

8:30	BREAKFAST		
9:00	Conference Welcome - Zach Bennett, <i>CEO and Chief Architect</i> , Visual Enterprise Architecture		
9:15	Keynote	Bruce Williams <i>Senior Vice President – Strategic Transformation Solutions Software AG</i>	What? All This Extra Work – and Now Change, Too? You're maxed out and so are your teams. Everyone's trying to do more with less. And now you want to undertake strategic change? Are you crazy? That sounds terrifying. How in the world do we take on all the additional work, deal with all these stifling issues around markets, innovation, and disruptive technologies – and now also undertake fundamental structural transformation? Somebody better have a good answer! Learn how successful business process management can drive long-term, enterprise-wide organization change to fundamentally alter the management, control, and operation of the business.
9:45	BREAK		
10:00	Session 1	Ed Hays <i>Regulatory Counsel – Business Transformation American Water</i>	Building and Maintaining a Digital Regulatory Library Implement your centralized dynamic digital library to manage regulatory requirements and effectively analyze the impact of regulatory change on business operations. In this session we will discuss how to identify and implement your process modeling strategy to support the enterprise process lifecycle alignment with the regulatory framework.
10:45	Session 2	Diana Giribaldi <i>Manager – Global Information, Governance and Architecture Johnson & Johnson</i>	Successfully Managing Large Projects in a Multi-Sector Global Environment Leverage Business Process Management to deliver value in highly complex, international multi-regional projects which involve both SAP and Non-SAP processes and information. In this session we will focus on innovative solutions for better visibility and process intelligence to support analytical excellence using ARIS.
11:20	Session 3	Zach Bennett, <i>CEO and Chief Architect</i> Erick Argueta, <i>VP Global Solutions Visual Enterprise Architecture</i>	Optimize Projects and Repository Governance with VEA Solution Accelerators for the ARIS Platform Maximize the value of your investment in the ARIS Platform by implementing VEA Solution Accelerators to drive faster project execution, enable practical enterprise architecture, administer your central repository, and govern the management approval and release lifecycle. Provide organizational structure by enabling process owners to take ownership of their business processes and technology frameworks. We will demonstrate how to realize the BPM and EA promises for your organization.
12:00	LUNCH		
1:00	Session 4	Anastasia Bill <i>Practice Manager, Business Architecture & Process Software AG</i>	Enterprise Process Governance in Practice Are you ready to get serious about Process Governance? ARIS provides enterprise workflow management capabilities to assure the continuous management lifecycle and support improvement of your process repository. In this session you will learn how to deliver the culture of process accountability by defining process roles and responsibilities to support process governance.
1:40	Session 5	Russell Wion <i>Senior Enterprise Architect Office of the Commissioner</i>	Implementing Application Portfolio Management for Success Understand the demands of effective application portfolio management and identify the right information to drive engagement among stakeholders. Take control of your business and technology architecture to deliver the right platform for key decision-makers. In this session you will learn how to leverage the ARIS knowledge repository to support process, information and technology requirements and provide a measurable difference in your business outcomes.
2:20	Session 6	Stuart Holtby <i>Vice President Visual Enterprise Architecture Canada</i>	Effectively Linking BPM, Application Architecture and the EPMO How do you achieve management buy-in to support project funding? Build compelling business cases to identify tangible and realizable benefits. How do you ensure policies, practices and procedures to manage process modeling and support business-led environments within your organization? Business and IT must assess their relationship, build common goals and collaborate to align business requirements, business architecture and IT initiatives. Project Management, Application Architecture and Business Process Modeling must combine to drive mutually beneficial results across both IT and the Business. This session will illustrate how decision-makers can leverage the power of ARIS repository to make well-informed judgments about the projects and processes these Business Applications support.
3:00	BREAK		
3:20	Session 7	John Bertolet <i>Director, Global Process Management Schneider Electric</i>	Building the Corporate Process Portal for Enterprise Communication Leveraging ARIS Business Publisher Learn how to deploy ARIS Business Publisher within the intranet to communicate enterprise-wide relevant business processes documentation and information effectively. Leverage BPM for better process agility, achieve quality improvements and realize cost savings. In this session we will discuss best practices for transforming your organization from process follower to process-centric and how to foster internal and external collaboration.
4:00	Session 8	Rao Subbarao <i>Vice-President, Chief Architect: SAP Platform Architecture Bank of America</i>	Bridging the Gap between Business Process Management and Enterprise Architecture How do you assess your organization to understand the political environment and overcome the challenge of BPM and EA integration? If you are the stakeholder for Business Process Management or Enterprise Architecture within your company, this session is for you. We will discuss effective alignment strategies for Business and IT cooperation for BPM and EA.
4:40	Closing Remarks - Zach Bennett, <i>CEO and Chief Architect</i> , Visual Enterprise Architecture		