

Business Process Management ASIA PACIFIC

The leading business process management event of the year

Two-day connected forum and workshops

19 - 21 October 2010, The Grace Hotel, Sydney

Supported by:



Official Media Partner:



Produced by:



Hear from a
winner of a 2009
Global Award
for Excellence
in BPM and
Workflow Project

Excellence in BPM and Workflow

Our expert panel of speakers:

- Rio Tinto
- Singtel Optus
- QR National
- OneSteel
- Imre Hegedus Consulting
- University of Melbourne
- Australian Securities & Investments Commission (ASIC)
- BPM-Forum the Netherlands
- Korstmos (The Netherlands)
- Brabham Consulting
- Department of the Premier and Cabinet SA
- BusAdv Pty Ltd
- The LiTMUS Group
- Queensland University of Technology
- Fusion Integration Pty Ltd
- Leighton Contractors
- SuperPartners Pty Ltd

Post-forum workshops

Thursday, 21 October 2010

- A** How to run your business process
Frits Bussemaker, Founder/Chairman BPM-Forum the Netherlands; Owner, Korstmos
- B** Beyond business process improvement, on to business transformation
John Jeston, Partner, The LiTMUS Group – BPM and Thought Leader

The leading business process management event of the year

Over the past couple of years BPM has evolved from an IT solution to a business strategy with the potential of offering constructive work environments, reduced costs, improved customer value addition and increased business revenue.

However, BPM still has a technology image and many BPM professionals still need to deal with misunderstanding of senior management and resistance from within the organisation. In addition, organisations are looking at the best way of implementing Six Sigma and Lean methodologies, quantifying improvements and establishing robust BPM governance and ownership.

This two-day connected forum will provide you with opportunities to hear practical business process management case studies. You'll be armed with techniques to:

- Reduce non value adding activity in your organisation
- Bring together people, resources and organisation to create business value
- Get senior-management on board with BPM
- Deliver measurable performance improvements by using BPM
- Develop an innovative and resilience culture in your organisation

DAY ONE - Tuesday, 19 October 2010

CONNECTED FORUM
19 - 21 OCTOBER 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Imre Hegedus, Managing Director, Imre Hegedus Consulting

Gaining commitment around business processes

9:15 Introductory ice breaker session

To kick off proceedings, the chairperson will lead an interactive session to ensure that networking opportunities are maximised for all attendees. The aim is to become familiar with fellow attendees' backgrounds, define the scope of BPM and what attendees hope to achieve from the forum.

Facilitated by: Frits Bussemaker, Founder/Chairman BPM-Forum the Netherlands; Owner, Korstmos

10:00 Opening keynote presentation:
BPM - Insights and practices for sustained transformation

- Key success factors every BPM practitioner should know
- Insights and practices from networking, consulting and practicing BPM
- Emerging themes and challenges for improving (BPM) performance

Imre Hegedus, Managing Director, Imre Hegedus Consulting

10:45 Morning refreshments and networking

11:15 The BPM maturity model: how ready is your organisation for BPM?

- Identifying the different phases for successful BPM adoption
- Navigating the challenges of becoming process-managed
- Tracking progress

Sebastian Reiter, PhD Candidate, Queensland University of Technology

12:00 Defining a unifying vision and building employee commitment to the BPM project: A financial services case study

- Clarifying the operational vision
- Defining business requirements
- Incorporating staff at all levels of the organisation

Sue Strudwick, Owner, BusAdv Pty Ltd

12:45 Networking lunch

1:45 Practitioner case study: Implementing BPM in the organisation

- Integration of BPM governance into corporate governance framework
- Achieving sustainable business process change projects
- Driving process management maturity
- Becoming a process-driven organisation

Gaby Doebeli, Business Architect and Process Design, QR National

Implementing BPM-related methodologies

2:30 Organising your processes more efficiently deploying the Lean Service Delivery methodology: a Singtel Optus case study

- Applying Lean principles to your workplace
- Learning to see and eliminate process waste
- Building a Lean organisation and a new culture of continuous improvement

Max Cardew, Master Black Belt, Singtel Optus

3:15 Afternoon refreshments and networking

3:45 Practitioner case study: Approach and methodology of the business process improvement lifecycle

- A common process improvement lifecycle and its core phases
- An approach and methodology to support each phase
- The use of BPM to drive lifecycle maturity and continuous improvement

Brett Mifsud, Process Architect, Rio Tinto

4:30 Interactive discussion: Business as usual is not an option, rapid change is essential. But to what?

