

2nd Annual

IT PROJECT MANAGEMENT

TRANSFORMING YOUR IT PROJECT OFFICE INTO A BUSINESS CONSULTANCY

Featuring groundbreaking presentations from these industry leaders:

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General Manager Information Systems MITSUBISHI MOTORS AUSTRALIA	
Project Manager ALCATEL	
Project Office Manager MINISTRY OF AGRICULTURE AND FORESTRY, NEW ZEALAND	
Head - Project Management Centre of Excellence ING	
Education Director PROJECT MANAGEMENT INSTITUTE (PMI)	

INTERNATIONAL KEYNOTE PRESENTATION:

Amanda M. Warfield, PMP,
Global HR Technology –
International Project Management
BANK OF AMERICA



LEARN NEW AND INNOVATIVE TECHNIQUES FOR:

- Strategically managing your program portfolio
- Positioning yourself as the leader of your project team
- Gaining buy-in from team members and stakeholders

Plus indepth and interactive Executive Tutorials:

HOW TO DELIVER CRITICAL STRATEGIC PROJECTS

IMPROVING PROJECT MANAGEMENT PROCESSES

HOW TO MAKE THE IT BUSINESS CASE – TURNING RELUCTANCE INTO SUPPORT

HOW TO CREATE SUCCESSFUL IT PROJECTS THROUGH EFFECTIVE STAKEHOLDER MANAGEMENT

Organised and Researched by:

technology IQ
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IT PROJECT MANAGEMENT 2007

Dear Executive,

It is a well-published fact that 70% of projects fail to meet schedule, cost and quality goals. The reasons for this can be many and varied, but all come back to the same place – people. Being a project manager means positioning yourself as the leader of your business team. In order to be successful, you must understand and appreciate the business agenda, work with stakeholders to set realistic and achievable goals; and surround yourself with a team who are driven to succeed and willing to do what it takes to get there.

IQPC is thrilled to present IT PROJECT MANAGEMENT 2007. This conference will address the reasons behind IT Project failure rate, and present a number of groundbreaking theories and case studies that will present the first step to overcoming common difficulties.

IT PROJECT MANAGEMENT 2007 will feature leading local and international case studies on:

- **Strategic Program Management**
- **Leadership and Stakeholder Management**
- **Excellence in Project Delivery**
- **People and Change Management**
- **Risk Management**

Learn real solutions to these and other key issues from leaders in the IT field, through case studies designed to assist you to get the best possible performance and results from your projects.

Who Should Attend

- CIOs
- Directors/Heads of IT/ICT
- IT Project Managers
- IT Portfolio Managers
- IT Governance Experts
- Technology/Enterprise Architects
- Programme Managers
- Project Coordinators
- Planning & Delivery

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DAY ONE: Tuesday 1 May 2007

8:30 **Registration and Coffee**

9:00 **Opening Remarks from the Chair**

9:10 **INTERNATIONAL KEYNOTE PRESENTATION:
Ensuring your Project Portfolio is in Line with your
Business Strategy**

- Lessons Learned
- Technology Case Studies within the Capital Markets and Human Resources cultures
- Adapting to your Environment

Amanda M. Warfield, PMP, Global HR Technology –
International Project Management,
BANK OF AMERICA

STRATEGIC PROGRAM MANAGEMENT

10:00 **Developing the Business Case – Presenting the Value
of the Investment**

- Quantifying value and potential outcomes
- Value and risk and their entwined effects
- Determining the project's end value at the start



Richard Emery, General Manager, IT Delivery,
QANTAS

10:40 **Morning tea**

11:10 **Aligning the portfolio to your business strategy**

- Keeping aware and on top of the business direction
- Communication with the business unit
- Keeping your portfolio commercially viable

Craig Dungey, General Manager - Corporate Planning,
AON AUSTRALIA/PACIFIC

11:50 **Factors affecting Return on Investment**

- Budgeting and planning for all possible scenarios
- Keeping within the boundaries of the timeline
- Mitigating and managing risk throughout the project's lifecycle
- Keeping clear and open lines of communication to avoid confusion

Paul Burgin, Head of Technology Projects
NATIONAL AUSTRALIA BANK

12:30 **Lunch**

1:30 **The Impact of Scope Negotiation on Project Success**

Scoping is crucial to project success. Projects that do not include solid scoping methodologies risk missing deadlines and ultimately are more likely to fail.

