



## Day 1 – Tuesday - April 10, 2007

# CHICAGO – The Drake Hotel

8:15-8:30	<b>WELCOME</b>
8:30-9:15	<b>MASTER MIND SESSION: ENABLING THE AGILE ENTERPRISE</b> Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org Featuring: William Ulrich, Conference Co-Chair, President, Tactical Strategy Group; Brett Champlin, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Barbara von Halle, Founder, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates and Alan Ramias, Partner, Performance Design Lab
9:15-10:00	<b>BEST PRACTICES KEYNOTE: ENGINEERING THE PROCESS CENTRIC ENTERPRISE</b> Featuring: Debra Boykin, Global Business Architect, Molson Coors Brewing Company
10:00-10:15	<b>COFFEE BREAK</b>
10:15-11:00	<b>CO-CHAIR KEYNOTE: BUSINESS ARCHITECTURE, BUSINESS PROCESS AND SOA: IT ALL STARTS WITH THE BUSINESS</b> Ken Orr, Conference Co-Chair, Founder and Chief Scientist, The Ken Orr Institute
11:00-11:45	<b>PANEL: WHERE DOES BUSINESS ARCHITECTURE FIT?</b> Moderated by: Ken Orr, Founder and Chief Scientist, The Ken Orr Institute
11:45-12:30	<b>MOVING FROM TRADITIONAL REQUIREMENTS TO BUSINESS ENGINEERING</b> Ron Sebor, Strategic Architect, Zurich North America
12:30-1:45	<b>EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET</b> Featuring: Steve Rotter, Group Product Marketing Manager, Adobe Systems and Tom Dwyer, Vice President, Research, BrainStorm Group and Editorial Director, BPMInstitute.org
1:45-2:30	<b>DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE</b>
2:30-3:15	<b>BUSINESS ARCHITECTURE (BA) OVERVIEW: WHAT IS IT AND HOW DO YOU BUILD ONE?</b> Ralph Whittle, Co-Author of <i>"Enterprise Business Architecture: The Formal Link between Strategy and Results"</i>
3:15-4:00	<b>CASE STUDY: LIFE IN A POST OUTSOURCING WORLD: THE INTERNET-SCALE WORKFORCE</b> Featuring: Mike Culver, Web Service Evangelist, Amazon Web Services
4:00-4:15	<b>BREAK</b>
4:15-5:00	<b>CLOSING ANALYST KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION</b> Tom Dwyer, Vice President, BrainStorm Group and Editorial Director, BPMInstitute.org
5:00-6:00	<b>EVENING RECEPTION ON THE SOLUTIONS SHOWCASE</b> Sponsored: BPMInstitute.org & SOAInstitute.org

## Day 2 – Wednesday - April 11, 2007

8:30-9:15	<b>OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM</b> Featuring: Andrew Spanyi, Author of <i>"More for Less: The Power of Process Management"</i> and <i>"Business Process Management is a Team Sport: Play it to Win!"</i>
9:15-10:00	<b>CO-CHAIR KEYNOTE: ALIGNING IT ARCHITECTURES WITH BUSINESS ARCHITECTURES</b> William Ulrich, Conference Co-Chair, President, Tactical Strategy Group
10:00-10:45	<b>COFFEE BREAK ON THE SOLUTIONS SHOWCASE</b>
10:45-11:30	<b>PANEL: BUSINESS ARCHITECTURE: WHO DEFINES IT &amp; WHO IS RESPONSIBLE FOR IT</b> Moderated by: William Ulrich, President, Tactical Strategy Group
11:30-12:15	<b>BUSINESS MODELING: THE STATE OF TOOLING</b> David Heidt, Managing Partner, Enterprise Agility
12:15-1:30	<b>EXECUTIVE LUNCHEON: BPM SECRET SAUCE – BEST PRACTICES IN BUSINESS TRANSFORMATION</b> Featuring: Jon Lauck, Vice President, Marketing, BEA Systems
1:30-2:15	<b>DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE</b>
2:15-3:00	<b>CASE STUDY: USING ENTERPRISE STRATEGIC DECISION MANAGEMENT TO DRIVE EXCELLENCE IN ENTERPRISE LEVEL BUSINESS PLANNING</b> Featuring: Gary DeGregorio, Distinguished Member of the Technical Staff, Motorola
3:00-3:45	<b>GETTING FROM BUSINESS STRATEGY TO ARCHITECTURAL REQUIREMENTS &amp; THE RIGHT PORTFOLIO</b>

	Albert J. Travis, President, Al Travis & Associates
3:45-4:30	<b>SOLUTION SPOTLIGHT SESSIONS</b>
4:30-5:00	<b>CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE AWAYS</b> Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org and William Ulrich, President, Tactical Strategy Group