

2nd Earned Value Management Conference

12 March 2008 – Concourse Suites 19 & 20, NEC, Birmingham

co-located with the Project Challenge Exhibition

EXPANDING THE USE OF EVM AS A CROSS-INDUSTRY BEST PRACTICE

Earned Value Management is accepted in many industries most notably in defence. It is increasingly used in other sectors, and this conference looks at the wider sphere and the problems in getting EVM accepted as an effective management tool. With lessons from construction, IT, financial services, and a major defence contractor, delegates will get the opportunity to see how EVM can work with their projects and programmes.

Confirmed speakers are:

Alexandre Rodrigues, *Executive Partner, PMO Consulting, Portugal* will deliver a keynote speech on 'The trend of EVM as a cross-industry best practice: lessons learned from real life', where he will summarise the experiences of a variety of industries across Europe that have used EVM.

Paul Whatley, *Senior Consultant, Hill International* will be highlighting 'The principles of earned value management' and 'Lessons learnt from its application within the construction industry'.

Ed Chapman-Parmar, *Project Manager, HSBC IT Services Europe (HTSE)* and **Joseph R. Czarnecki**, *Senior Advisor for Instructional Systems Design, ESI International*, will be exploring 'EVM for the Real World: A true story of the successes and challenges of EVM Implementation in financial services'.

Andy Carmichael, *Director of Professional Services at xProcess Europe* will be looking at the use of EVM in the IT arena in his contribution 'EVM and Agile processes – an investigation of applicability and benefits'.

A major defence contractor will be showing how you can embed EVM into an organisation. (tbc)

Remember: Delegates will also have time to visit the co-located Project Challenge exhibition which is situated in an adjacent hall.



Alexandre Rodrigues



Paul Whatley

Andy Carmichael

The first 20 people to book before 29 Feb 2008 will get a free copy of *Using Earned Value* worth £55

To register for this and/or the 10th Risk Management Conference, simply complete the form on page 30 and fax back to **0118 932 6663**, or call **0118 932 6665**, or post to *Project Manager Today* at the address on the form.

Double conference deal:

Book at the same time for both the EVM and Risk Conferences and get a discount.

All delegates for this conference will receive a FREE copy of *Practical Project Risk Management: The ATOM method** by David Hillson and Peter Simon worth £35

10TH RISK MANAGEMENT CONFERENCE

Learning from experience

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Two projects from two different eras headline this year's Risk Management Conference: 'The Great Escape', and Arsenal's new Emirate's Stadium. Mark Kozak-Holland will be talking about the extreme risks facing airman plotting to escape from Stalag Luft III in World War II. While Paul Mitchell will describe the huge range of disparate, and sometimes conflicting risks, facing the team that not only created Arsenal's new Emirate's stadium but also found themselves creating a major London urban renewal scheme at the same time. Other speakers will be looking at other lessons for effective risk management not least Keith Baxter showing that the extreme personal risks faced by mountaineers are also faced in business.

Confirmed Speakers

Paul Mitchell, Executive Director of AYH plc, responsible for the Emirates Stadium, will present *Emirates: The Untold Story – Project Risks Planning to Completion* that explores the background to Arsenal FC's relocation and the management of pre- and post-construction risk.

Keith Baxter, Managing Director of De-Risk, and part-time mountaineer, will explore *Risk management behaviour in extreme environments*. He will explore how extreme personal risks faced by mountaineers are also found in business, exploring the psychology involved.

Peter Simon, Managing Partner, Lucidus Consulting, in presenting his paper *One size does not fit all* draws on his experiences with a number of companies that have applied inappropriate risk processes. Based on these experiences, he has a new idea he wants to share, recently developed in his new book with David Hillson*.

Martin Hopkinson, Principal Consultant with HVR Consulting Services Ltd, will be expressing the positives that have come out of his analysis, *Tackling the Causes of Mega Project Failure*.

Mark Kozak-Holland, Senior Business Consultant, HP Services Consulting & Integration, Canada, and historical author, will be presenting *Lessons in Risk Management from the Great Escape*. How does the escape project match up against today's risk management understanding?

Lennart Axelsson, Risk Management Methodology Manager, Saab Aerosystems, Sweden, has been trying to answer those fundamental questions which would improve Saab's risk management. In *Effective Risk Management – Root Cause Analysis*, he shares his findings.

Steve Fowler, Chief Executive Office, Institute of Risk Management, explores *Professionalism in project risk management – Is project management part of risk management or is risk primarily a component of projects?*

SPONSORS



The **PMI Risk Management SIG** provides forums for the professional exchange of ideas on a myriad of topics related to the management of risk in projects. It is the European Branch (Region III) that is organising the sponsorship of this conference. Visit: www.risksig.com



Recognising the importance of risk within projects, the **APM Risk Management SIG** was formed to provide a forum for its debate and for the development of expertise to deal with it. The Risk SIG meets four times a year, in January, April, July and October. Visit: <http://www.apm.org.uk/RiskManagement/RiskProfile.asp>



The **Institute for Risk Management (IRM)** is risk management's professional education body. Established as a not-for-profit organisation, the Institute is governed by practising risk professionals and has strong links to leading universities and business schools across the world. Visit: www.theirm.org

Book before or on 29 Feb 2008 and you will qualify for a free copy of Mark Kozak-Holland's book on *Project Lessons from the Great Escape (Stalag Luft III)*

Paul Mitchell

Peter Simon

Martin Hopkinson

Mark Kozak-Holland

Lennart Axelsson

Steve Fowler

Cancellation charges – Your booking will be subject to our terms & conditions, a copy of which is available on request. 10% after confirmation is sent from Organiser; 25% within 20 working days of event; 50% within 10 working days; 100% within 5 working days and non-attendance.

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available
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