

Europe's Unique Conference Experience

26 November 2007
Hotel Fira Palace
Barcelona, Spain



PROJECT RISK SYMPOSIUM

Supported by:



co-located with the additional 2 day conference:
Project World & World Congress for Business Analysts

27-28 NOVEMBER

9:30 Opening Remarks from the Project Risk Symposium Chairperson



Charles W. Bosler Jr., *Chairman, PMI RISK MANAGEMENT SIG, President, RISK SERVICES & TECHNOLOGY*
Mr. Bosler was the original sponsor and founder of the PMI, RiskSIG. He is an active contributor to the PMI, the APM Forum, the Global PM Forum, as well as, the Society for Risk Analysis and the Global Association of Risk Professionals.

9:45 Symposium Introduction & Welcome: Exploring The Business Case for Risk Management



Karel de Bakker, *MA, PMP, Regional Director EMEA, PMI RISK MANAGEMENT SIG*

10:00 Managing Opportunities (and Risks) in R&D Innovation

Nestlé aimed to improve project execution by developing a robust understanding, and proactive management, of potential opportunities and risks to their R&D innovation projects. The key benefits are an improved communication and greater management consensus leading to re-enforced capability to prioritize necessary mitigation plans and enhance further opportunities while providing substantial change in overall project exposure.

This goal was achieved by:

- Assessing the opportunities and risks that may influence the achievement of project objectives
- Developing consistent understanding throughout the project team
- Defining action plans to enhance the project deliverables and improve its resilience



Marc Schaedeli, *Head of Risk Management, NESTLÉ LTD*

10:45 *Morning Networking & Refreshment Break*

11:15 Risk Assessment and Management (RA&M): A Growth Driver

An innovative vision of Risk Management allows to modify its perception from a typical cost/time-reduction approach to an essential building block for company growth. This session demonstrates that a RA&M process based on an innovative definition of Risk and Uncertainty is an effective driver of company growth. We discuss the best method to evaluate project uncertainties and how to efficiently and effectively manage Project Risks to identify Opportunities as well as Threats. Finally, we discuss decision criteria in view of company size as well as its market share.

- Effectiveness and efficiency: A new vision of Risk and Uncertainty
- Evaluation criteria and decision methods
- Risk Assessment & Management in GE Oil&Gas



Carlo Muzzarelli, *Global Sourcing Risk Leader, GE OIL&GAS*

12:00 Exploring Opportunities through Project Performance Measurement and Earned Value Measurement (EVM)

Effective risk management requires that opportunity risks are identified and leveraged, so that threat risks are outweighed. Risks themselves change as the project outcome unfolds through its lifecycle. Continuously monitoring and measuring the conditions and performance of a project is essential for effective risk management. EVM delivers the required performance measurement mechanism.

- Using PPM to manage and leverage the opportunities of uncertainty
- Ensuring the required quality of project plans and monitoring data in an EVS



- Linking EVM metrics to an organisations KPI's?
- Linking project risk management to business risk management

Alexandre Rodrigues, *General Manager, PMO CONSULTING*

12:45 *Luncheon for Symposium Attendees*

14:00 In Search of Opportunity: Is the Risk Management Process Enough?

Not until recent years has risk been actively managed for products, in projects, and, as a consequence, for the organisation. Project risk management has been in focus within different organisations, and has proven its value in reducing risks in projects. Risk, however, could be described as the negative outcome of an uncertainty. The opposite of risk would then be opportunity. Based on interviews with people who actively work with project management and who also seek continuous improvements by being active members of project management networks, this study presents some factors needed for managing opportunities. This session explores the perception of opportunity as it shifts between organisations and levels within the organisation. What is needed to manage opportunities?

