

NORDIC PROJECTZONE 2010

16-17 November • Copenhagen Marriott Hotel

Best of Class Project, Program and Portfolio
Management Practices in Scandinavia



Join leading PM experts to discuss the following mission critical issues:

- Developing Effective Project Teams
- Dealing with Risk at the Enterprise Level
- Managing Complex Programs and Projects
- Keeping Projects on Track and Turning Failing Projects Around
- Building and Managing the PMO, the Center of Excellence
- Effectively Balancing the Portfolio

Supporting Partners

Event Organiser



StamfordGlobal
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Overview

No organization can afford to waste money on projects and programs that will not contribute to corporate success, especially in today's turbulent times. Yet, research shows that 25% of projects and programs started do not deliver any value and the 45% of projects that deliver some business benefits often break the boundaries of triple constraints too, causing costly mistakes by not accomplishing projects in time (consider and most often exceeding budget allocated).

In addition, many organizations have embarked on creating a PMO, as a "Center of Excellence" with mixed results. While the intention of a PMO is to add value to the bottom line, often this is pushed aside due to poorly managed resources, lack of executive buy-in and changes in technology and global initiatives. A strong roadmap is required to chart the course of a successful PMO allowing for periodic fine tuning and course adjustments as the winds of change mandate.

Whether we like it or not, as long as people manage projects, there will always be people issues to address. It is in the organization's best interest to get a grip on and practically manage this factor. The selection of topics in this field is aimed at enabling top management to keep their teams motivated, to gain their support, and to preserve the high retention and morale.

To find the answer of the ever growing challenges the Nordic Project Zone series was created. This is a grand opportunity of project, program and portfolio managers to get engaged in valuable discussions across borders to create new possibilities for success.

Both in program and portfolio management the event will provide the essential knowledge transfer and indispensable information in a down-to-earth, practical and applicable way, while addressing the internal assets to all PMO's – the people dimension.

"It was one of the most useful events of that kind I have participated, and this opinion was shared and agreed with the others. Actually, apart from concepts learnt there, we built a very good relationships network."

P.C. Manager, PMO Ericsson

Venue

Copenhagen

Copenhagen is a major regional centre of culture, business, media, and science. Its strategic location and excellent infrastructure with the largest airport in Scandinavia located 14 minutes by train from the city centre, has made it a regional hub and a popular location for regional headquarters as well as conventions.

With its windows on the quaint harbor in Denmark's capital, the fully serviced Copenhagen Marriott hotel offers city views. The Copenhagen Marriott Hotel, Denmark is renowned for its 10 superlative conference venues that accommodates up to 600 delegates with nine breakout conference rooms with the latest business and meeting technology, fine catering and dedicated associates providing attention to detail. During your visit at this Copenhagen, Denmark luxury hotel, you'll be enticed by superb dining or you'll enjoy our well-equipped Barrett's fitness gym featuring sauna, steam bath and massage facilities with professionally trained massage therapists.

Source:
<http://www.wikipedia.com>;
<http://www.marriott.com/hotels/travel/cphdk-copenhagen-marriott-hotel/>



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Reasons Why You Should Attend

1. Learn exclusive, highly-interactive issues to tackle best practices in challenging times
2. Come and experience panel discussions with PMI Presidents from various PMI chapters
3. Get involved in unique workgroups which will support you to find solutions for your problems and questions
4. Discussion on the practical model of the Project Management Office
5. Learn how to achieve better performance in a Complex Project Management Environment
6. Gain quick tips on how to be twice as productive and still leave the office early



Summit Chair

Beth Ouellette PMP, PgMP

Managing Director

The Ouellette Group

2009 President

PMI New York Chapter

Beth was on the Core Leadership teams for the Program and Portfolio Standards of [®]PMI, as well as serving in a unique position as Content Integration Analyst for the standards that are being published in December 2008.

As the Managing Director of The Ouellette Group, she is a results-oriented senior information technology and business executive with a unique blend of executive management and technology skills. She has over 20 years of IT and business experience, focusing the past 10 years on establishing and leading a corporate-wide/global program management offices (PMO).

Previously Beth established and ran the Corporate Program Office at Prudential Financial. She has been a speaker and author on Project Management, Program Management, Portfolio Management, productivity and quality improvement at the CIO Forum, Project Leadership Conference, Enterprise Application Strategy Conference, IT World Congress, and Women in Technology. She is an active member in the [®]PMI Standards teams and holds both the PMP and PgMP designations. She obtained a Finance MBA from NYU's Stern School, a BA in Education from Eastern Michigan University, and an AA in Computer Programming from Greenville Technical College.

"Good focused event, international audience, experienced speakers and excellent organization."

