



## Stephen Carver - Lecturer in PPM, School of Management, Cranfield University



A jolly good Fellow of the APM and IRM, Stephen has managed oil rigs, clipper ships, mergers and bankers. He has presented at the Royal Albert Hall, has 3 hips and has fought in a medieval battle.

Stephen has a way of making the "boring" world of PPM come alive. He uses analogies and storytelling to enthuse project professionals. He promises to enlighten and annoy in equal measure.

"Stephen lights candles - most experts just try."





## Alexa Briggs - Senior Project and Programme Manager, Ernst & Young



Alexa has a wide range of experience implementing global IT projects in many different technical spheres, from email migration, through outsourcing to data centre build.

She also has a keen interest in the leadership and motivation side of a project manager's toolkit, and how important those elements are to leading a successful project team.

Described as open, honest and driven, with an inclusive leadership style, Alexa will be sharing tips and techniques to increase motivation and engagement in your team.





## Andrew Hubbard - Editor, Project Magazine



Andrew has edited Project, the voice of project management, since May 2012. He has interviewed the leading lights of the profession, absorbing invaluable lessons, which he works to share with the wider project management community.

One of the youngest ever editors of Project, Andrew won the Institute of Internal Communications Award of Excellence for Best Editor in 2013. He will be sharing the biggest and best lessons from his interviewees since taking on the role of editor of Project.

“There are now two people I think of when I’m feeling down about the state of project management - [chief exec of APM] Andrew Bragg and Andrew Hubbard! It’s a good job you are both there and doing what you’re doing.” - Jon Whitty, senior lecturer in project management, University of Southern Queensland





## Alistair Godbold - Senior Consultant, the Nichols Group; APM Deputy Chairman



An experienced Programme Manager, Alistair has delivered projects ranging from large, multi-disciplinary, high-integrity safety-related systems, building and relocation, through to organisation-wide business change and IT projects. He has advised companies on improving their project control and delivery effectiveness, setting up Programme Management Offices, project control systems and processes with the accompanying governance, skills and behaviours.

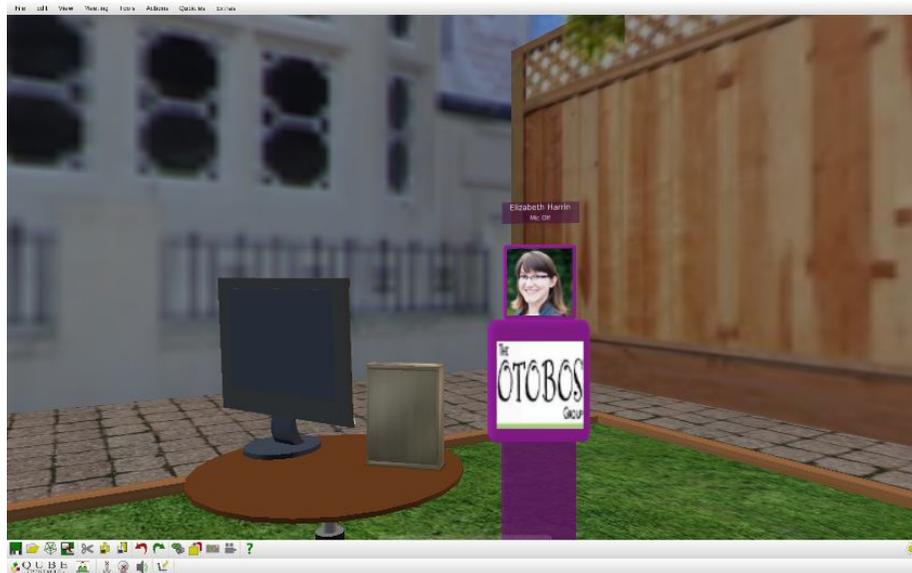
Alistair has also authored several chapters of project management books, sections of the APM Body of Knowledge, and chaired its review. He is a council member of the International Project Management Association and an academic referee for the International Journal of Project Management.

Alistair will be talking about the perspective of the APM on what success means and how we can achieve "A world in which all projects succeed". What is success, who defines it, and when do you judge it?





## Elizabeth Harrin - Popular PM Blogger



Elizabeth is a career project and programme manager, with over a decade of experience in financial services and healthcare. She helps other people tell the stories of their projects more effectively through better communication, and has won several awards for her blog, A Girl's Guide to Project Management, including Computer Weekly's Best Project Management Blog.