- Ensuring integrity and feasibility through scope awareness

- Conducting effective scope analysis
- Clearly defining frames of reference

Steve Ackling, Former Chief Information Officer,
ADI LIMITED

1:30 **Capturing Process Flows / Mapping before Starting
Work on a Project**

- Starting each project with a clear agenda and timeframe
- The impact of process mapping on final outcomes

Peter Lambert, Head of Service Delivery, CIO Group,
DEPARTMENT OF DEFENCE

2:10 **Recent Advances in Project Prediction Techniques**

- Overview of new tools and techniques
- Selecting the best tool for your requirements
- Translating project prediction into real value for your business

Kym Henderson, Education Director,
PROJECT MANAGEMENT INSTITUTE (PMI)

BECOMING THE LEADER OF YOUR PROJECT TEAM

2:50 **Afternoon tea**

3.20 **From Programming to People Managing: Strong Project
Leadership Skills**

- What does it mean to be a leader?
- Driving success through support and motivation
- Engendering trust in your team and with your stakeholders
- Setting goals and performance measures to encourage best-practice in your team



Vicki Coleman, Chief Information Officer,
RAILCORP

4:00 **Leading Cohesive Teams from Diverse Backgrounds**

- Developing a team culture
- Providing clear direction
- Defining the roles and responsibilities of the team members

Trevor O'Neil, Strategic Services Manager - Information
Services,
BOEING AUSTRALIA

4:40 **Roundtable Discussions**

After a day of exclusive presentations, you have the opportunity to discuss what you've heard and network with your peers. A top selection of our speakers will lead discussions on issues raised during the day. This session provides the ideal informal setting for open idea exchange and networking with your peers.

5:20 **Closing Remarks from the Chair**

5:30 **End Of Conference Day One**

MID CONFERENCE EXECUTIVE TUTORIAL | Tuesday 1 May 2007

IMPROVING PROJECT MANAGEMENT PROCESSES

EVENING 6:00pm - 9:00pm

There are many key fundamentals that can get overlooked when improving processes. The purpose of this session is to highlight the common pitfalls and foster open discussion and knowledge sharing around each key fundamental action. Many of the theories that get outlined, when put into a pragmatic setting that is very product driven and pressure-cooked can end up weighing down a process to the point where it doesn't benefit anyone. The key is in finding out what works at a base level, and supplementing with core tenants that impact things positively. This session will allow you to learn and share the best way to create and manage these processes.

About Your Expert Tutors:

Amanda Warfield, is responsible for international project management within Global Human Resources Technology (GHRT) at **BANK OF AMERICA**, and through the end of April, 2007 is managing an initiative related to an international personnel and benefits conversion in the UK, Spain, Ireland, and Canada. In previous roles she has been heavily involved in supporting global corporate and investment banking lines of business. Warfield has been both assessor and assessed using CMMI, and is a member of the Software Engineering Institute and Project Management Institute. She is PMP and Six Sigma Green Belt (w/DFSS) certified, and has worked in the financial services, commercial real estate, and automobile racing industries.

DAY TWO: Wednesday 2 May 2007

8:30 Registration and Coffee

9:00 Opening Remarks from the Chair

ACHIEVING EXCELLENCE IN PROJECT DESIGN AND DELIVERY

9:10 **IT Projects: What Makes them so Hard? Is IT Project Management Special?**

- Addressing perceptions that lots of IT projects 'fail' compared to an infrastructure building project
- The misconception that IT is too complex and only the 'geeks' can really understand it
- Is it that it is difficult to manage because I cannot really see the progress?
- What has lead to these perceptions; what needs to be done as a project manager to avoid falling into the trap of believing them

Matthew Counsell, Project Manager,
ALCATEL

9:50 **How to Recognise a Complex Project and What to Put in Place to be Successful**

This session discusses why complexity is not simply a function of project size or perceived difficulty but instead the product of the relationship between controls, project manager competency and the ability to recognize and identify an initiative as being more or less complex in comparison to other initiatives.