T.W. Project & Program Manager, IBM

NORDIC PROJECTZONE 2010

Summit Program

Tuesday 16th November 2010

08:00 Registration

08:30 Opening Project Zone Europe 2010, Chair's remarks

08:45 A Practitioner's View on Projects, Programs and Portfolios in the 21st Century Enterprise

- What is the difference between programs and projects and business-as-usual?
- Managing benefits - ensuring that business objectives are met
- Why is it so difficult - the importance of effective sponsorship and governance?
- Maintaining support when the going gets tough - communication and stakeholder management
- Why manage projects and programs as a portfolio?
- Where does the PMO fit in?

09:30 Dealing with Uncertainties & Proactive Risk Management in Projects, Programs and Portfolios

Dr. David Hancock - Head of Project Risk, Transport for London

- Discuss the nature of risks and their causes
- Managing risk in project, programs and portfolio
- Proactive approach, enterprise-wide risk management
- Understand organizational requirements and success factors

10:15 Coffee & Networking Break

10:45 Project Management as a Strategic Competency

Louis J. Mercken, MBA, PMP®, PMI Fellow, Director - The Project Management Institute (invited)

The 20th century brought organizational management of routine operations to a high level. But executing change in an increasingly fast-paced and competitive world remains a challenge – one that project management has evolved to meet. This presentation emphasizes that project management is a discipline distinct from “management in general,” and gives examples of organizations that are aligning their projects and programs with strategic goals.

11:30 PMI Leaders Panel: The Strategic Vision of the PMO

Panelists: Presidents of ®PMI Chapters and Corporate Executives

- The Program Management Office - not just ‘support’
- The PMO: A practical model
- The “Centre of Excellence” PMO - a challenge to organizational culture
- How the PMO can fully leverage the business benefit
- Mobilization, strategic objectives and strategic options

12:00 Lunch & Networking Break

13:00 PM Workgroup: People in Projects

All Project Zone 2010 delegates are invited to participate in the first of two highly-interactive and in-depth discussions over the course of the conference. The aim is to collaborate and share best practice with peers in two key areas of interest to the PM leader. The format is sets of teams of no more than 10-15 executives who will be asked over the course of 1 ½ hours to debate a topic of relevance, then present their conclusions, worries and recommendations to each other.

Workgroup Agenda:

GROUP A Effective Communication Strategies	GROUP B Maintaining the Team Morale and Motivation	GROUP C Managing Individual Performance	GROUP D Effective Project Stakeholder Management	GROUP E Do's and Don'ts of Project Leadership	GROUP F Dealing with cultural diversity	GROUP G Managing Change	GROUP H Developing High Performance Project Managers
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14:30 Coffee & Networking Break

15:00 Program Prioritization & Organization to Realize True Business Benefit - A Nokia Case

Dean Patrick – Head of Program Office, Nokia, President Elect, PMI Finland Chapter

15:45 Project, Program and Portfolio Management in the Fast Moving Industry Segment

Eckhard Freund, MBA -Head of Project management Wholesale services, Telefonica o2 Germany

16:30 Keynote: The Lazy Project Manager

Peter Taylor, EMEA Project Management Office Director, Siemens PLM

- Understand what is meant by the ‘productive lazy’ approach to Projects (and Life)
- Learn how to apply these lessons ‘to be twice as productive and still leave the office early’.
- Become a better manager through managing yourself in a ‘lazy’ way

17:15 Closing Comment, End of Day One

17:30 Cocktail Reception

NORDIC PROJECTZONE 2010

Summit Program

Wednesday 17th November 2010

08:00 Re-Registration

08:30 Opening Remarks, Summary of Day One

08:45 **Managing Complex, Closely Linked Projects and Programs**

Kaire Podma – Director of PMO North Europe, Alcatel Lucent

- Difference between managing projects and programs
- Critical steps in program planning
- Aligning Programs with Organizational Objectives
- Metrics for effective Program Management
- Program Governance – Critical Components in managing multiple and complex projects

09:30 **Selling Project Portfolio Management Internally – Getting your CXO Team Involved**

Antonio Nieto Rodrigues – Head of Post Merger Integration, Fortis Bank, Professor of Strategic Program Management, MBA Solvay Business School, Brussels

- Understanding the complexity of modern Portfolio Management
- Aligning PPM to Strategic Management
- Defining PPM approach to deliver optimum investment portfolio
- Familiarizing with a new Concept to implement PPM in your company
- Achieving a FOCUSED organization for business success

10:15 Coffee & Networking Break

10:45 **Program Governance For Success - Effectively Managing your Stakeholders**

Madonna Swanson, PMP - Global Program Director, Pfizer

11:30 **PMI Leaders Debate: What Does the Future Look Like for Portfolio, Program and Project Management?**

Panelists: Presidents of [®]PMI Chapters and Corporate Executives

- How should the Portfolio, Program and Project Manager position their career for the future?
- What are the competency requirements for Project versus Program Managers?
- How does [®]PMI's [®]PMP and PgMP Exam Measures as important factors for success in managing projects and programs?
- What are critical success factors for the future Project, Program and Portfolio leaders?

