 10:45AM	<b>Opening Keynote: Establishing A Cohesive Organisation</b> <b>Roger Burlton</b> , President, <b>Process Renewal Group</b> , Founder, <b>BPTrends Associates</b> <b>Whynde Kuehn</b> , Founder & Director, <b>S2E Inc</b>	<b>Keynote Panel: Digital Twin Organisations: Turning AI Inward to Transform How We Change</b> Moderator: <b>Paul West</b> , Founder, <b>SKIPTA Consulting</b> <b>Mandy Oliver</b> , Head of Change Management, <b>UK Department for Business and Trade</b> <b>Ben Clinch</b> , Data Leader <b>Dr Dorottya Sallai</b> , Associate Professor of Management (Education), <b>London School of Economics</b>		
10:45AM - 11:15AM	<b>Networking Break &amp; Exhibits</b>			
	<b>Architecture</b>		<b>Change &amp; Transformation</b>	
11:15AM - 11:55PM	<b>Business Architecture's Role in Identifying and Mitigating Security Risk and Enhancing Explainable AI</b> <b>Sarah McGuinness</b> , Head of Security Strategy, <b>UK Government</b>	<b>EA at 300% Speed: Turning Architects into the Top-Impact 20%</b> <b>Tom Christensen</b> , Group CIO, <b>Conscia</b> <b>Morten Stender</b> , Partner, <b>Next Insight</b>	<b>The Myth of Change Fatigue</b> <b>Andrew Bradley</b> , Head of Strategy and Adoption, <b>Telefonica Tech</b>	<b>From Strategy to Adoption: Inside Novo Holdings Digital Transformation</b> <b>Nana Lundgaard</b> , Digital Change Manager, <b>Novo Holdings</b>
12:00PM - 12:40PM	<b>From Strategy to Execution: Roadmaps, Handbooks &amp; the Strategy House</b> <b>Victoria Banner</b> , Enterprise Business Architect, <b>Royal London Group</b>	<b>Rearchitecting a 100-Year Broadcaster for the Digital World</b> <b>Troels Aaberg</b> , Enterprise Architect, <b>Danish Broadcasting Corporation</b>	<b>Managing Resistance to Change, the Role of Gossip and Informal Networks</b> <b>Dr. Carlos Pullen-Ferreira</b> , Principal Consultant, <b>Assist KD</b>	<b>From Experienced Business Analyst to Aspiring Service Designer: A Community Case Study</b> <b>Simon Platt</b> , Principal Business Analyst, <b>Whitbread</b>
12:40PM - 2:05PM	<b>Networking Lunch &amp; Exhibits</b>			
1:30PM - 1:50PM	<b>Lunchtime Session: Global Capability Centers for 2030 – Innovation Driven, AI-Enabled</b> <b>Hareesha Narayana Shirankallu</b> , Managing Director, <b>Bosch Global Software Technologies GmbH</b>		<b>Lunchtime Session: From Governance Overhead to Business Enabler - Embedding Enterprise Architecture into Everyday Business</b> <b>Jacob Yates</b> , Lead Enterprise Architect, <b>Anglian Water Services</b>	