John Jeston will share his insights on what it takes for an organisation to address change management aspects of business process improvement, facilitate the discussion, challenge your thinking and give you new ideas.

- Realising the business benefits of improving business processes
- Critical success factors and how do you ensure that it is sustainable

Facilitated by: John Jeston, Partner, The LiTMUS Group - BPM and thought leader

5:15 Chairperson's closing remarks and end of day one

DAY TWO - Wednesday, 20 October 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Imre Hegedus, Managing Director, Imre Hegedus Consulting

BPM around the world

9:15 International keynote session: The future of the business process

- What is happening around the world?
- How will this affect organisations and business processes?

Frits Bussemaker, Founder/Chairman BPM-Forum the Netherlands; Owner, Korstmos

10:00 BPM in India: a tale of two companies

- The influence of national culture on BPM practice
- The need for BPM in Indian organisations
- Challenges encountered and strategies adopted

Malini Jayaganesh, PhD Candidate, University of Melbourne

10:45 Morning refreshments and networking

Combining EA and SOA with BPM strategies

11:15 Practitioner case study: Designing and planning an enterprise architecture framework

- Introducing EA incrementally or using a big bang approach
- Aligning EA with the enterprise: following the contours of the organisation
- Sustaining the EA framework

Gavin Bartlett, Enterprise Architecture Manager, Leighton Contractors

12:00 Finding business value through integrating SOA and BPM strategies

This session will outline a case study of a large city council



- Recognising the advantages of facilitating BPM with SOA
- Delivering a competitive advantage by accelerating SOA
- Integrating workflow management

Fiona Walker, SOA Process Architect, Fusion Integration Pty Ltd

12:45 Networking lunch

Adopting BPM as a discipline within the organisation

1:45 Interactive panel discussion: Establishing a robust process ownership and governance model



- Accelerating people and system performance through effective leadership
- Leading and supporting your organisation's improvement program
- Coping effectively with chaos

Panel members: Richard Mukumbira, Manager, Business Solution Services; Brett Gray, Manager, Business Solution Services, Australian Securities & Investments Commission (ASIC); Stephen Cate, Manager Shared Business Applications, OneSteel

Facilitated by: Gaby Doebeli, Business Architect and Process Design, QR National

2:30 The good, bad and ugly of BPM and Electronic Cabinet Online: A Department of the Premier and Cabinet SA case study



- Largest SA government BPM initiatives
- Implementing BPM for across-Government agencies
- Real long term benefits of BPM for SA Government cabinet
- Lessons learned

Jane Brabham, CEO; Marc Sinclair, Project Director, Brabham Consulting

Winner 2009 Global Award for Excellence in BPM and Workflow Project (Pacific Rim)

3:15 Afternoon refreshments and networking

3:45 Implementing BPM within a transformation program: a SuperPartners case study



- Aligning BPM within business transformation programs, the challenges and learnings
- The impact and continued convergence of IT on BPM
- Integrating BPM and enterprise architecture to implement a services based enterprise

John Cikoratic, Business Architecture Manager, SuperPartners Pty Ltd

4:30 Concluding interactive discussion: Pulling it all together



During this round-up session speakers are brought together and in interaction with the audience the event will be summarised and concluded.

- Reflecting on what you've learnt during the two-day forum
- Discussing and summarising the best practices in BPM
- Sharing practical take-away tips and tools to apply in your own organisation

Facilitated by: Imre Hegedus, Managing Director, Imre Hegedus Consulting

5:15 Chairperson's closing remarks and end of connected forum



POST-FORUM WORKSHOPS
Thursday, 21 October 2010

Workshop A

How to run your business process?

Registration: 8.30 am

Workshop time: 9.00 am - 12.00pm (duration: 3 hours)

Facilitated by: Frits Bussemaker, Founder/Chairman BPM-Forum the Netherlands; Owner, Korstmos

Workshop B

Beyond business process improvement, on to business transformation

Registration: 12.30 pm

Workshop time: 1.00 - 4.00 pm (duration: 3 hours)

Facilitated by: John Jeston, Partner, The LiTMUS Group - BPM and Thought Leader

About the workshop:

Designing and implementing a business process is mostly a rational exercise. Organisations invest in setting up procedures, software and organisational requirements. However, to obtain the return on this investment, organisations also need to focus on managing the soft side of the business process. This workshop will cover the guidelines, mindset and leadership required, and the pitfalls to avoid for successfully running and managing your business process.

