

BrainStorm CHICAGO APRIL 5-8, 2010 Chicago Mart Plaza

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BrainStorm Chicago Agenda-at-a-Glance April 5-8, 2010 ~ Chicago Mart Plaza

Monday – April 5, 2010

8:15-9:00	BEST PRACTICES KEYNOTE: HOW DOES A BUSINESS DETERMINE THE ROLE OF THE CLOUD IN TODAY'S BUSINESS STRATEGIES AND EVER CHANGING MODELS? Featuring: George Barlow, Chief Executive Officer, Cloud Harbor, Inc.
9:00-12:00	INNOVATION WORKSHOP: CLOUD COMPUTING - REALIZING OPPORTUNITIES & OVERCOMING CHALLENGES
12:00-2:00	EXECUTIVE LUNCHEON: PROVEN STEPS TO BPM SUCCESS
2:00-5:00	INNOVATION WORKSHOP: USING BPMS TECHNOLOGY TO REALIZE THE BPM VALUE PROPOSITION

Tuesday – April 6, 2010

8:00-8:15	WELCOME Gregg V. Rock, President & Founder, BrainStorm Group, Inc.
8:15-9:00	OPENING KEYNOTE: BUSINESS ARCHITECTURE IMPACT ON CORPORATE CULTURE Featuring: Julie Decker, Director, Business Architecture, State Farm Insurance Company
9:00-12:00	INNOVATION WORKSHOP: ALIGNING STRATEGY AND EXECUTION THROUGH BUSINESS ARCHITECTURE Hosted by: STA Group
12:00-2:00	EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES
2:00-5:00	INNOVATION WORKSHOP: ADVANCED TECHNOLOGIES FOR PROCESS DISCOVERY, DESIGN AND MANAGEMENT
5:00-5:45	FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2009; OUTLOOK FOR 2010 Featuring: Gregg V. Rock, President & Founder, BrainStorm Group, Inc.

Wednesday – April 7, 2010

8:15-9:00	OPENING KEYNOTE: TRANSFORMING AN ENTERPRISE - A PROCESS-DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY AT SLOAN VALVE COMPANY Featuring: Tom Coleman, Chief Information & Process Officer, Sloan Valve Company
9:00-12:00	INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES

12:00-2:00	EXECUTIVE LUNCHEON: A TRULY BUSINESS-FRIENDLY APPROACH TO BPM AND BRM
2:00-5:00	INNOVATION WORKSHOP: APPLYING BPM TO TRANSFORM YOUR BUSINESS

Thursday – April 8, 2010

8:15-9:00	OPENING KEYNOTE: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE Featuring: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org
9:00-12:00	INNOVATION WORKSHOP: SPECIFYING THE APPROPRIATE DISCIPLINES AND TECHNOLOGIES TO IMPROVE ORGANIZATIONAL PERFORMANCE Featuring: BPMInstitute.org, SOAInstitute.org & BusinessArchitectureInstitute.org
12:00-2:00	BIRDS OF A FEATHER LUNCHEON Sponsored by: BPMInstitute.org, SOAInstitute.org & BusinessArchitectureInstitute.org
2:00-5:00	INNOVATION WORKSHOP: DESIGNING AND IMPLEMENTING AN ORGANIZATIONAL PERFORMANCE IMPROVEMENT PROGRAM Featuring: BPMInstitute.org, SOAInstitute.org & BusinessArchitectureInstitute.org

*Agenda subject to change.

BrainStorm Chicago - Training Agenda-at-a-Glance

April 5-8, 2010 ~ Chicago Mart Plaza

Monday, April 5, 2010

- 8:15am-9am Best Practices Keynote: How Does a Business Determine the Role of the Cloud in Today's Business Strategies and Ever Changing Operating Models?
- Training Courses**
- 9am-5pm BPM 101: An Introduction to Business Process Management
- 9am-5pm Business Rules and BDM 101: Incorporating Business Rules and Decisions into BPM, BDM and SOA
- 9am-5pm BA 101: Introduction to Business Architecture
- 9am-5pm SOA 101: The Foundation for Cloud Computing
- 9am-5pm Methodologies and Approaches for BPM
- 12pm-2pm Executive Luncheon: Proven Steps to BPM Success
- 5pm-6pm Training Reception
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Tuesday, April 6, 2010

- 8:15am-9am Opening Keynote: Business Architecture Impact On Corporate Culture
- Training Courses**
- 9am-5pm Advanced Facilitation Skills for Process Improvement Projects
- 9am-5pm Process Modeling, Analysis & Design
- 9am-5pm Analyzing the "As Is" and Creating the "To Be" Process
- 9am-5pm SOA for Architects
- 9am-5pm Business Information Semantics & Rules
- 9am-5pm Business Rules Driven Requirements: Using the Decision Model to Enhance Model Based Business Requirements and Testing
- 9am-5pm Process Change Management Methodologies
- 9am-5pm Modernizing Requirements Gathering: Reshaping the Approach to Business Analysis
- 9am-5pm Cloud 101: Understanding Cloud Computing
- 12pm-2pm Executive Luncheon: Case Management Strategies and Best Practices
- 5pm-5:45pm Founder Closing Keynote: Reflections from 2009; Outlook for 2010
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Wednesday, April 7, 2010

- 8:15am-9am Opening Keynote: Transforming An Enterprise - A Process-Driven Approach for Implementing the Business Strategy at Sloan Valve Company
- Training Courses**
- 9am-5pm Service Oriented Integration (SOI) – Standards, Technologies, and Best Practices
- 9am-5pm Building a Business Architecture using Value Chains & Value Streams
- 9am-5pm Process Measurement & Metrics
- 9am-5pm Data Architecture for Business Architects
- 9am-5pm Process Modeling with BPMN - **2-Day Course – April 7-8, 2010**
- 12pm-2pm Executive Luncheon: A Truly Business-Friendly Approach to BPM and BRM
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Thursday, April 8, 2010

- 8:15am-9am Opening Keynote: Enabling the Process-Centric Agile Enterprise
- Training Courses**
- 9am-5pm Developing Business Process Models in the Real-World
- 9am-5pm Business Architecture / IT Architecture Alignment: Cross-Disciplinary Alignment Strategies for Business & IT
- 9am-5pm Establishing Business Process Governance and Centers of Excellence
- 9am-5pm Using BPM Discipline with Six Sigma & Lean Methodologies
- 9am-5pm Organizational Change Management
- 9am-5pm Designing Service Oriented Solutions
- 12pm-2pm Birds of a Feather Luncheon

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