2:05PM - 2:45PM	<b>Business Architecture and Friends</b> <b>Michael Greenhalgh</b> , Head of Business Architecture, <b>Places for People</b>	<b>From Diagrams to Dynamics: How Digital Twins Are the Living Architecture of the Enterprise</b> <b>Ben Clinch</b> , Data Leader	<b>From Pilot to Practice: How Whitbread's "Digital Heroes" Measured Real Impact with Microsoft 365 Copilot</b> <b>Christopher Adams</b> , Business Change Manager, <b>Whitbread</b> <b>Doris Rosmann-Begg</b> , Senior Business Analyst, <b>Whitbread</b>	<b>Strategy Is Easy, Behaviour Is Hard: How Leaders Make Transformation Real</b> <b>Frida Stjernholm</b> , Senior Management Consultant and Board Professional
2:50PM - 3:30PM	<b>Adventures in Architecture as Code</b> <b>Simon Stone</b> , Senior Enterprise Architect, <b>NatWest</b> <b>Dr. Simon Barrows</b> , Services Director, <b>Icon Solutions</b>	<b>Value First: Transforming Your Architecture Function into a Strategic Engine</b> <b>Helen Gassis</b> , Head of Architecture, <b>Benefact Group</b>	<b>Transforming Work: "Business Transformation Without Process Understanding Is Guesswork at Scale</b> <b>Roger Burlton</b> , President, Process Renewal Group, <b>Founder of BPTrends Associates</b>	<b>Achieving AI Adoption</b> <b>Alexandra Hankey</b> , Senior Business Change Lead, <b>The Economist Group</b>
3:30PM - 4:00PM	<b>Networking Break &amp; Exhibits</b>			
4:05PM - 4:30PM	<b>Accelerating Value Delivery: The Practical Role of Business Architecture in Connecting Change, Architecture, and Delivery</b> <b>Iain Windle</b> , Head of Business Architecture, <b>Janus Henderson Investors</b>	<b>From Strategy to Experience: Connecting Business Capabilities and Services to Drive Enterprise Architecture Value</b> <b>Nelson Gama</b> , Head of EA, <b>Riot Games</b>	<b>The Digital Transformation of UK Research &amp; Innovation</b> <b>Damien Hatton</b> , Head of Digital Design, <b>Intellectual Property Office</b>	<b>From Vision to Value: Making Digital Transformation Stick</b> <b>Irina Iozefson-Schneider</b> , Non-Executive Director, Partner, <b>Holland&amp;Barrett</b> , <b>LetterOne</b>
4:40PM - 4:50PM	<b>2026 Industry Excellence Awards</b> <b>LJ Rich</b> , World-renowned Musician & BBC TV Broadcaster			
4:50PM - 5:20PM	<b>Keynote: TRUST AND AI - How to Lead and What to Believe</b> <b>LJ Rich</b> , World-renowned Musician & BBC TV Broadcaster			
5:20PM - 6:30PM	<b>Sponsored Networking Reception</b>			