- The ability of the project manager to develop a holistic view within the project
- The organisational support and interest
- The ability to understand how other organisations affect the project objectives



Rolf Olsson, *PhD, Project Manager, BOMBARDIER TRANSPORTATION*

14:45 **GET INVOLVED!** If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334

15:30 *Afternoon Networking & Refreshment Break*

16:00 Risk, Decisions and Emotions

We may construct many rational systems for risk management and decision making, which nevertheless fail because we neglect to take into account the hidden bulk of 'non-rational' influences. This session addresses the 'decisions and emotions' aspect of dealing with risk, with a specific focus on:

- The effects of culture/societal attitudes and individual personalities on risk management and decision making
- How to include and value our 'non-rational' brains to make more 'complete' judgements
- How to work with teams or individuals more effectively in order to elicit and manage risks, and to make robust decisions.



Bernadette Walsh, *Risk Manager, Safety and Environmental Assurance Centre, UNILEVER*

16:45 Metrics to Benchmark and Quantify Risk Value/ROI and Gain Risk Appreciation

This session describes lessons learned during a project that was sold despite an initial risk analysis indicating that it was very probable that the project would consume twice the project budget and overrun significantly in time.

- What risk metrics were used to steer the project to keep both schedule and budget better than it would have been able without doing it?
- How can these metrics be used to highlight towards senior management?

Herwig Stöckl, *Manager CPM, ERICSSON GLOBAL SERVICES*

17:30 *Conclusion of Project Risk Symposium EUROPE*

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PROGRAMME SCHEDULE AT-A-GLANCE

MONDAY, 26 NOVEMBER:

PROJECT MANAGEMENT WORKSHOPS		BUSINESS ANALYSIS WORKSHOPS	
9:30-12:30	MORNING WORKSHOP: Helping Project Teams Succeed Peter O'Neill, MBA, PMP, Senior Partner at O'Neill Training, International Trainer, ESI International	9:30-12:30	MORNING WORKSHOP: Creating a BA Center of Excellence Glenn R. Brulé, ESI Director of Client Solutions, Director at Large, IIBA
12:45	<i>Luncheon for Attendees Registered for BOTH Morning & Afternoon Workshops</i>		
14:00-16:30	AFTERNOON WORKSHOP: Rapid Assessment and Recovery of Troubled Projects George R. Sifri, D.B.A., PMP, CCP, CISA, CCE, CM, PSP Senior Instructor/Consultant, Educational Services Instit	14:00-16:30	AFTERNOON WORKSHOP: BABOK 2.0 (Business Analysis Body of Knowledge) Malcolm Eva, Principal Trainer and Consultant, Eva Business Learning

MONDAY, 26 NOVEMBER: PROJECT RISK SYMPOSIUM				
9:30	Opening Remarks from the Project Risk Symposium Chairperson Charles W. Bosler Jr., Chairman, PMI Risk Management SIG, President, Risk Services & Technology	14:00	In Search of Opportunity: Is the Risk Management Process Enough? Rolf Olsson, PhD, Project Manager, Bombardier Transportation	
9:45	Symposium Introduction & Welcome: Exploring The Business Case for Risk Management Karel de Bakker, MA, PMP, Regional Director EMEA, PMI Risk Management SIG	14:45	GET INVOLVED! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334	
10:00	Managing Opportunities (and Risks) in R&D Innovation Marc Schaedeli, Head of Risk Management, Nestlé Ltd	15:30	<i>Afternoon Networking & Refreshment Break</i>	
10:45	<i>Morning Networking & Refreshment Break</i>		16:00	Risk, Decisions and Emotions Bernadette Walsh, Risk Manager, Safety and Environmental Assurance Centre, Unilever
11:15	Risk Assessment and Management (RA&M): A Growth Driver Carlo Muzzarelli, Global Sourcing Risk Leader, GE Oil&Gas	16:45	Metrics to Benchmark and Quantify Risk Value/ROI and Gain Risk Appreciation Herwig Stöckl, Manager CPM, Ericsson Global Services	
12:00	Exploring Opportunities through Project Performance Measurement and Earned Value Measurement Alexandre Rodrigues, General Manager, PMO Consulting	17:30	Conclusion of Project Risk Symposium EUROPE- See you tomorrow for the first PW&WCBA Main Conference Day!	
12:45	<i>Luncheon for Symposium Attendees</i>			

