



**THE UK'S LEADING INDEPENDENT SHOW FOR PROJECTS,
PROGRAMMES, PROCESS & RESOURCE MANAGEMENT**



**QEI Centre, London
27 April 2023**

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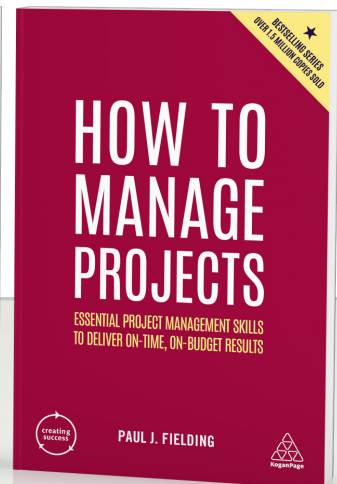
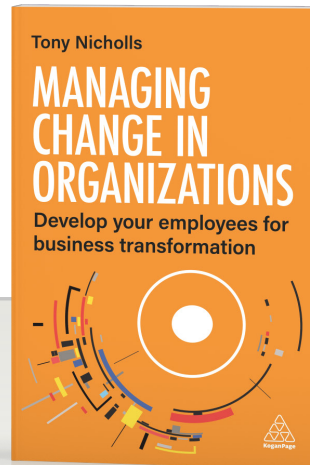
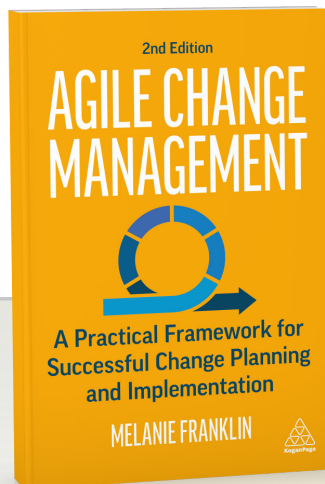
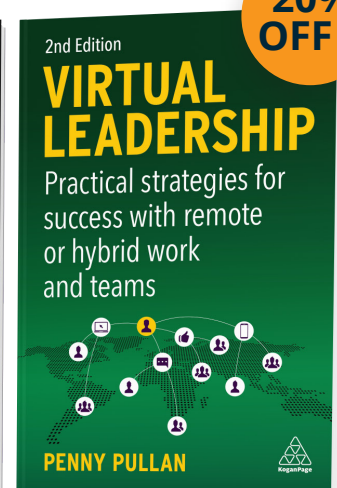
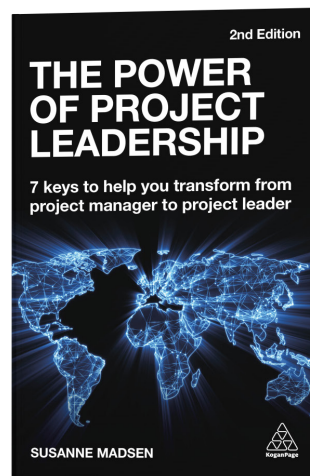
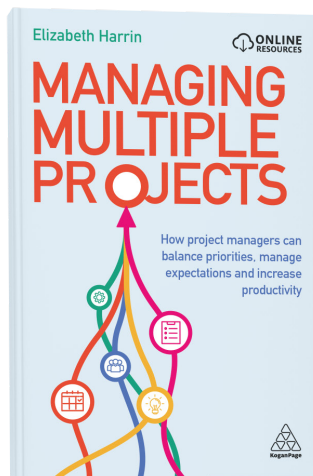
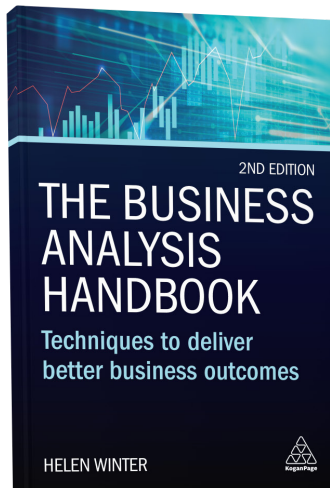
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WELCOME

We are delighted to welcome you back to the QEII Centre for the spring edition of Project Challenge. This is the first event Abacus has run and we'd like to thank Richard White for his support in staging it and, of course, our sponsors for their help in making it happen.

