

Two-day conference and workshops
28-31 October 2008, Mercure Hotel Melbourne

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26 September, 2008
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bird discount



Harnessing the Potential of Business Process Management

Developing BPM practices to enhance the potential of business systems

Learn from the experiences of others and leave this event with an understanding of how to:

- Align BPM with organisational governance, people and culture
- Communicate process and change through BPM strategy
- Use BPM to sustain significant business benefits
- Guide your organisation towards process excellence
- Demonstrate the importance of business process modelling
- Explore the future of BPM in Australia

Hear high-level case studies from a broad range of Australian public and private sector organisations

Pre-conference workshop: 28 October 2008

Workshop A: Preparing for and managing the process-driven enterprise
Facilitated by: Imre Hegedus, Managing Director, Imre Hegedus Consulting

Post-conference workshops: 31 October 2008

Workshop B: Translating the conference experience into an action plan for your BPM deployment
Facilitated by: Imre Hegedus, Managing Director, Imre Hegedus Consulting

Workshop C: BPMN sandpit

Facilitated by: Keith Majooos, Founding Director, Migababa

Submit your own discussion points to be addressed in the collaborative wrap-up session at the end of day two

Hear from our expert panel of speakers:

Centrelink
Ergon Energy
The University of Queensland
Imre Hegedus Consulting
University of Western Sydney
Quality Learning Australia
Swinburne University of Technology
AGIMO
National Australia Bank
Foster's Group

Hear client case study presentations from:

The Pitt Crew:
RAMS Home Loanscase study
Able Business Consulting:
Visy Industries case study
Touchpoint:
various client case studies
Adaptra:
Pfizer Australia case study

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Harnessing the Potential of Business Process Management

Developing BPM practices to enhance the potential of business systems

Business process management (BPM) offers a new and exciting way to view an organisation. It breaks the business down into a collection of practical and effective processes rather than clustering departments in a traditional manner.

It is due to this innovative approach and the prevailing benefits that BPM offers such as constructive work environments, reduced costs and increased business revenue that BPM practice is becoming a significant trend within public and private sector organisations in Australia.

However, many organisations are finding it difficult to effectively integrate BPM into the business. Issues such as aligning BPM with organisational culture, planning for change, addressing governance and strategy,

achieving process maturity, and showing the value of process modelling are integral contributors in elevating staff morale and performance and must therefore consistently be kept at an optimal standard.

This conference will explore the following key areas:

- Integrating BPM into organisational strategy and embracing it as a business discipline
- Aligning BPM with the business and IT
- Putting forward proposals for change and leadership
- Using BPM to deliver tangible performance improvements
- Identifying the benefits and pitfalls of emerging BPM tools and technologies

Pre-conference workshop: Tuesday, 28 October 2008

Workshop A: Preparing for and managing the process-driven enterprise

Registration: 9.00am
Workshop starts: 9.30am
Workshop ends: 4.30pm

Facilitator: Imre Hegedus, Managing Director, Imre Hegedus Consulting

About the workshop:

BPM is enjoying unprecedented popularity across the globe. The size of both BPM technology and the professional services markets are significant and growing. However, rapid growth in popularity is coming at the cost of clarity – clarity in terms of scope and definition of what BPM actually is. It seems that there are almost as many definitions and views about BPM as there are vendors, consultants, researchers, and practitioners who are contributing to the space.

This practical workshop will provide clarity on what it means to be a process-driven organisation by reviewing industry methods and practices.

The following topics will be addressed:

- Ensuring strategic alignment of your process initiatives
- Six Sigma within the process management lifecycle
- The BPM centre of excellence
- Effective BPM governance
- Methods for evaluating your process management capability
- Industry insights and reference models

An innovative refresher for the experienced, and a comprehensive introduction for the beginner, this workshop will provide a refreshing insight into some of the latest BPM practices - regardless of where you are on your process journey.