TUESDAY & WEDNESDAY, 27-28 NOVEMBER: PROJECT WORLD & WORLD CONGRESS FOR BUSINESS ANALYSTS

TUESDAY, 27 NOVEMBER: FIRST MAIN CONFERENCE DAY				
9:30	Welcome & Opening Remarks from the Conference Chairperson: Project Thinking – the Key Ingredient to Effective Leadership Adesh Jain, Managing Director, Center for Excellence in PM	11:15	Excellence in Execution: Driving and Aligning Strategy Development and Implementation Dr. Stefan M. Golder, Vice President Corporate Strategy Management, Daniel Swarovski Corporation	
10:00	Effective Leadership for Driving Change: How Citigroup Linked Business and IT Teams to Achieve Off-Shoring Success & Business Optimisation Ian Cramb, Chief Operating Officer, Citigroup EMEA	12:00	Accelerating Change for Operational Excellence: Improving Project and IT Reliability and Responsiveness Ian Campbell, Group Chief Information Officer, British Energy	
10:45	<i>Morning Refreshments & Networking Break</i>		12:45	<i>Luncheon for PW&WCBA Attendees</i>

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13:45	Concurrent Streams Attendees are encouraged to customize their agenda and only the sessions that are right for them. Go back and forth between 4 concurrent streams (1)Project Management Success, (2)Business Analyst Success, (3)The People Side, (4)The PM/BA Partnership			
	CORE SKILLS FOR PROJECT MANAGEMENT SUCCESS	CORE SKILL FOR BUSINESS ANALYST SUCCESS	BRIDGING THE GAP: THE PEOPLE SIDE	BRIDGING THE GAP: THE PM/BA PARTNERSHIP
14:00	Getting the Job Done: A Practical Approach to Project Management Advancement Carl Jansen, Project Manager, Project Management Office, Capital One Bank (Europe)	Creating a Single View of the Customer by Leveraging Service Oriented Architecture David Llamas, IT Director, Harrods, Ltd	Expected Behaviours: Road Rules for Excellence in Project Team Management – Not Road Rage Lisa A. DiTullio, Director, Project Management Office, Harvard Pilgrim Health Care	The Role of Partnerships in Achieving Business Alignment of a Technology Organisation to the Business Priorities Fotis Karonis, Chief Information Officer, Romtelecom
14:45	Introducing Project Management and Resource Management Capabilities Peter Jansegers, Associate Director, Project and Resource Management, Pharmaceutical R&D, Johnson & Johnson	GET INVOLVED! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334	Creating a Successful Project Culture in a Smaller Organisation: Project Steering and Portfolio Management from the Perspective of a Small Biotech Tomas Wikborg, Project Manager, Pharmexa A/S	Applying an Integrated Learning Approach for PMs and BAs as the Key to Sustainable Business Continuity Levels Pierre Wettergren, Head of R&D Business Continuity Facilitators, AstraZeneca
15:30	<i>Afternoon Refreshments & Networking Break in the Exhibit Hall</i>			
16:00	GET INVOLVED! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334	Improving the Existing Requirements Eliciting and Management Process: Introducing Change in a Large Company Dr. Markus Duerring, Account Manager, Novartis Pharma AG	The Importance of People and Leadership Skills in the Drive for Relentless Predictability in the Execution Of Projects Alan Cumming, Director of Projects, British Energy	GET INVOLVED! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334