In her session "How can I help you now it is too late?", Elizabeth will argue that post-implementation reviews are dead, and that customer-centricity and continuous measurement are the way to better stakeholder engagement and project success.

"We interviewed a number of companies in the US before speaking to Elizabeth at The Otobos Group. We immediately knew that Elizabeth was different. We were impressed with her experience, creativity and professionalism."





## Prof Eddie Obeng - Pentacle, APM Fellow



Eddie founded the world's first virtual business school, Pentacle and also the educational-social media platform QUBE, the first 3D, fully-immersive social medium. Eddie has written 10 books on how to lead business innovation and deliver change in our complex, fast-changing world, and won the APM's Sir Monty Finniston Award for his contribution to project management

Eddie began the ZERO movement four years ago when a client challenged him to look for ways to make every project perfect. He will surprise and enlighten you with real life practical insights he has gained since then.

"Making it happen is his constant refrain" - Financial Times



## Peter White - Chief Executive, BBC Switchover Help Scheme



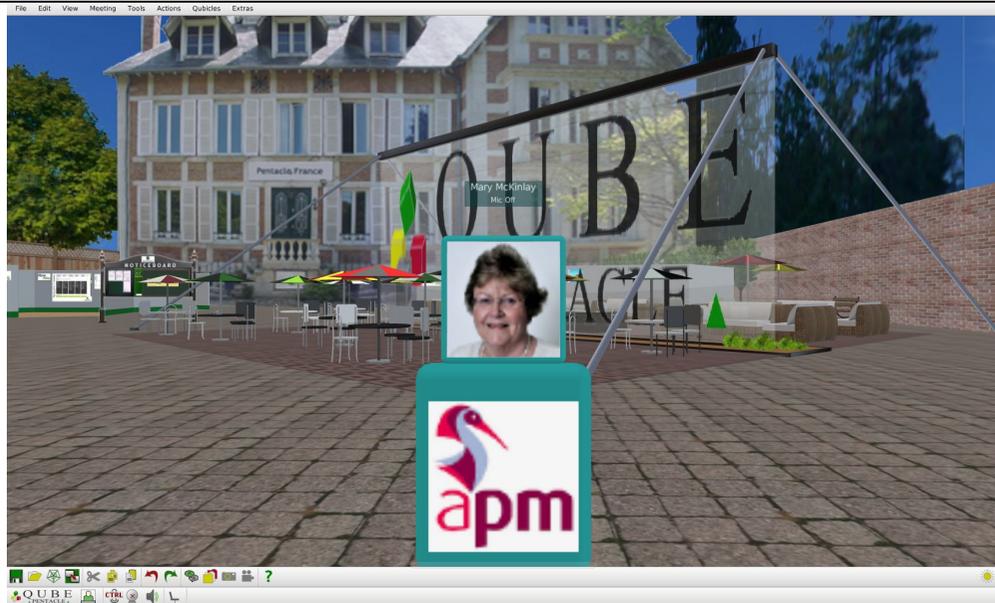
Peter has worked in a number of senior roles within the BBC: Operations Director for the New Media and Technology Division (which was responsible for [bbc.co.uk](http://bbc.co.uk)), interactive TV and technology development, Director of Financial Operations (successfully overseeing a significant project to streamline the financial system at the BBC), and Finance Director for the National and Regional Broadcasting Division, which produced around 80% of the BBC's Public Service TV and Radio output.

As head of the Switchover Help Scheme, Peter and his team assisted over 1.3 million with switching from analogue to digital television, many of them vulnerable members of society who would have struggled on their own. He will be talking about how they built an organisation from scratch and delivered a quality service, reaching out to every eligible older and disabled person and offering them practical help with the switchover, so that no one was left behind.