About your workshop leader:

Frits Bussemaker has a solid background in alliance management, business process management and community building. He has over 20 years' experience in the international consultancy and IT industry and has worked for companies like Staffware/Tibco Software, Logica and Cambridge Technology Partners.

Frits is the Founder/Chairman of a number of successful associations, such as the Dutch 'BPM-Forum'; the first European chapter of the 'Association for Strategic Alliance Professionals'; the international 'Process Community' and 'iPoort', a community for the members of the Dutch parliament to discuss the value and role of IT in the Dutch society. He was the program director of the international WCIT2010, see www.wcit2010.org.

Frits is a regular speaker and chairman, sits on the program board of a number of international BPM conferences, has published numerous articles on BPM for various magazines, and has contributed to a number of books. He sits on the board of advice of a number of international associations, academic institutions and commercial organisations. He has an MSc from Delft University and has his own company Korstmos. You can contact him at frits@bussemaker.net

About the workshop:

Business process improvement alone will not provide your organisation with a sustainable competitive advantage. You need to go beyond the improvement of your operational processes and incorporate your management processes if you wish to transform your business to gain a sustainable competitive advantage. The management execution void needs to be addressed and bridged.

This workshop is based upon case studies and extensive experience that will provide you with a pragmatic approach that works in practice. The course is designed to be highly interactive, with attendees creating a detailed plan of a pathway to sustainable competitive advantage within their organisations. Participants will have the opportunity of discussing their challenges with the expert facilitator and other course participants.

About your workshop leader:



John Jeston is recognised internationally for his expert insights into BPM strategy and implementation and has written three books on the topic and many articles. John has over 30 years' experience in project management, business process re-engineering, systems development, outsourcing, and general management. He has held the positions of Financial Controller, Divisional Manager, Director of a software

company, HR Director and Chief Information Officer (CIO). John is the BPM and Thought Leader Partner at The LiTMUS Group.

He has provided these services to significant organisations throughout Australia, Europe, Saudi Arabia, Dubai, the United Kingdom, Mexico, Brazil, Portugal, Germany, Singapore and southern Africa. John is considered by many to be one of the premier BPM thought leaders and implementation experts in the world.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662
+61 (02) 8913 4000

FAX: +61 1300 550 663
+61 (02) 8913 4099

EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Business Process Management Asia Pacific

AG-WEB

19 - 21 October 2010, The Grace Hotel, Sydney

PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

*Attend the conference and two workshops and save \$200 on registration.

	Connected forum + 2 Workshops	Connected forum + 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Connected forum only	Post-forum workshops <input type="checkbox"/> A or <input type="checkbox"/> B
Standard pricing	<input type="checkbox"/> Save \$200 \$3885 + GST = \$4273.50	<input type="checkbox"/> Save \$100 \$3290 + GST = \$3619	<input type="checkbox"/> \$2695 + GST = \$2964.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp: 17/09/2010) <small>Not valid with any other offer</small>	<input type="checkbox"/> Save \$400 \$3685 + GST = \$4053.50	<input type="checkbox"/> Save \$350 \$3040 + GST = \$3344	<input type="checkbox"/> Save \$200 \$2495 + GST = \$2744.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
Member discount (exp: 17/09/2010) <small>I am a member of WPMC, ACS, EII, IIM, ASTC (NSW, VIC), Strategic Path.</small>	<input type="checkbox"/> Save \$500 \$3585 + GST = \$3943.50	<input type="checkbox"/> Save \$450 \$2940 + GST = \$3234	<input type="checkbox"/> Save \$300 \$2395 + GST = \$2634.50	<input type="checkbox"/> Save \$100 \$595 + GST = \$654.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th - FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

Event venue and accommodation

Preferential rates are available at The Grace Hotel, Sydney. Please contact the hotel directly to make your reservation, quoting 'ARK1810' as your reference. Discounted rates for the event will be available until 4th October 2010

Please note: October is a peak period at The Grace Hotel. It is strongly advised that delegates book their accommodation as soon as possible if they would like to take advantage of the discounted rate.

The Grace Hotel, Sydney

77 York Street
Sydney NSW 2000
+61 02 9272 6220
www.gracehotel.com.au

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Can't make the event?

Connected forum CD is available!

If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Sophia Bailey

Phone: 1300 550 662

Email: sbailey@arkgroupasia.com

D042