16:45	Project Management in a Global Company: Practical PM Skills for Multi-Functional, Multi-National Projects Colin Smith, Head of the Group Programme Office, British American Tobacco	Negotiating the Labyrinth: How the Business Analyst can Create a Competitive Advantage for their International Organisation Rod Gozzard, Managing Director, The Performance Business, Head of BM, National Australia Bank	GET INVOLVED! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334	Structuring Your Projects Portfolio through BA/PM Partnership: Making Sense of the Beauty Contest Tomasz Smardzewski, Quality & Project Management Director, PTK Centertel (Orange Poland) Marcin Jedrzejewski, Operations Support Director, PTK Centertel (Orange Poland)
17:30	Conclusion of Main Conference Day One- See you tomorrow at 9:30 for PW&WCBA Main Conference Day Two!			
WEDNESDAY, 28 NOVEMBER: SECOND MAIN CONFERENCE DAY				
9:30	Day Two Welcome & Opening Remarks from the Conference Chairperson Adesh Jain, Managing Director, Centre for Excellence in PM		11:00	The Boeing 787: A World Project Brien Akers, Director, Program Planning and Control (PP&C), The Boeing Company
9:45	Transformational Change and Leadership to Deliver Clear Business Benefits John Suffolk, Chief Information Officer, Her Majesty's Government (UK)		11:45	Improving Performance through Leveraging Behaviour, Culture, and Virtual Opportunities Arthur Shelley, Author, The Organisational Zoo: A Survival Guide to Workplace Behaviour, Knowledge Manager, Cadbury Schweppes
10:30	<i>Morning Refreshments & Networking Break in the Exhibit Hall</i>		12:30	<i>Luncheon for PW&WCBA Attendees</i>
Concurrent Streams Begin				
	CORE SKILLS FOR PROJECT MANAGEMENT SUCCESS	CORE SKILL FOR BUSINESS ANALYST SUCCESS	BRIDGING THE GAP: THE PEOPLE SIDE	BRIDGING THE GAP: THE PM/BA PARTNERSHIP
13:30	Increasing your PM Efficiency and Skills Building: Benchmarking your PM Competency Beyond the PMP Test Gilles Caupin, President, Caupin Consultants	Of Mice and Men: Stakeholder Engagement and Change Management in 'Emerging Markets'- A Hard Leadership Lesson Learnt John Pelham, Managing Director, JP4Project Limited	'Joining Up' the Organisation: Ensuring Progress of Process Improvement through Benefit Management Justin Kenny, HSBCnet Programme Director, E-Commerce, Global Transaction Banking, HSBC	Improving Cooperation for Advanced Project Management Concepts in a Global Enterprise Dr. Juergen Schloss, Programme Director PM@Siemens, Siemens AG
14:15	On the Road to Creating a World Class Performing Portfolio Management Organisation Heljar Ballo, Portfolio Manager, Statoil ASA	GET INVOLVED! Get Involved! If you are interested in presenting during this session, please contact Damon Thompson at dthompson@iirltd.co.uk or call +44 (0)207 017 7334	Accelerating Projects across the Portfolio through a Culture of Innovation Bettina Hoppmann, Acceleration Manager, Project Portfolio Management, 3M Germany	Technology and the Symphony Orchestra – Orchestrating the Music Business through the IT/PM Partnership Jeremy Garside, Chief Information Officer, London Symphony Orchestra
15:00	Industry-Specific Learning Labs			
15:30	PW&WCBA Concludes- See You Next Year...Safe Travels!			



ADMINISTRATIVE DETAILS

DATE & VENUE

Date: 26-28 November, 2007
 Venue: Hotel Fira Palace Barcelona
 Avenida Rius Taulat 1-3 08004
 Barcelona, España
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HOTEL ACCOMMODATIONS: Attendees are responsible for the arrangement and payment of their own travel and accommodation. However, the ProjectWorld organizers have negotiated a special room rate with the Hotel Fira Palace. For Hotel Reservations, please download the Housing Form from our website and submit to the Fira Palace via fax or the email (which are listed on the form). The hotel will not take any individual call in reservations.