"The programme (Switchover) is a commendable example of public; private and voluntary organisations working together to achieve a common goal ... under budget by more than 340 million, you have shown how effective your work as been ... Ultimately, this project has been shown to be a clear success on every level." - Rt Hon Maria Miller MP; Secretary of State for Culture, Media and Sport



## Mary McKinlay - Fellow of the APM; Senior Lecturer at the National Centre for Project Management

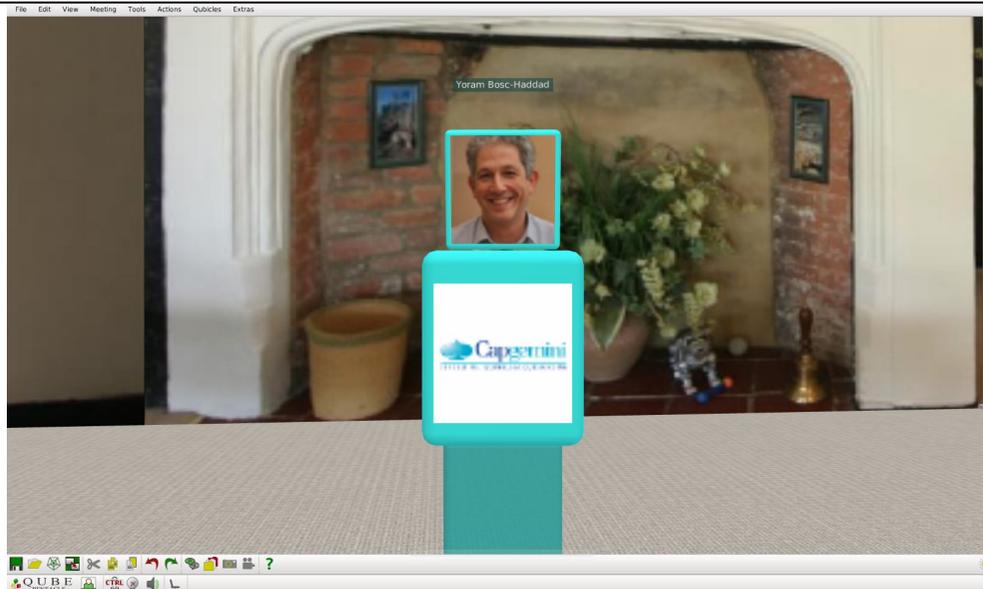


For over 30 years Mary worked in the Defence and Aerospace sector, first as a Systems Engineer, then as Project Manager, then as Functional Head of Project Management. She now teaches at SKEMA Business School and the National Centre for Project Management, runs Mary McKinlay Projects, and is a board member of the APM and ICCPM (International Centre for Complex Project Management).

In addition, Mary is a STEM (Science, Technology, Engineering and Mathematics network) ambassador, and works with the Bloodhound Project, a 1,000mph car currently in development - despite being told that she doesn't really look like a petrolhead.

Mary believes that project management is a transferable skill, and has been demonstrating this to a range of sectors since starting her own business. In her talk she will try to be unpredictable and share her experience with others.

## Yoram Bosc-Haddad - Group Lean Officer, Capgemini



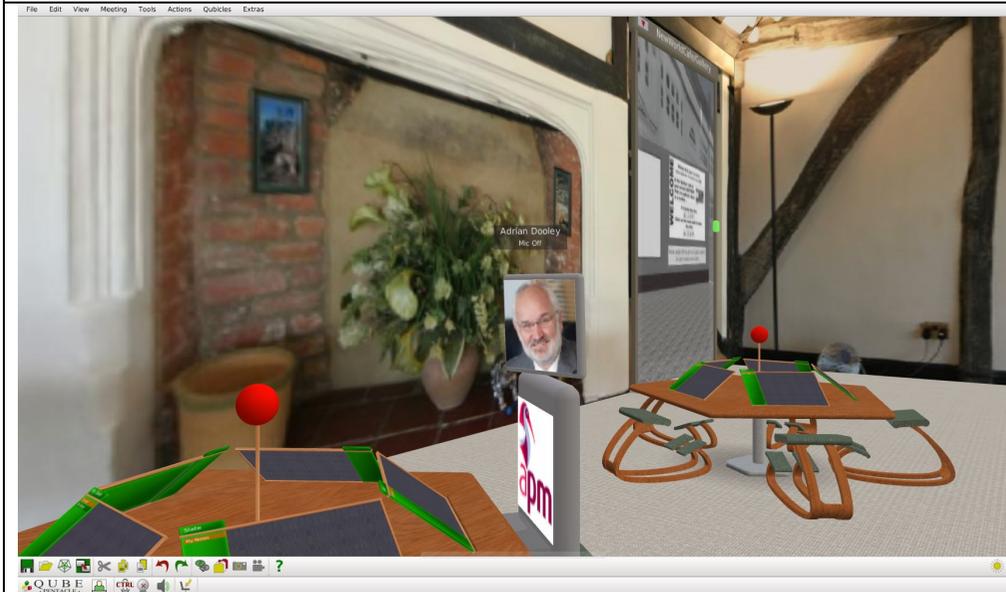
Yoram is head of the Capgemini Group Lean office, changing working practices and behaviours to make Capgemini more attractive, effective and competitive in the market, through bottom-up deployment of Lean.