As many organisations are taking a close look at what they need to survive and thrive in a post-Covid and post-Brexit world, project management is central to delivering on those ambitions.

We're delighted that we've got a stellar lineup of speakers for you, with an impressive wealth of experience and knowledge to share. As always, project management skills and tools are of ever-increasing importance, and no more so than during challenging times. The efficient use of resources, money and time matter more than ever before and we're honoured to have the leading market suppliers and thought leaders here for what we hope will be the strongest show yet.

Whether your priority is learning and development or networking with sector leaders or finding the right tools and suppliers for your current challenges, we're confident that you'll come away with fresh perspectives, new ideas and maybe even some new friends.

Thank you again for joining us today and may I wish you every success in the future.

Greg Ward
Event director

exhibitors

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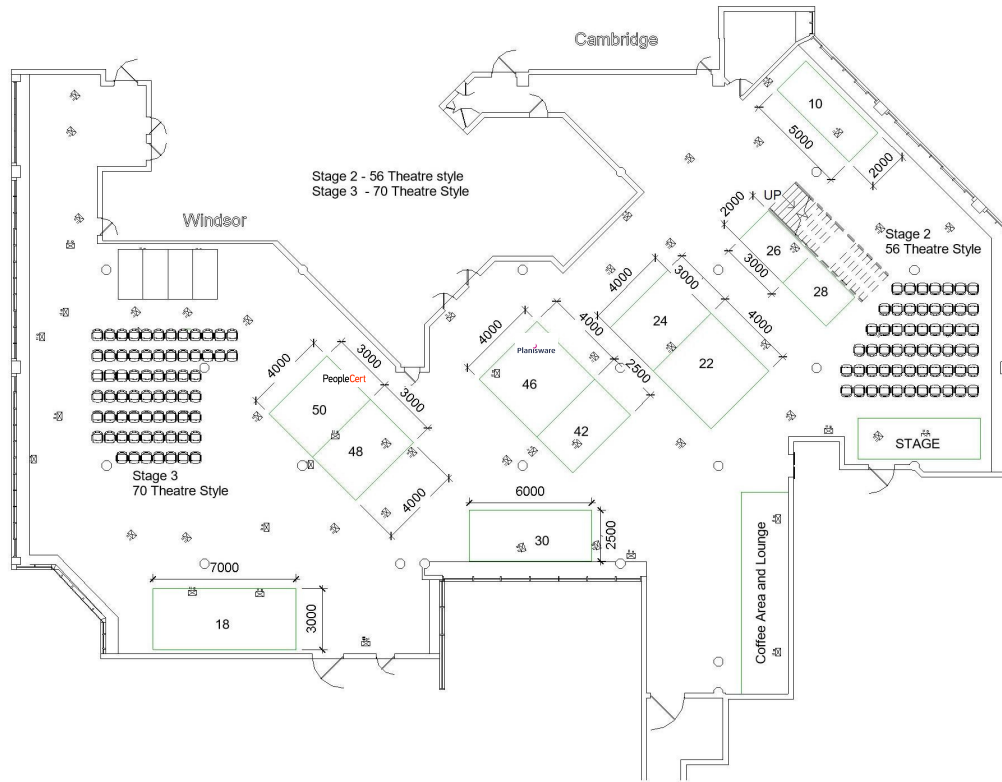
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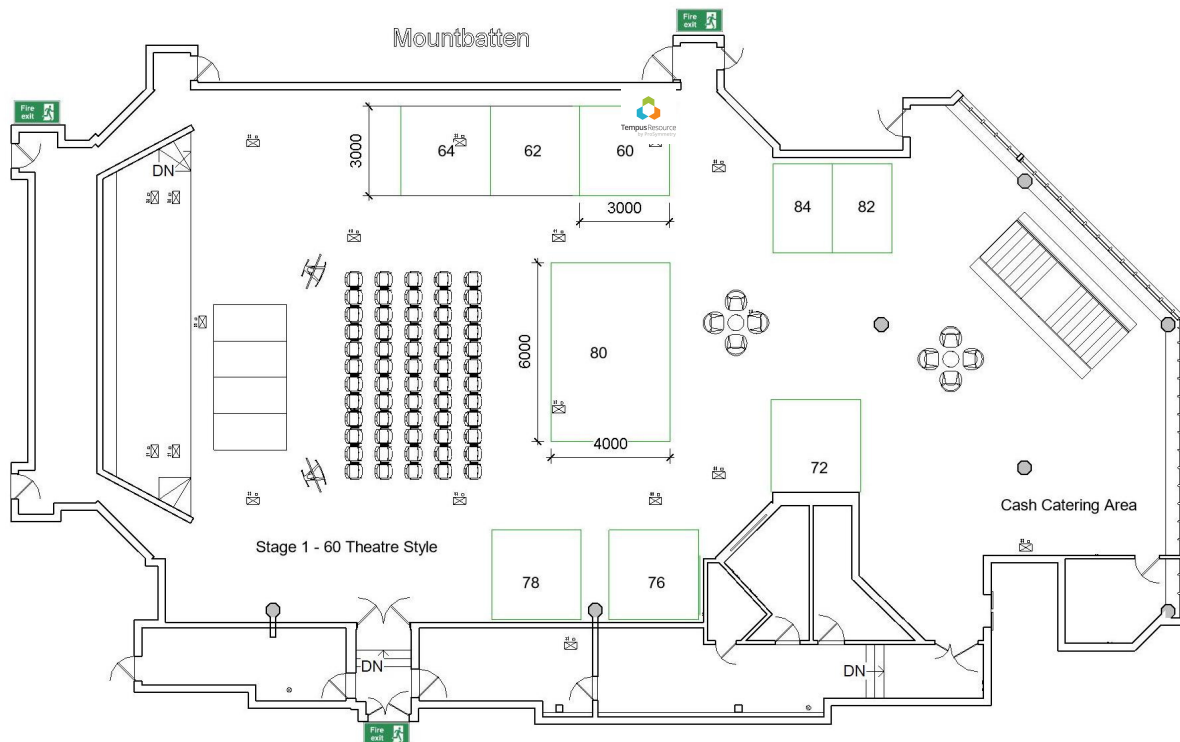
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Floor 5