# CONFERENCE AND EXHIBITS: TUESDAY, JUNE 9, 2026

8:00AM - 9:00AM	<b>Registration &amp; Breakfast</b>				
9:00AM - 9:10AM	<b>Conference Welcome &amp; Open</b> Conference Chairs: Debra Paul, Non-Executive Chair, AssistKD Michael Noonan, Consulting Practice Lead, Microsoft				
9:10AM - 10:00AM	<b>Keynote: The Change Mindset</b> Cyriel Kortleven, Global Speaker On Change Mindset, CyrielKortleven.com				
	<b>Architecture</b>		<b>Change &amp; Transformation</b>		<b>Service Design</b>
10:05AM - 10:45AM	<b>Connecting Business Architecture &amp; AI Strategy: A Practical Journey Toward Transformation Outcomes</b> Usha Rangaswamy, Lead Business Architect, Tesco Mobile Louise Lloyd, Head of Data and AI, Tesco Mobile	<b>Buy! Buy! Buy!</b> Henrik Parsig, Lieutenant Colonel, Danish Ministry of Defence Acquisition and Logistics Organisation Martin Ipsen Pedersen, Enterprise Architect, EA Fellows ApS	<b>Why Organisational Readiness Matters More Than Technical Sophistication</b> Donald Farmer, Principal, TreeHive Strategy	<b>Quiet Authority in the Age of AI: Leading High-Risk Transformation Without the Noise</b> Genevieve Nwodo Wakeley-Jones, Senior Transformation Consultant Partner, First Ace, Kingsley Wood	<b>Becoming a Service Organisation: Adopting a Starfish Strategy for Service Transformation Across a Complex Service Eco-System</b> Bruce Prendergast, CDIO Strategy Lead, HM Revenue and Customs
10:45AM - 11:15AM	<b>Networking Break &amp; Exhibits</b>				
11:15AM - 11:55AM	<b>Architecture, Ethics, and Responsible AI: Trustworthy Capability</b> Bill Blackburn, Principal Consultant, Process Renewal Group Lara Xenoudakis, Detective Chief Inspector, City of London Police	<b>AI Doesn't Fail, Architecture Does: How Enterprise Architecture Unlocks Real-World AI Value</b> James Smedley, Head of Data, Affiniti Reply	<b>Panel: Building and Maintaining Culture for High-Performing Teams</b> Moderator: 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		<b>Designing Circles - A New Service for People Affected by Pancreatic Cancer</b> Sarah Bell, Head of Services, Pancreatic Cancer UK Ryan Bromley, Partner, Good Innovation
12:00PM - 12:40PM	<b>Lessons Learned from 20 Years of Successes and Failures in EA</b> Vincenzo Marchese, Managing Director, Architectural Thinking	<b>Invisible Governance for Enterprise Architecture: Influencing People to Do the Right Thing When No One Is Looking</b> Martin Sykes, Shared Applications & Services, Redgate Software	<b>The Science of Change</b> Susie Palmer-Trew, Founder and Director of Change Programmes, Everyday Change	<b>BPM Capabilities to Drive Continuous Improvement</b> Manuel Leclerc, Business Transformation Manager, Cornèr Banca SA	<b>AI Didn't Break Your Organisation: Your Service Model Was Already Broken</b> Johann Diaz, Founder & Chief Strategy Officer, Service Revolution Academy
12:40PM - 2:05PM	<b>Networking Lunch &amp; Exhibits</b>				
1:00PM - 1:20PM	<b>Lunchtime: AI Governance - The Foundation of Effective AI Adoption</b> Shray Chawla, Principal Consultant, SAP LeanIX			<b>Lunchtime: How Riot Games Uses Enterprise Architecture to Win</b> Bo Kristoffersen, VP Europe, Ardoq Nelson Gama, Head of EA, Riot Games	
2:05PM - 2:35PM	<b>Switching to the Product Model :The Architectural Implications of Moving from Projects to Products</b> Dave Stow, Head of Architecture, Ordnance Survey	<b>The Debt Lie</b> Zara Sheldrake, Business Architect, University of Cambridge	<b>Delivering Transformation in the Wake of Disruption: Lessons from the British Library's Library Services Systems Programme</b> Alyssa Ali, Business Change Manager, British Library Gemma King, Senior Programme Manager, British Library	<b>When Transformation Starts Working and Leadership Loses Control</b> Karin Höök, Organisational Transformation Advisor, Harwest	<b>Elite Services Are Coached, Not Designed</b> Yolanda Martin, CPO, Jigsaw/MrQ
2:40PM - 3:20PM	<b>Keynote: From Blueprints to Bots: How AI is Redefining EA</b> Paul van der Merwe, Head of Enterprise Architecture, Standard Bank Group		<b>Keynote: The Missing Link - How Leaders Turn Transformation Ambitions into Real Business Value</b> Kara Claxton, Director of Transformation, UK Home Office - Border Force Annette Andresen, CEO, Marlowe Consulting Limited		<b>Weaving Genomic Screening into the Fabric of Maternity Care</b> Jenna Cusworth-Bolger, Senior Service Designer, Genomics England
3:20PM - 3:40PM	<b>Networking Break &amp; Exhibits</b>				
3:40PM - 4:20PM	<b>Keynote Panel: Weaving Genomic Screening into the Fabric of Maternity Care</b> 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	<b>Conference Close</b> Conference Chairs: Debra Paul, Non-Executive Chair, AssistKD Michael Noonan, Consulting Practice Lead, Microsoft				

## WORKSHOPS: WEDNESDAY, JUNE 10, 2026

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

## WORKSHOPS: THURSDAY, JUNE 11, 2026

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

## WORKSHOPS: FRIDAY, JUNE 12, 2026

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

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“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

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## 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

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