Post-conference workshops: Friday, 31 October 2008

Workshop B: Translating the conference experience into an action plan for your BPM deployment

Registration: 9.00am
Workshop starts: 9.30am
Workshop ends: 12.30pm

Facilitator: Imre Hegedus, Managing Director, Imre Hegedus Consulting

About the workshop:

A well organised BPM conference can be a great source of new ideas and new contacts to assist you on your process journey. However the real value to your organisation centres around your ability to translate those ideas into an actionable plan in your workplace. This workshop will allow you to work with industry peers to develop a roadmap for BPM deployment that is relevant to your own business environment.

During this workshop you will:

- Understand your organisation's capability to manage processes
- Develop a map of the key elements for successful BPM
- Draft a prioritised checklist for what you need to do starting Monday

About your workshop facilitator:

An internationally recognised process professional, Imre Hegedus is passionate about improving business performance. By enabling others to realise their potential through process and quality methods, he has developed a reputation for delivering real business value through process-based methods, models and designs. He has assisted some of Australasia's largest companies in their process endeavours, has led the development of a number of Australian and international quality/process forums and is Director of the BPTrends Forum.

Workshop C: BPMN sandpit

Registration: 1.00pm
Workshop starts: 1.30pm
Workshop ends: 4.30pm

Facilitator: Keith Majoos, Founding Director, Migababa

About the workshop:

Business process modelling notation (BPMN) is gaining more and more traction in the industry. This workshop is for the manager and non-IT person who wants an overview of BPMN so as to convey a business process to their manager and subordinates. Workshop participants will be given practical tips, tools and resources to manage their process modelling. Participants will learn and apply BPMN basics to read, draw and validate business process diagrams at various levels of abstraction.

The following topics will be addressed:

- BPMN - the basics
- Process in time
- Internal, public and global processes
- Process validation (the drawing looks beautiful - but, does it work)?

About your workshop facilitator:

Keith Majoos founded Migababa, an IT training company, after working as an IT consultant for more than 30 years. The focus of Migababa's instructor-led training is to equip candidates with the requisite skills to effectively record manage and communicate processes using either UML or BPMN. Over the past few years, Keith has trained over 150 business analysts and enterprise architects in almost all the major cities in Australia. He holds BSc Mathematics and Applied Mathematics (UWC), Dip Computer Science (UNISA), MBA (RMIT), Grad Dip in Psychology (UNE) degrees and diplomas.

Who should attend?

- BPM Project Managers
- BPM Consultants
- Business Process Officers
- Business Process Application Developers
- Business Analysts
- System Analysts
- Enterprise Architects
- IT Managers/Directors
- CIOs
- Workflow Managers
- Chief Process Officers
- Strategy Managers
- Finance and Compliance Leaders
- Quality Managers
- HR and Change Management Executives
- Operation Managers/Analysts
- Integration Managers
- Automisation and Monitoring Managers
- Business Transformation Professionals
- Finance/Audit/Compliance Officers.

DAY ONE – Wednesday, 29 October 2008

8.30 **Registration and refreshments**

9.00 **Chairperson's opening remarks**

Imre Hegedus, Managing Director, Imre Hegedus Consulting

Introducing BPM to your organisation

9.15 **RAMS Home Loans: How they transformed their processes, their business and their industry**

- Techniques to ensure strategic alignment
- Pioneering in a blue ocean
- Delivering growth through process excellence

Andy Zaple, Director, The Pitt Crew

10.00 **Achieving process maturity at NAB**

- NAB's holistic approach to operations management and continuous improvement
- Our framework to ensure a sustainable outcome
- Deployment successes and challenges

Peter McDonald, Head of Quality, Business Efficiency & Quality, National Australia Bank

10.45 **Morning refreshments and networking**

11.15 **Using BPM to achieve business alignment with IT**

- Understanding why there's a discord between business and IT
- Using BPM as a catalyst to revalue the business/IT relationship
- Transforming IT into a proactive leadership role
- Bridging the gap by creating new dialogue

Morris Lieberman, Global Director - Business Processes & Applications, Foster's Group

Working towards process excellence

12.00 **Achieving significant and sustainable business benefits through BPM**

- Practical guidelines to successfully implement BPM initiatives
- A pragmatic roadmap to sustainable BPM