PAYMENTS: Payment is due within 30 days of registering. If registering within 30 days of the event, payment is due immediately. Payments may be made by cheque, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the attendee(s) on the face of the cheque, as well as our reference code: M1916. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

DISCOUNTS: Register 3-6 People at the same time and receive 15% off the standard price

Register 7 or more people at the same time and receive 25% off the standard price

Enter a speaker or sponsor discount code and receive 25% off the standard price. Qualify as an academic or government employee and receive 30% off the standard price

DOCUMENTATION ORDER: If you are unable to attend the conference, or would simply like to order additional sets of documentation for your colleagues, they are available for €495 per set, including taxes, postage, and packing. Simply indicate how many sets you require, send this form to us with your payment, and we will dispatch the documentation to you following the conference. **CREDIT CARD PAYMENTS ONLY** (documentation cannot be dispatched until we have received your payment).

CANCELLATION POLICY: If you need to make any changes or have any questions, please feel free to contact us via email at register@iir-conferences.com. Cancellations must be in writing and must be received by IIR prior to 10 business days before the start of the event. Upon receipt of a timely cancellation notice, IIR will issue a credit voucher for the full amount of your payment, which may be applied towards registration fees at any future IIR event held within 12 months after issuance (the "Expiration Date"). All credit vouchers shall automatically expire on the Expiration Date and shall thereupon become void. In lieu of issuance of a credit voucher, at your request, IIR will issue a refund less a €395 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time. If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.



Any disabled individual desiring an auxiliary aid for this conference should notify IIR at least 3 weeks prior to the conference in writing, by faxing +1 212-661-6045.

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Name: _____
 Title: _____ Department: _____
 Approving Manager: _____
 Company: _____
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 City: _____ State: _____
 Country: _____ Zip/Postal Code: _____
 Phone #: _____ Fax #: _____
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Please charge my credit card:

Visa MasterCard American Express Discover Diner's Club
 Card # _____ Exp. Date _____
 Cardholder's Name _____
 Payment Amount _____
 Cardholder's Signature _____
 We will contact you if additional information is needed to process your registration.

Yes, keep me informed about future events via fax

Signature _____

Yes, keep me informed about future events via email

Signature _____

DISCOUNTS: You are eligible if (please check one if applicable):

- I am a PMI/IIBA member and qualify for a 20% discount off the standard price
- I am from a company that is speaking at the event and qualify for 25% off the standard price
- I am from a company that is sponsoring at the event and qualify for 25% off the standard price
- I am with a group of 3-6 people from my company and qualify for 15% off the standard price (all registrations must be made at the same time to qualify for the discount)
- I am with a group of 7 or more people from my company and qualify for 25% off the standard price (all registrations must be made at the same time to qualify for the discount)
- I am a government, Non-Profit or Academic Professional and qualify for 30% off the standard price

NB: All discounts are off the Standard price unless otherwise noted. No two discounts can be combined. (You must be able to validate current status to obtain discount.)

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If you are receiving multiple mailings, have updated information or would like to be removed from our database, please contact Carrie Orr at 212 661-3500 x3157, or fax this brochure to her attention at 212-599-2192. Please keep in mind that amendments can take up to six weeks.

MAILROOM: If undeliverable, please forward this important announcement to the Director of Project Management/Business Analysis.

M1916

PW&WCBA PRICING & REGISTRATION OPTIONS	Register By 7 September	Register By 19 October	Standard & Onsite Rate
<input type="checkbox"/> Main Conference + 1 Project Risk Symposium*(26-28 November, 2007)	€1,850.00	€1,950.00	€2,050.00
<input type="checkbox"/> Project Risk Symposium Only (26, 2007 November, 2007)	€700.00	€800.00	€900.00
<input type="checkbox"/> Main Conference Only (27-28 November, 2007)	€1,295.00	€1,395.00	€1,495.00
<input type="checkbox"/> Add on Networking Dinner	€110.00	€110.00	€110.00

*Register for the Main Conference + Symposium and save €145 on the symposium only price!

I want to add (please check one): One workshop (+€290) Two workshops (+€500)

Which workshop will you attend?

AM Workshop: Project Management (M1916B1)

PM Workshop: Project Management (M1916B2)

AM Workshop: Business Analysis (M1916B3)

PM Workshop: Business Analysis (M1916B4)