- Examining the complexity of project management
- The complexity of relationships and how best to manage them
- Why it is necessary to match competencies with complexities



Jeroen Bolluijt, Head - Project Management Centre of Excellence,
ING

10:30 Morning tea

PEOPLE & CHANGE MANAGEMENT

11:00 **Workforce Planning in a Rapidly Changing Environment**

- Linking together different change agendas into a cohesive format
- Keeping ahead of change: Projecting the future strategy and direction
- Ensuring you have the right people in place to deliver the strategy



David Backley, CISO & CIO Enterprise Services,
WESTPAC BANK

11:40 **Getting Organisational Wide Buy-In to Your Project Management Strategy**

- Working closely with key players
- Aligning your strategy with business goals
- Keeping lines of communication open



Helen Harms, General Manager Information Technology,
STATE SUPER FINANCIAL SERVICES

12:20 Lunch

1:20 **Pushing for Change from Below: Getting Senior Management on Board**

Using Projects to Create Organisational Wide Change

- Setting a clear path for implementing the change
- Convincing senior management of the goal and the approach
- Gaining organisation wide buy-in



Mike O'Hara, Project Office Manager,
MINISTRY OF AGRICULTURE AND FORESTRY, NEW ZEALAND

2:00 **Building a Model for Project and People Management**

- Integrating IT and business units: Collaboration and cooperation for improved results
- Developing a business case for each project
- Incorporating the procurement process into your project
- Interfacing with government reporting requirements

Shirley Huberts, Group Manager, Business Information & Technology Services
VICTORIA POLICE

2:40 Afternoon tea

3:10 **Engaging and Maintaining Stakeholder Interest from Conception to Execution**

- Identifying your stakeholders
- Managing their expectations
- Simple clear and concise communication
- Formal and informal communication pathways



Tony Newman, General Manager Information Systems,
MITSUBISHI MOTORS AUSTRALIA

3:50 **Panel Discussion: HR & Resourcing: Surrounding Yourself with the Right People**

The key to success of every IT Project and the ultimate success of the department comes back to the people within it. IT Project Managers require a diverse range of skills and expertise, most notably business skills - being able to understand and present the business value of each project is key to its success. Speakers will discuss and take questions from the floor on how to attract and retain key minds to ensure the success of your PMO.



4:30 Closing Remarks from the Chair

4.40 End of Conference

Feedback from delegates at IT Project Management 06

"Interesting to hear what others are doing"
Centrelink

"It's been extremely valuable in implementing changes in my organisation"
Sydney Water

"Very informative"
Suncorp

HOW TO DELIVER CRITICAL STRATEGIC PROJECTS

MORNING 9:00am - 12:00pm

Have you ever wondered why some "IT projects" explode? Why is it that there is a class of projects that start off looking simple but then...a year later the cost has doubled, and we still don't know when we are finishing. These projects look like any other project on the surface, but they have a very different make up.

Enrique and Jeroen will lead this workshop on the delivery of complex project through the Classification, Control & Competency* model. This is must attend seminar for Executives, Senior Project Managers, IT & Business Managers who have to deliver critical strategic projects or who are accountable for the performance of a portfolio of projects.

Learn how to :

- Understand if you have the right skills, experience and leadership in place
- Recognise and understand complexity before it happens rather than looking back in hindsight

- Improve your strategic execution capability

About Your Expert Tutors:

Jeroen Bolluijt, ING & Enrique Ugarte, HELMSMAN INTERNATIONAL, PTY LTD

Enrique is an acknowledged expert in execution, and is an associate partner in Helmsman International Pty Ltd, a company that exclusively focuses on improving large companies' ability to execute strategic change.

