



Day 1 – Tuesday – June 19, 2007

San Francisco – The Grand Hyatt San Francisco

8:15-8:30	WELCOME
8:30-9:15	MASTER MIND SESSION: ENABLING THE AGILE ENTERPRISE
9:15-10:00	VISIONARY KEYNOTE
10:00-10:15	COFFEE BREAK
10:15-11:00	CO-CHAIR KEYNOTE: INTRODUCTION TO REAL-WORLD ENTERPRISE ARCHITECTURE
11:00-11:45	PANEL: WHERE DOES ARCHITECTURE FIT?
11:45-12:30	CASE STUDY: THE AMAZON MECHANICAL TURK
12:30-1:45	EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET
1:45-2:30	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE
2:30-3:15	BUSINESS ARCHITECTURE (BA) OVERVIEW: WHAT IS IT AND HOW DO YOU BUILD ONE?
3:15-4:00	CASE STUDY: SETTING UP AN ARCHITECTURE PROJECT MANAGEMENT OFFICE
4:00-4:15	BREAK
4:15-5:00	CLOSING ANAYST KEYNOTE: BPM SUITES & SOA
5:00-6:00	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE

Day 2 – Wednesday – June 20, 2007

8:30-9:15	OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM
9:15-10:00	CO-CHAIR KEYNOTE: ALIGNING EXISTING ENTERPRISE ARCHITECTURES WITH BUSINESS REQUIREMENTS
10:00-10:45	COFFEE BREAK ON SOLUTION SHOWCASE
10:45-11:30	PANEL: BUSINESS ARCHITECTURE: WHO DEFINES IT & WHO IS RESPONSIBLE FOR IT
11:30-12:15	BUSINESS ARCHITECTURE FOR SOA
12:15-1:30	EXECUTIVE LUNCHEON: BPM SECRET SAUCE – BEST PRACTICES IN BUSINESS TRANSFORMATION
1:30-2:15	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE
2:15-3:00	CASE STUDY: CREATING THE AGILE ARCHITECTURE: SERVICES, COMPONENTS & RELATED STRATEGIES
3:00-3:45	MOVING FORWARD: PRACTICAL STEPS TO ESTABLISHING BUSINESS ARCHITECTURE
3:45-4:30	SOLUTION SPOTLIGHT SESSIONS
4:30-5:00	CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE AWAYS