12:00 Lunch & Networking Break

13:00 **PM Workgroup: How to Keep Projects on Track and Turn Around Failing Programs and Projects?**

Discover how to avoid that sinking feeling and deliver truly successful projects. Many Project Managers have learned that when aiming for success, you need some effective techniques and strategies to deal with over budget or late projects. These projects may be your own, or perhaps ones you have inherited. This workgroup session aims to demonstrate proven processes for project recovery and techniques to identify and manage warning signs early in the project lifecycle. You will get the opportunity to discuss everything you need to perform a rapid assessment of a project in trouble, develop an effective recovery plan and manage the transition.

Workgroup Agenda:

13:00 Introduction, setting scene

13:15 Group Formation & Group Discussion

14:00 Action Planning & Recommendations

GROUP A
Rapid Project/Program
Assessment methods

GROUP B
Spot early warning
signs and troubled
areas and define
recovery plans

GROUP C
Critical factors to
recognize when to
make project kill
decision

GROUP D
Pro-actively manage
risks and project issues

GROUP E
Governance to manage
fast-paced changing
environments

14:30 Coffee & Networking Break

15:00 **Closing Keynote: Requirements Metrics to Measure Performance**

Eric Stein, MSc. Eng, PMP[®],SCPM[®] IMT Nordic EBIS PMO leader IBM

- Increasing role for requirements management and development
- Reliance on metrics to track project performance
- Quantify organizational performance improvement for management
- Metrics based project governance

15:45 Closing Comments, End of Summit (15 mins)

NORDIC PROJECTZONE 2010

Summit Speakers

Summit Chair



Beth Ouellette PMP, PgMP
Managing Director
The Ouellette Group
Former President
PMI New York Chapter

Distinguished Keynote Speaker



Louis J. Mercken MBA, PMP® (*invited*)
PMI Fellow
Director
The Project Management Institute

Keynote Presenters



Peter Taylor
EMEA Project Management Office Director
Siemens PLM



Dr. David Hancock
Head of Project Risk
Transport for London



Anders Bjurestig
Head of ComSol
Telia Sonera
President
PMI Sweden Chapter



Eric Stein MSc. Eng, PMP®,SCPM®
IMT Nordic EBIS PMO leader
IBM

Corporate Case Presenters



Dean Patrick, PMP
Head of Program Office | President Elect
Nokia | PMI Finland Chapter



Seppo Halminen, PMP
Founding Member and Director
PMI Finland Chapter



Antonio Nieto Rodrigues, PMP
Head of Post Merger Integration
Fortis Bank
Professor of Strategic Program Management,
MBA Solvay Business School, Brussels



Eckhard Freund, MBA
Head of Project Management
Wholesale Services
Telefónica O2 - Germany



Madonna Swanson, PMP
Global Program Director
Pfizer



Bjorn O. Ramton, PMP
Project Manager
Norwegian Defence
President
PMI Norway Oslo Chapter



Kaire Podma
Director of PMO North Europe
Alcatel Lucent



Carina Zeijlon (*invited*)
Head of PMO Nordic Division
Skandia

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Registration Page

Please complete the form and fax to (36) 1 999 7481

Delegate Details

Name
Position
Email
Mobile No.

Registering Company

Company Name
EU VAT Number
Street
City
Country Postcode
Telephone Fax

Event Details

Dates
Venue
City

Payment Details

*Credit Card Payment
Bank Transfer

Registration Fee

Regular Fee	<input type="text"/>	€ 1,795
Register 3 delegates and receive 4th free	<input type="text"/>	€ 5,385
PM Solution Provider Ticket	<input type="text"/>	€ 2,495

PAYMENT BY CREDIT CARD

*Your security is our priority. In case of paying by Credit Card our finance department will be in touch with you to handle your payment. Please do not send or disclose your credit card number under any circumstances. Credit Card payments are subject to 4% administration and handling fee.

Authorisation

I certify that the above information is correct.
I am aware of the prerequisites of the registration.

Name
Job Title
Signature
Date

Terms & Conditions. Please read carefully before registration

Hotel Accommodation & Airport Transfer

Accommodation is not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our Stamford Corporate Rate. Please arrange the room reservation and airport transfer directly with the hotel.

Confirmation Details

After receiving payment, a receipt will be issued. If you do not receive a letter outlining joining details 2 (two) weeks prior to the event, please contact us at operations@stamfordglobal.com

SALES CONTRACT

Client means the registering organization
Executor means Stamford Global

This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and negotiated in good faith.

- 1. Fees:** Registration fees are inclusive of program materials, event organizational expenses (venue, speakers et.), luncheons and refreshments, but exclude accommodation and travel expenses.
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