Jeroen is an experienced project consultant and currently heads the Project Management centre of excellence for ING Australia. ING have recently completed a strategic initiative to implement a fresh, new approach to the way they manage large projects. The new approach has created value upwards of \$50m over the last 12 months

HOW TO MAKE THE IT BUSINESS CASE – TURNING RELUCTANCE INTO SUPPORT

AFTERNOON 1.00pm - 4.00pm

A major cause of IT project failure is inadequately developed and poorly controlled requirements. A key to IT project success is to identify and prioritise the business objectives that drive the project requirements. A major tool in this is the IT business case.

The business case (also called a cost benefit analysis or feasibility study) is intended to provide clear evidence that the project it describes is worthwhile, that the benefits as described to the project are achievable and that the associated costs can be contained. It is the very basis of every IT project and IT investment.

This workshop is intended to bridge the gap between the bare-bones technical justification of a project and the expectations of the business users and executives who will approve it. It introduces some key strategies for developing a business case and overcoming the common traps, and outlines a strategy for winning commitment for the project from senior and middle management.



About Your Expert Tutor:

John Flynn, Principal, PROJECT MANAGERS NETWORK

John Flynn is a professional management consultant with over 30 years' experience in general and project management with major professional service consultancies and computer software firms, mainframe and PC. He has spent over 10 years in senior regional and country management positions in Australia and the Asia Pacific region with direct responsibility for professional services and consulting staff engaged in mainframe package implementation projects and later in IT market research.

Although now based in Sydney, he has lived and worked for a number of years in Singapore, Manila and Palo Alto, California. John has particular experience with company start-ups and product launches, having participated in major successful company start-ups in the Far East and in Australia, and led a number of projects to develop commercial software packages in Australia and the USA.

HOW TO CREATE SUCCESSFUL IT PROJECTS THROUGH EFFECTIVE STAKEHOLDER MANAGEMENT

FULL-DAY 9:00am - 4:00pm

Projects are not necessarily successful if they are merely on time and on budget (the world is full of technologically successful failures); IT projects are only really successful if their key stakeholders are delighted with the outcome. The Stakeholder Circle™ tool and methodology has been developed to help project teams identify and map their key stakeholders and then actively manage the project communication strategies to influence stakeholder expectations and help create success.

Using the Stakeholder Circle™ tool, this workshop will be a 'hands on' interactive session built around a case study; that will identify the key role stakeholders play in project success and canvass all stages of stakeholder engagement including:

- Identification
- Prioritisation
- Mapping the stakeholder profile
- Planning the communications and,
- Monitoring for success



About Your Expert Tutor:

Dr Lynda Bourne DPM, PMP, CCP.

Dr Bourne is an award winning project manager, consultant and trainer with 20 years industry experience as a Senior Project Manager and Management Consultant. She is the Managing Director of Stakeholder Management Pty Ltd, responsible for leading the development of the Stakeholder Circle™ methodology and tool set. She is also an accredited OPM3 assessor and consultant and as Director of Training at Mosaic Project Services is responsible for their PMP and CAPM courses.

Lynda is a recognised international speaker on the topic of stakeholder management and the Stakeholder Circle™ visualisation tool and has presented at conferences in the USA, Europe, Russia, Asia, New Zealand and Australia. She has published papers on project relationship management and the Stakeholder Circle™, developing project managers and implementing successful PMOs.

IT PROJECT MANAGEMENT 2007

Two-Day Conference I 1 - 2 May 2007

Pre, Mid and Post Conference Executive Tutorials I 30 April, 1 & 3 May 2007

Venue I Carlton Crest Hotel, Sydney

To speed registration, please provide the priority code located on the mailing label or in the box below.

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Note: **Payment prior to the conference is mandatory for attendance.** Payment includes lunches, refreshments, a detailed conference documentation CD or workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken and processed. This card will be refunded once alternate payment has been received.

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- Establish strong relationships and make proposals to potential customers
- Demonstrate your expertise and product excellence

For specific details of sponsorship and exhibition packages, call Bernt Schindler on (02) 9229 1042, fax (02) 9223 3863 or email bernt.schindler@iqpc.com.au

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IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading "must attend" events for their respective industries.

IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, Johannesburg, London, Madrid, New York, Sao Paulo, Shanghai, Singapore, Stockholm, Sydney, and Toronto - with additional openings scheduled for 2007. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

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