Floor 6



Stage 1 - CASE STUDIES

9.45am Unlocking the potential of power skills: How effective communication and collaboration can drive organisational change

Ranjit Sidu, Founder, ChangeQuest

In this session, Ranjit will delve into the crucial role of effective communication in driving organisational change. Ranjit will tackle the challenges of communication with stakeholders during projects and change, which can often be amplified by virtual or hybrid working arrangements. It can be tempting to sidestep difficult conversations with upset stakeholders and disgruntled customers, especially when facing tight deadlines and daily pressures.

Attendees of this session can expect to receive valuable tips on how to be proactive in engaging with stakeholders and adapt their communication approaches depending on where stakeholders are in the project lifecycle and change journey.

This session will be interactive and practical. Attendees can expect to deepen their understanding of the critical role of communication in driving organisational change and leave with practical ideas about how to apply these in their own work. Get ready to share your experiences and participate in an engaging session!

11.00am Improving strategic flow and flexibility through resource planning

Greg Bailey, Vice President Resource Management, Prosymmetry

Adapting strategic delivery at speed requires a real-time understanding of how proposed work will affect talent capacity, financials, interdependencies, and portfolio governance guardrails. This session will review how the SMART™ planning cycle can continuously optimise value delivery flow, adaptability, and talent retention for any hybrid, agile, or waterfall portfolio of work.

12 noon Delivering objectives with Viva Goals and Project For The Web

Lester Lovelock and Kat Beedim, CPS

Join Lester Lovelock and Kat Beedim as they explore the seamless integration of Microsoft's Viva Goals with Project for the Web to drive objective alignment and strategy execution. Both experts will highlight the importance of aligning organisational goals and individual objectives with the project plan to ensure successful project delivery, delving into how Viva Goals enables effective goal-setting and progress tracking, while Project for the Web provides a flexible and agile project management platform. The seamless integration of Viva Goals and Project for the Web helps organisations follow the golden thread from operational project delivery to strategic objective tracking.

