



Day 1 Tuesday - April 10, 2007



CHICAGO – The Drake Hotel

8:15-8:30	WELCOME			
8:30-9:15	MASTER MIND SESSION: ENABLING THE AGILE ENTERPRISE Moderated by: Tom Dwyer, Conference Co-Chair, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org Featuring: Brett Champlin, Conference Co-Chair, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Barbara von Halle, Founder, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates; William Ulrich, President, Tactical Strategy Group and Alan Ramias, Partner, Performance Design Lab			
9:15-10:00	BEST PRACTICES KEYNOTE: ENGINEERING THE PROCESS CENTRIC ENTERPRISE Featuring: Debra Boykin, Global Business Architect, Molson Coors Brewing Company			
10:00-10:15	COFFEE BREAK			
10:15-11:00	CO-CHAIR KEYNOTE: BPM TRIAGE – A HEALTH AND WELLNESS MODEL FOR ENTERPRISE BUSINESS PROCESSES Brett Champlin, Conference Co-Chair, President, ABPMP.org			
	BUSINESS PROFESSIONAL TRACK		TECHNOLOGY PROFESSIONAL TRACK	
	BPM	BrainStorm's Organizational Performance SYMPOSIUM SERIES	BPM Tools & Technology	BrainStorm's BUSINESS RULES SYMPOSIUM SERIES
11:00-11:45	TRACK CHAIR KEYNOTE: OPTIMIZING THE MANUFACTURING ENTERPRISE USING BPM Michael McClellan Principal Collaboration Synergies	TRACK CHAIR KEYNOTE: RAPID BPM-BASED SOA: THE RECIPE AND RESULTS Joseph Francis Managing Director Process Core Group	TRACK CHAIR KEYNOTE: NEW DIRECTIONS IN BPM TOOLS AND TECHNOLOGY Bruce Silver Principal Bruce Silver Associates	TRACK CHAIR KEYNOTE: REVOLUTIONIZING BUSINESS PROCESS MANAGING DECISIONS AND BUSINESS RULES Barbara von Halle Founder Knowledge Partners
11:45-12:30	PANEL: WHAT'S NEXT FOR BPM SUITES? Moderated by: Bruce Silver, Principal, Bruce Silver Associates		PANEL: THE IMPERFECT STORM: BUSINESS PROCESS VS. BUSINESS RULE: WHAT'S THE DIFFERENCE AND DOES IT REALLY MATTER? Moderated by: Barbara von Halle, Founder, Knowledge Partners	
12:30-1:45	EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET 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	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE			
2:30-3:15	CASE STUDY: TALKING PROCESS TO EXECUTIVES PROCESS, TOOLS AND TECHNIQUES TO SELL YOUR BPM PROJECT Featuring: Peter Gilbertson Senior Business Analyst CUNA Mutual and Walter Jankowski, Reinvention Consultant, Beacon Technologies	CASE STUDY: METRIC DEVELOPMENT Featuring: Kirk J. Gould Senior Performance Consultant Pinnacle West Capital Corporation	CASE STUDY: IMPLEMENTING TIME-SENSITIVE BATCH PROCESSES USING BPM Featuring: Boris Lublinsky and Jemlin Lucas, Enterprise Architects, CNA Insurance	CASE STUDY: PROJECT PLANNING FOR A BUSINESS RULES PROJECT Featuring: Lori Wilcox Business Rule Architect Allstate Insurance Company
3:15-4:00	USING BPM TO IMPROVE ERP Tom Sonde Principal SilverRoad Solutions	CAN SIX SIGMA AND BUSINESS PROCESS MANAGEMENT COEXIST? Marvin Wurtzel Principal Consultant Marvin M. Wurtzel & Associates	CASE STUDY: HOW TO IMPLEMENT BPM RIGHT: A VIEW FROM THE TRENCHES Arun Mathews Manager of Process Optimization Motorola	THE END OF REQUIREMENTS Neal McWhorter Chief Architect Enterprise Agility
4:00-4:15	BREAK			
4:15-5:00	CLOSING ANAYST KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION Featuring: Tom Dwyer, Vice President, BrainStorm Group and Editorial Director, BPMInstitute.org			
5:00-6:00	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE Sponsored: BPMInstitute.org & SOAInstitute.org			



