



Day 1 – Wednesday - November 7, 2007

New York City – The Roosevelt Hotel

8:15-8:30	WELCOME
8:30-9:15	MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group and Editorial Director, BPMInstitute.org Featuring: Larry Goldberg, Managing Partner, Knowledge Partners International; Brett Champlin, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; 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: BPM AND IMPROVING ORGANIZATIONAL RESULTS
10:00-10:15	COFFEE BREAK
10:15-11:00	KEYNOTE: BPM TRIAGE – A HEALTH AND WELLNESS MODEL FOR ENTERPRISE BUSINESS PROCESSES Brett Champlin, CCP, CDMP, President, ABPMP.org
11:00-11:45	BUSINESS RULES SYMPOSIUM KEYNOTE: REVOLUTIONIZING BUSINESS PROCESS MANAGING DECISIONS AND BUSINESS RULES Larry Goldberg, Managing Partner, Knowledge Partners International
11:45-12:30	PANEL: THE IMPERFECT STORM: BUSINESS PROCESS VS. BUSINESS RULE: WHAT'S THE DIFFERENCE AND DOES IT REALLY MATTER? Moderated by: Larry Goldberg, Managing Partner, Knowledge Partners International
12:30-1:45	EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET Featuring: Steve Rotter, Director of Product Marketing, Adobe Enterprise and Developer Business Unit, Adobe Systems
1:45-2:30	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE
2:30-3:15	CASE STUDY: BUILDING THE BUSINESS CASE FOR RULES AND PROCESS - REALIZING BENEFITS BEFORE IMPLEMENTATION AT THE IRS Featuring: Brian Stucky, Editorial Director, Business Rules Bulletin
3:15-4:00	CASE STUDY: BUILDING THE BUSINESS CASE FOR RULES AND PROCESS - REALIZING BENEFITS BEFORE IMPLEMENTATION AT THE IRS Featuring: Ronald Leidner, Business Rules & Requirements Management (BRRM), Internal Revenue Service
4:00-4:15	BREAK
4:15-5:00	CLOSING ANALYST KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org
5:00-6:30	EVENING WELCOME RECEPTION ON THE SOLUTIONS SHOWCASE Sponsored by: BPMInstitute.org & SOAInstitute.org

Day 2 – Thursday – November 8, 2007

8:30-9:15	OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM Andrew Spanyi, Author of <i>More for Less: The Power of Process Management and Business Process Management is a Team Sport: Play it to Win!</i>
9:15-10:00	BEST PRACTICES KEYNOTE: A FOCUS ON ENTERPRISE BUSINESS ARCHITECTURE Gary Morgen, Vice President, Citigroup
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, Editorial Director, BPMInstitute.org & Vice President, Research, BrainStorm Group
11:30-12:15	BUSINESS RULES SYMPOSIUM KEYNOTE: IMPLEMENTING A REAL LIFE DECISION SERVICE: HOW BUSINESS RULES ENABLE SOA Larry Goldberg, Managing Partner, Knowledge Partners International
12:15-1:30	EXECUTIVE LUNCHEON: BPM SECRET SAUCE – BEST PRACTICES IN BUSINESS TRANSFORMATION Featuring: Mike Amend, Deputy CTO, BEA Systems
1:30-2:15	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE
2:15-3:00	CASE STUDY: FROM DECISION TABLE TO RULES ENGINE Featuring: Wayne Huang, Director of Information Systems, Prudential Financial

3:00-3:45	BPM/BR METHOD: CRITICAL SUCCESS FACTOR FOR THE AGILE ENTERPRISE Tom Debevoise, Author of <i>Business Process Management with a Business Rules Approach</i>
3:45-4:30	SOLUTION SPOTLIGHT SESSIONS
4:30-5:00	CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE-AWAYS Tom Dwyer, Vice President, Research, BrainStorm Group and Editorial Director, BPMInstitute.org and William Ulrich, President, Tactical Strategy Group