STAGE 1 - CASE STUDIES

2.15pm Neuroscience for project success

Carole Osterweil, Transformation Coach and Author, APM

Project success hinges on how we handle 'the people stuff'. Yet most of us can't really explain 'why people behave as they do'. Known for bringing an understanding of how the human brain works to the worlds of project management and business transformation, Carole's on a mission to make the invisible dynamics which get in the way of delivery more visible – so we can do something about them.

In this interactive session, she will draw on material from her latest book, Neuroscience for Project Success. You'll come away with a clear understanding of how the human brain works and new insights into you, your projects and your decision-making.

3.15pm What is risk management?

Filipe Passos, Defence Project Controls Lead at Tetra Tech, A Cost E

What is risk management? How can you correctly identify, assess and evaluate risks? What do we do with the schedule and cost when these have been evaluated? How does optimism bias play a big part in this?

How do I monitor and control risks as projects develop? What are the benefits of risk management? Answers to all these questions will be covered in the presentation from a risk expert who is both passionate but also keen to upskill those less knowledgeable.

4.15pm The truth about benefits realisation

Nick Dobson, Consultant at CITI, CITI Limited

This insightful session will look at how stating benefits for projects and programmes is relatively easy. Claiming benefits may be a little bit harder, but is still done with gusto. The biggest challenge is realising benefits – demonstrating that the benefits stated or claimed are really materialised.

To be able to demonstrate benefits realisation, the benefits must be measurable. A distinction has been made between financial benefits, which have been described as 'hard' or 'tangible' (measurable) and other benefits, sometimes viewed as 'soft' or 'intangibles' benefits such as 'customer satisfaction' and 'employee satisfaction'. All benefits need to be measurable and the CITI categorisation scheme for defining and monitoring all benefits will be presented.

Stage 2 - LEARNING AND DEVELOPMENT

Sponsored by PeopleCert

10.15am The dos and don'ts of successful PPM tool implementation

Gero Renker, Founder, Program Framework

If your organisation is looking to deploy a Project Portfolio Management tool, or if you've got one deployed that isn't quite delivering on its promise, then this session is for you! With a background of 20 years in the PPM space, Gero will share the essence of Program Framework's experience in implementing PPM solutions for hundreds of organisations across all sectors. Covering the full journey from business case and tool selection to implementation and ongoing adoption, get some real-world pragmatic advice on what you can do right from the start, and what traps to avoid. Some of the topics we will discuss:

- How you can tell that you need a PPM tool
- What not to do when you're initiating the implementation project
- Real-world advice for successful user adoption
- Principles for long-term success

There are many ways of getting it wrong – join this session to increase your chances of getting it right!

11.15am Between shadow of the past and future: Projects in context

Mohamad Tannir, Project Manager and Product Owner, Counterpart

Projects are unique and time-bounded. Unlike day-to-day work they share salient characteristics that make managing them different from managing other business-as-usual kinds of work. In this presentation we will be talking around the different theoretical concepts that underpin project management today. From the Four T's (Time, Task, Team, Transition) to complexity and uncertainty, we will address their need for organisations and their common challenges. Further we will discuss the key factors to take into consideration in ensuring the successful delivery and outcomes of such projects.

Stage 2 - LEARNING AND DEVELOPMENT

Sponsored by PeopleCert

12.15pm Workforce agility starts with understanding capability

Tony Martin, Managing Director, Comaea

With employee upskilling on the agenda of every organisation, come and hear how some of the largest and smallest organisations are using a structured skills approach to effectively match project manager competence to project risk, through a licence to manage approach. From the UK Government Infrastructure and Projects Authority to the global reach of SNC-Lavalin, both public and private sectors have benefitted from a similar approach. To enable workforce agility you must first understand the capability of your project manager. So in this session you will hear how we enable more than 30,000 project professionals to manage their skills and provide organisations, and their customers, the assurance that competent project managers are delivering their projects and programmes. The next release of Comaea is just around the corner and includes a fantastic new mobile and desktop interface to provide a great user experience and drive up engagement from individuals and managers. Join Tony and discuss the next-generation skills management solution in the palm of your hand.