He holds a PhD in Computer Science from Université Paris Sud and a Masters in Statistics and Economics from ENSAE ParisTech.

Outside of work, Yoram is a keen sailor, having served as chairman of Les Glénans, a volunteer-run sailing school, from 1995 to 1999. He is also a board member of the Société Nationale de Sauvetage en Mer, the French sea rescue charity.



## Adrian Dooley - APM Professional Standards and Knowledge Committee



Originally a construction project manager, Adrian is founder of The Projects Group, and co-founder of Project Manager Today and Project Exhibitions Ltd. He is also Director of APMG, and was previously a member of the APM Council.

Adrian has written articles for Project magazine, Computer Weekly and the Daily Telegraph, and his first book, Praxis Framework, will be released soon. He was also co-author of one of the first project planning software packages, Pertmaster.

At Conference: ZERO, Adrian will be looking at surveys of failed projects, and why they haven't changed in 40 years. The key to this is the same reason why diet plans also fail ...

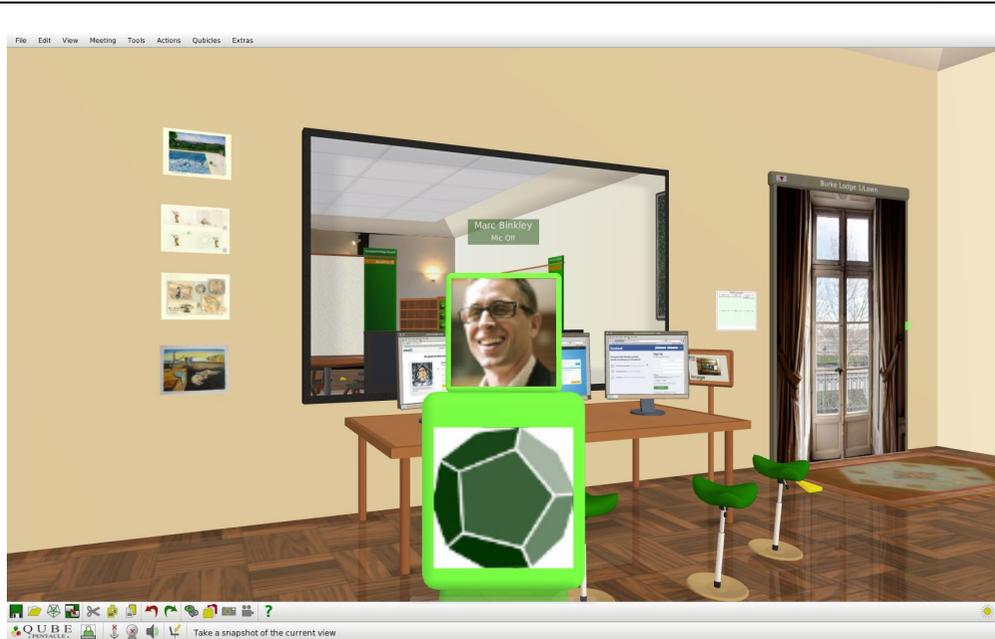


## Marc Binkley - Tutor, Pentacle

An expert in using social media for business-to-business sales, Marc runs his own brand strategy company and designed the Social Media for Business course at Mount Royal University. He's the author of the ebook "STAND OUT! How to quit calling and use social media for B2B sales", and won several New Business and Top Sales Performer awards while working at Rogers Media.

Marc will be speaking about the importance of clear project expectations on continued participant engagement. He's known for making people laugh with his presentations, which have been described as entertaining, informative and inspiring.

"First and foremost; Marc impressed me with his passion and thirst for knowledge. He often refers to himself as a scientist in his way of thinking and I can see why: he is curious about the world he deals in; he is logical and systematic; he is open-minded and free of bias; he is one of the most intellectually honest people I've met." - