




# BrainStorm DC Agenda-at-a-Glance

Marriott Tyson's Corner, VA - September 21-24, 2009

## Tuesday – September 22, 2009

8:20-8:35	<b>WELCOME</b> Gregg V. Rock, President & Founder, BrainStorm Group, Inc.	
8:35-9:20	<b>OPENING KEYNOTE: THE SOCIAL DATA WEB</b> Featuring: George Thomas, Chief Architect, General Services Administration	
9:20-9:30	<b>COFFEE BREAK</b>	
9:30-12:30	<b>INNOVATION WORKSHOP: INCREASING TRANSPARENCY, PRODUCTIVITY AND ACCOUNTABILITY WITH BPM</b> Featuring: Brandon Baxter, Senior Product Marketing Manager, Lombardi; Ron Martin, Vice President of Federal Operations, Lombardi & Meg Hobler, Director for Sapient Government Services (SGS)	<b>HOSTED BY:</b> 
12:30-2:00	<b>EXECUTIVE LUNCHEON: THE STATE-OF-THE-ART IN BPMS</b> Featuring: Lynn R. Hogg, President, Pallas Athena USA	<b>HOSTED BY:</b> 
2:00-5:00	<b>INNOVATION WORKSHOP: THE TRIPLE CROWN OF BPM – TECHNOLOGY, METHODOLOGY, AND EXECUTION</b> Featuring: Lynn R. Hogg, President, Pallas Athena USA & Alain Kouyate, Chief Technology Officer, InfoZen	<b>HOSTED BY:</b> 
5:00-5:45	<b>FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2008; OUTLOOK FOR 2009</b> Featuring: Gregg V. Rock, President & Founder, BrainStorm Group, Inc.	

## Wednesday – September 23, 2009

8:35-9:20	<b>OPENING KEYNOTE: RELATING ENTERPRISE STRATEGY TO MISSION PERFORMANCE</b> Featuring: Kenneth Mullins, Strategic Advisor, Inter-Agency Knowledge & Information Sharing, The MITRE Corporation	
9:20-9:30	<b>COFFEE BREAK</b>	
9:30-12:30	<b>INNOVATION WORKSHOP: AUTOMATED PROCESS DISCOVERY &amp; VISUALIZATION/ DYNAMIC BPM</b> Featuring: Keith Swenson, Chief Architect, Fujitsu	<b>HOSTED BY:</b> 
12:30-2:00	<b>EXECUTIVE LUNCHEON: MAKING A CASE FOR BPM</b> Featuring: Rod Squires, Savvion SVP Channel Sales & Jerriann Garcia, Enterprise Architecture Manager, SOA/BPM Program Manager from Sandia National Laboratories	<b>HOSTED BY:</b> 
2:00-5:00	<b>INNOVATION WORKSHOP: BPM IN ACTION</b> Featuring: Rod Squires, Senior Vice President, Channel Sales, Savvion	<b>HOSTED BY:</b> 

\*Agenda subject to change.

# BrainStorm DC - Training Agenda-at-a-Glance

*Marriott Tyson's Corner, VA ~ September 21-24, 2009*

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## **Monday, Sept. 21, 2009**

- 9am-5pm**                      **Training Courses**
- BPM 101: An Introduction to Business Process Management
  - Business Rules and BDM 101: Incorporating Business Rules and Decisions into BPM, BDM and SOA
  - SOA 101: Understanding SOA
  - BA 101: Introduction to Business Architecture
  - Methodologies and Approaches for BPM
- 12pm-1pm**                      Luncheon
- 5pm-6pm**                      Training Reception
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## **Tuesday, Sept. 22, 2009**

- 8:35am-9:20am**              Opening Keynote: The Social Data Web
- 9:30am-5:30pm**              **Training Courses**
- Facilitation Skills for Process Improvement Projects
  - Analyzing the "As Is" and Creating the "To Be" Process
  - SOA for Architects
  - BA Integration, Innovation and Case Study Model Review
- 12:30pm-2:00pm**              Executive Luncheon: The State-of-the-Art in BPMS - Sponsored by: Pallas Athena USA
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## **Wednesday, Sept. 23, 2009**

- 8:35am-9:20am**              Opening Keynote: Relating Enterprise Strategy to Mission Performance
- 9:30am-5:30pm**              **Training Courses**
- Organizational Change Management Concepts & Strategies
  - Service Oriented Integration (SOI) – Standards, Technologies, and Best Practices
  - Process Measurement & Metrics
  - Data Architecture for Business Architects
  - Process Modeling with BPMN - **2-Day Course – Sept. 23-24, 2009**
- 12:30pm-2:00pm**              Executive Luncheon: Making a Case for BPM - Sponsored by: Savvion
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## **Thursday, Sept. 24, 2009**

- 9am-5pm**                      **Training Courses**
- Developing Business Process Models in the Real-World
  - Designing Service Oriented Solutions
  - Business Architecture / IT Architecture Alignment: Cross-Disciplinary Alignment Strategies for Business & IT
  - Business Rules Driven Requirements: Using the Decision Model to Enhance Model Based Business Requirements and Testing
  - Establishing Business Process Governance and Centers of Excellence
  - Establishing SOA Governance and Centers of Excellence
- 12pm-1pm**                      Training Luncheon

\*Agenda subject to change.

To Register for BrainStorm DC please visit:  
[www.BPMInstitute.org/BrainStormDCRegister](http://www.BPMInstitute.org/BrainStormDCRegister)  
or call 508-475-0475 x,15