1.30pm Embrace your adaptive career: redefining success in project management

John McIntyre, Founder and CEO, HotPMO

Discover the benefits of embracing an adaptive career in the rapidly evolving project management landscape. Learn how to redefine success by focusing on personal values and unique strengths. Gain practical tips for continuous learning, skill development and building resilience. This engaging talk will feature real-life examples of professionals thriving in their adaptive careers. Join us to unlock your full potential and achieve personal and professional success in project management.

2.45pm Get qualified: Prince2 VS APM Project Management Qualification

Paul Bradley, Managing Director, SPOCE Project Management Limited

With so many qualifications and approaches in the market, which path should I take? The answer often depends on the organisation you are working for or the industry sector you are in. If you find yourself caught between choosing PRINCE2 and APM then your research will tell you that “PRINCE2 is a process-based method and APM is based on a body of knowledge.” So, what does that mean exactly? In this presentation, leading project coach Paul Bradley will explain the similarities and differences between these two project management approaches.

Stage 3 - MASTERCLASS

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10.45am The three critical skills you need to manage multiple projects

Elizabeth Harrin, Director, Planisware

Sharing the skills you need to get your to do list under control so you can spend less time juggling and more time moving your projects forward. Including the five things that make managing multiple projects different to just leading one project, methods for managing your time across multiple projects; the best way to sequence your projects; and the one thing that's killing your comms and what to do about it.

11.30am Integrating Project for the web into a PMO and COE with BCUHB

Sam Whitehouse and Sam Graber, CPS

Join CPS to understand how the Betsi Cadwaladr University Health Board (BCUHB), integrated Project for the web into their emerging PMO and centre of excellence to implement transparent project standardisation – maximising benefits for patients while prioritising projects. Sam Graber and Sam Whitehouse will highlight BCUHB's need to carefully consider the financial implications of any project and the importance of getting value for money from a corporate perspective.

12.30pm First you took your data to the cloud, now get rid of your legacy systems

Veijo Hytti, CEO, Keto Software

Once upon a time, organisations moved their data from local systems to the cloud. Now is the time for organisations to get rid of their older legacy systems to move to a modern no-code platform. In this presentation, Veijo Hytti, will explain about how and why organisations are now moving out of old outdated legacy tools and into modern no-code platforms. Older legacy systems typically are either broad but shallow, or are so complicated and difficult to use that the only time people actually use them is in a rush at the end of the month before reporting. Modern no-code solutions offer a new way, combining all the functionality you demand with flexibility and scalability to be easily updated as the needs of your organisation change over time.

Stage 3 - MASTERCLASS

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1.30pm Executives are people too: What execs want from PMOs

Stuart Easton, CEO & Co-Founder, TransparentChoice

Executives are frustrated. They just want to have their strategy executed. PMOs are frustrated. “The business” keeps changing its mind about what it wants, doesn’t understand project management and doesn’t turn up to governance meetings. Generally, frustration stems from unmet needs on both sides. In this session, we’ll explore those needs and will put forward actionable recommendations that will help transform your relationship with executive stakeholders.

2.30pm How does the target operating model adapt with the pace of transformation?

Helen Winter, Management Consultant and CEO, Kogan Page

External factors and the fast pace of technology mean organisations must adapt their strategy to continue to add value. Any significant change means the operating model needs to align. This presentation will cover factors that influence a target operating model and techniques companies can adopt to keep up with the pace of change.

3.30pm Next-generation change management

Ket Patel, Collaborations Lead, Change Management Institute

For a long time change management has been seen by organisations as nice-to-have and heavily process focused. However, in recent years there has been a wider awareness of the benefits for tackling large-scale and business-critical changes. A new set of skills are emerging that practitioners will need to develop to truly adapt to and support organisations.

The Change Management Institute has been looking at the trends and observations that have emerged as a result of the pandemic. The Institute has been working with practitioners to understand what these findings mean for the skills we will need to develop to be ready to support organisations. This session will see some of the findings from market research regarding change management evolution. The researchers will also share areas for practitioners to consider in their own development in readiness for the future of change delivery.



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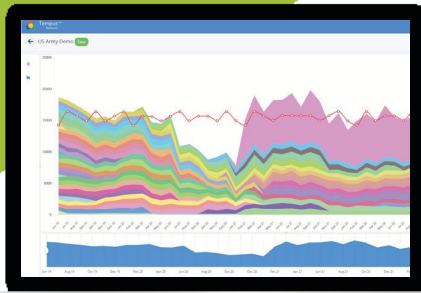
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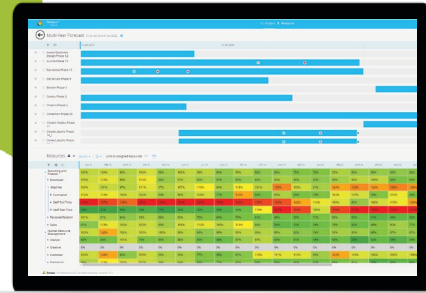
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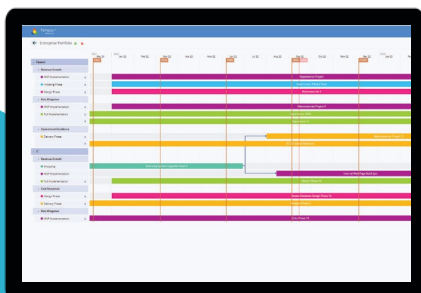
Resource Capacity Planning

Evaluate Resource Availability Risks Early
Across All Work, Teams, & People



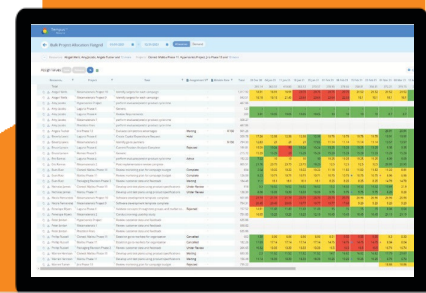
Interactive Resource & Scenario Planning

Interactively Mitigate Strategic
Delivery & Talent Risks



Strategic Roadmapping

Visible Dependencies Across all Agile,
Waterfall, & Ops Work



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Advanced Resource Visibility &
Control to Replace Your Spreadsheets

*Gartner, "Magic Quadrant for Adaptive Project Management and Reporting", 22 August, 2022
**Gartner, Critical Capabilities for Adaptive Project Management & Reporting, 24 August 2022

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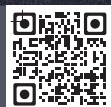
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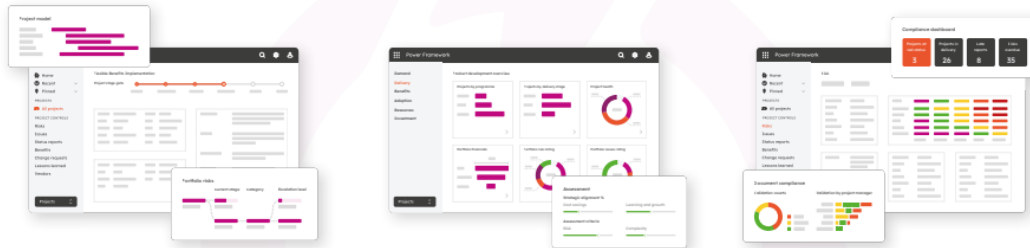


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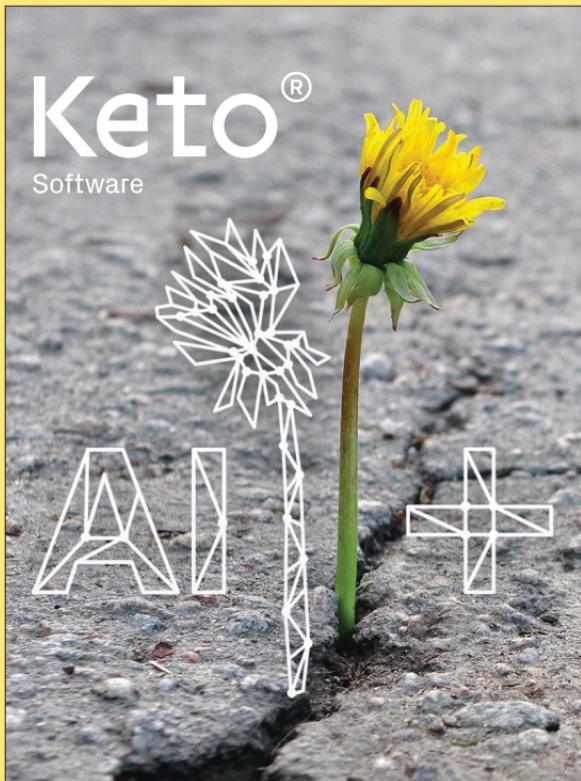
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Keto Software

is a Finnish no-code platform that offers a comprehensive Strategic Portfolio Management tool called the Keto AI+ Platform.

With advanced analytics, no-code process modeling, and a secure enterprise cloud platform, the platform provides organizations with a comprehensive solution for managing their strategic initiatives.

The Keto AI+ Platform includes features such as Strategic Insights and Reporting, No-Code Process Modeling, and an Enterprise Platform. The platform provides users with in-depth strategic insights and reporting through stunning infographics and advanced analytics, as well as many Portfolio features that facilitate portfolio funnel lifecycle management. The no-code process modeling engine allows users to control strategic initiatives' flow and access data from various sources. The Enterprise Platform offers a variety of features to enhance the UX, including auditing, history tracking, and logs that showcase the strategic initiative's evolution throughout its lifecycle.

With its intuitive user interface, powerful reporting, and user-friendly features, the Keto AI+ Platform is the ideal choice for organizations seeking to enhance their Strategic Portfolio Management capabilities. Keto Software is proud to be a pioneer in strategic portfolio management for innovation and development, and its platform is used by leading businesses and government bodies in Finland, UK and around the world.

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Keto Software

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PEOPLECERT:
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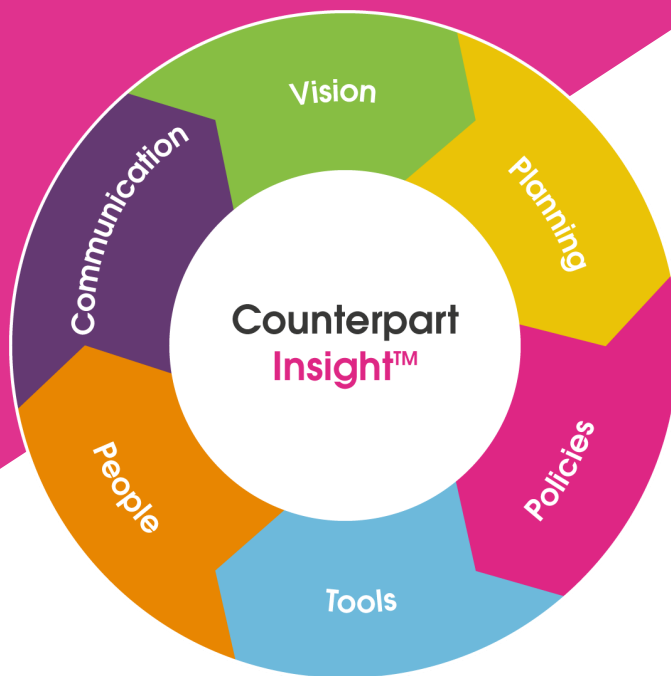
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PROGRAM FRAMEWORK:
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Bring visibility to teams involved in concurrent work, across multiple functions, sites, and countries.

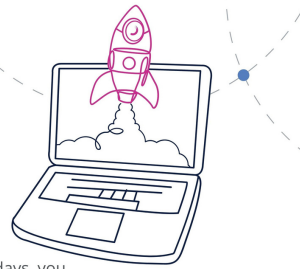
Provide decision support with analytics, what-if analyses, and built-in workflow support, and also collect lessons learned to improve future processes.

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By integrating planning, people, and processes on a single platform, we help business leaders make data-informed decisions to increase portfolio value, reduce operational inefficiencies, and improve your return on investment.

