



BrainStorm San Francisco Agenda-at-a-Glance
June 28-July 1, 2010

Monday – June 28, 2010

8:00-8:15	WELCOME Gregg V. Rock, President & Founder, BrainStorm Group, Inc.
8:15-9:00	OPENING KEYNOTE: TRANSFORMING AN ENTERPRISE, A PROVEN, PROCESS DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY
9:00-12:00	INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES Hosted by: TBD
12:00-2:00	EXECUTIVE LUNCHEON: A TRULY BUSINESS-FRIENDLY APPROACH TO BPM AND BRM Hosted by: TBD
2:00-5:00	INNOVATION WORKSHOP: APPLYING BPM TO TRANSFORM YOUR BUSINESS Hosted by: TBD
5:00-5:45	FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2009; OUTLOOK FOR 2010 Featuring: Gregg V. Rock, President & Founder, BrainStorm Group, Inc.

Tuesday – June 29, 2010

8:15-9:00	BEST PRACTICES KEYNOTE: BUSINESS ARCHITECTURE IN PRACTICE
9:00-12:00	INNOVATION WORKSHOP: INITIATING A BUSINESS ARCHITECTURE AND UNIFIED ENTERPRISE MODEL Hosted by: TBD
12:00-2:00	EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES Hosted by: TBD
2:00-5:00	INNOVATION WORKSHOP: ADVANCED TECHNOLOGIES FOR PROCESS DISCOVERY, DESIGN AND MANAGEMENT Hosted by: TBD

Wednesday – June 30, 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 OPERATING MODELS?
9:00-12:00	INNOVATION WORKSHOP: CLOUD COMPUTING - REALIZING OPPORTUNITIES & OVERCOMING CHALLENGES Hosted by: TBD

12:00-2:00	EXECUTIVE LUNCHEON: PROVEN STEPS TO BPM SUCCESS Hosted by: TBD
2:00-5:00	INNOVATION WORKSHOP: USING BPMS TECHNOLOGY TO REALIZE THE BPM VALUE PROPOSITION Hosted by: TBD

Thursday – July 1, 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 San Francisco - Training Agenda-at-a-Glance

June 28-July 1, 2010

Monday, June 28, 2010

- 8am-9am Opening Keynote: Transforming an Enterprise, a Proven, Process Driven Approach for Implementing the Business Strategy
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: A Truly Business-Friendly Approach to BPM and BRM
- 5pm-6pm Training Reception
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Tuesday, June 29, 2010

- 8:15am-9am Best Practices Keynote: Business Architecture in Practice
Training Courses
- 9am-5pm Process Modeling, Analysis & Design
Analyzing the "As Is" and Creating the "To Be" Process
- 9am-5pm SOA for Architects
- 9am-5pm Business Rules Driven Requirements: Using the Decision Model to Enhance Model Based Business Requirements and Testing
- 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
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Wednesday, June 30, 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 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 Process Modeling with BPMN - **2-Day Course – June 30-July 1, 2010**
- 12pm-2pm Executive Luncheon: Proven Steps to BPM Success
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Thursday, July 1, 2010

- 8:15am-9am Opening Keynote: Enabling the Process-Centric Agile Enterprise
Training Courses
- 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 Organizational Change Management
- 9am-5pm Designing Service Oriented Solutions
- 12pm-2pm Birds of a Feather Luncheon

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