Day 2 Wednesday - April 11, 2007

CHICAGO

8:30-9:15	OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM Featuring: Andrew Spanyi, Author of "More for Less: The Power of Process Management" and "Business Process Management is a Team Sport: Play it to Win!"			
9:15-10:00	BEST PRACTICES KEYNOTE: A FRAMEWORK FOR MAKING BETTER DECISIONS DURING PRODUCT DEFINITION Featuring: Jeremy Alexis, Assistant Professor, IIT Institute of Design			
10:00-10:45	COFFEE BREAK ON THE SOLUTIONS SHOWCASE			
10:45-11:30	PANEL: TRANSFORMING TO A PROCESS DRIVEN ENTERPRISE Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org			
	BUSINESS PROFESSIONAL TRACK		TECHNOLOGY PROFESSIONAL TRACK	
	BPM		BPM Tools & Technology	
11:30-12:15	TRACK CHAIR KEYNOTE: THE OTHER BPM: BEING PRODUCTIVE IN MEETINGS Tammy Adams Author of "Facilitating the Project Lifecycle" and Managing Partner, Chaosity LLC	TRACK CHAIR KEYNOTE: BRIDGING THE GAP BETWEEN IT & BUSINESS: A PROPOSED MODEL Alan Ramias Partner Performance Design Lab	TRACK CHAIR KEYNOTE: BUSINESS PROCESS DRIVEN ENTERPRISE ARCHITECTURE Ken Orr Founder and Chief Scientist The Ken Orr Institute	TRACK CHAIR KEYNOTE: IMPLEMENTING A REAL LIFE DECISION SERVICE: HOW BUSINESS RULES ENABLE SOA Larry Goldberg Managing Partner Knowledge Partners
12:15-1:30	EXECUTIVE LUNCHEON: BPM SECRET SAUCE – BEST PRACTICES IN BUSINESS TRANSFORMATION Featuring: Jon Lauck, Vice President, Marketing, BEA Systems			
1:30-2:15	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE			
2:15-3:00	CASE STUDY: CHANGING THE TIRE WHILE DRIVING: HOW ALLSTATE IS OVERHAULING AN ALREADY SUCCESSFUL OPERATION IN THE MIDST OF EVERYDAY BUSINESS Featuring: Mark Wassel Director, Business Performance Improvement Allstate Insurance Company	CREATING THE "TO BE" PROCESS Daniel J. Madison Author of <i>Process Mapping, Process Improvement, and Process Management</i> and Owner, Value Creation Partners	CASE STUDY: BUSINESS PROCESS MANAGEMENT IN A HUMAN CENTRIC ORGANIZATION Featuring: Bill Smith CIO Chamberlin Edmonds	CASE STUDY: REVERSE ENGINEERING BUSINESS RULES Featuring: Daniel Worden and Tae Sondreal Principal Consultants RuleSmith Corporation
3:00-3:45	CASE STUDY: A ROADMAP TO IMPLEMENTING PROCESS BASED MANAGEMENT Featuring: Patrick Dowdle Program Director – Process Based Management Program CAM-I	BUSINESS PROCESS ARCHITECTURE CRITERIA FOR AN EFFECTIVE BPA Cherie Wilkins Partner Performance Design Lab	BUSINESS/PROCESS ANALYST ROLE IN A SERVICE-ORIENTED WORLD Jack R. Hilty Managing Principal SentientPoint	BPM/BR METHOD: CRITICAL SUCCESS FACTOR FOR THE AGILE ENTERPRISE Tom Debevoise Author of "Business Process Management with a Business Rules Approach"
3:45-4:30	SOLUTION SPOTLIGHT SESSIONS	SOLUTION SPOTLIGHT SESSIONS	SOLUTION SPOTLIGHT SESSIONS	SOLUTION SPOTLIGHT SESSIONS
4:30-5:00	CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE AWAYS Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org and William Ulrich, President, Tactical Strategy Group			