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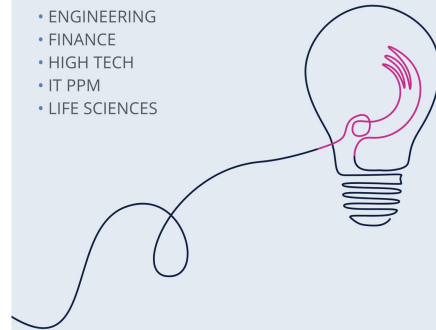
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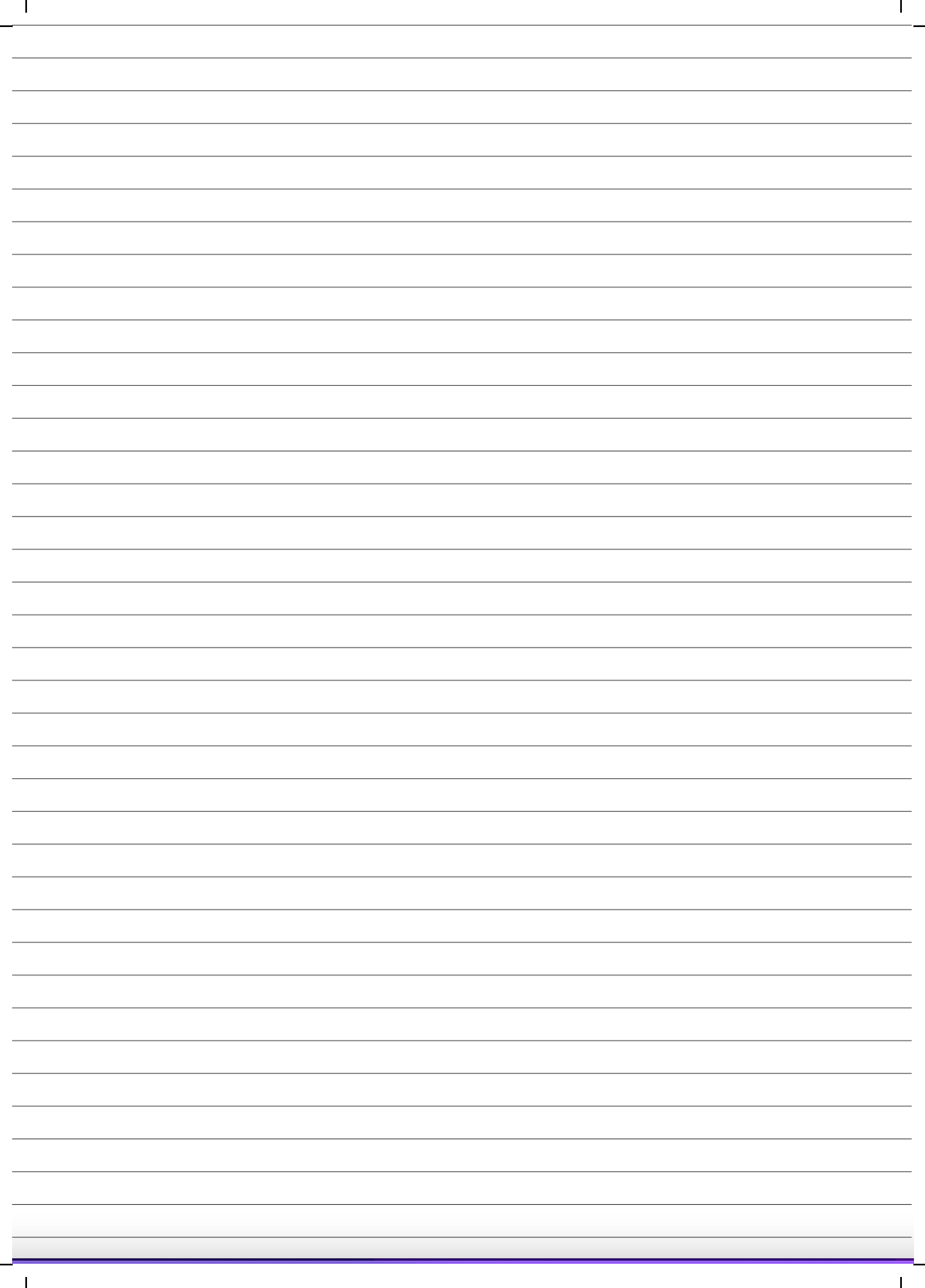
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*Gartner, "Magic Quadrant for Adaptive Project Management and Reporting", 22 August, 2022

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