Johan Nelis, Senior Consultant, TouchPoint Business Process Management Services

12.45 **Networking lunch**

1.45 **Implementing people change as part of your BPI initiative**

- Evaluating the ROI of change management
- Managing change resistance
- Reinforcing change to meet adoption and utilisation rates

Nikki Alberts, Business Process & Change Management Professional

2.30 **A Pfizer Australia case study: The living systems... Seven secrets to achieve real business results**

- Enabling your people to achieve the business results you need to realise your strategy
- The key elements of leadership, project management and people change management that you need to be successful

Andrew Liberale, Project Management Consultant, Adaptra

3.15 **Afternoon refreshments and networking**

3.45 **A school's perspective: Managing process in schools and classrooms**

- Examining a quality improvement and systems context
- Identifying and flowcharting school and classroom processes
- The future for process management in schools

Michael King, Director, Quality Learning Australia

4.30 **Regulatory compliance and BPM**

- Identifying the role of BPM in regulatory compliance
- The compliance pipeline and resultant control portfolios
- Deriving value from the intersection of process models and regulatory controls

Shazia Sadiq, Associate Professor, School of IT and Electrical Engineering, The University of Queensland

5.15 **Chairperson's closing remarks and end of day one**

DAY TWO – Thursday, 30 October 2008

8.30 **Registration and refreshments**

9.00 **Chairperson's opening remarks**

Imre Hegedus, Managing Director, Imre Hegedus Consulting

Managing BPM and systems, methods and technologies

9.15 **Federal Government BPM**

- Strategic context: eGovernment
- Governance: the business process transformation committee
- The architectural context
- Identifying BPM challenges for whole of government

David Maybanks, Director Business Process Transformation & Shared Services, AGIMO

10.00 **Demonstrating the value of process modelling**

- Integrating process modelling and knowledge management
- Developing process consistency
- Supporting staff to improve the efficiency of processes

Frank Fletcher, Business Manager, Process Design, Centrelink

10.45 **Morning refreshments and networking**

11.15 **Developing a business process model**

Ergon Energy has had two process models since 1999. Hear about the strengths of the new model and the implement process.

- Process organisation
- Methods and tools
- Deployment

Bob Risson, MEngSc MBA, Manager Process Architecture and Governance, Ergon Energy

12.00 **BPM - the future: a Visy Industries case study**

- What is new in BPM and BPM technologies?
- How will BPM systems change the way businesses operate?
- What are the most appropriate reasons to invest in BPM and BPM technologies?

Roland Spitty, (Former CIO Visy Industries), Able Business Consulting

12.45 **Networking lunch**

Focusing on the audience

1.45 **Interactive session: Choose your own adventure!**

During this "choose your own adventure" session, Robin will ask you to guide his presentation by providing insight into your BPM interests - whether they be governance, enterprise modelling, business case development, or embedding BPM within an organisation.

Robin Schmitt, Senior Project Manager, Swinburne University of Technology

Practical BPM

2.30 **Bronze sponsor session: iOctane client case study**

Presenter TBC

3.15 **Afternoon refreshments and networking**

3.45 **BPM practice in Australian organisations – status and potential**

- Profile and current state of affair
- Planned BPM activities
- Budget and spending

Dash Forghani, Senior Lecturer, University of Western Sydney

4.30 **Collaborative discussion/wrap-up**

In this session the facilitator will highlight any lessons learned during the conference. Participants are asked to submit discussion points for this session during the afternoon networking break on day two.

Facilitator: Imre Hegedus, Managing Director, Imre Hegedus Consulting

5.15 **Chairperson's closing remarks and end of conference**

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

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

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Standard Pricing	<input type="checkbox"/> \$2695 + GST = \$2964.50	<input type="checkbox"/> \$995 + GST = \$1094.50	<input type="checkbox"/> \$695 + GST = \$764.50
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Delegate	Name	Job title	Email address
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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

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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.

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Event venue and accommodation

Preferential rates are available at the Mercure Hotel, Melbourne. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

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

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Conference CD is available!

If you can't take full advantage of this event, the conference 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 Aimee Rootes

Phone: 1 300 550 662

Email: arootes@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1 300 550 662

Email: mmoorcraft@arkgroupasia.com

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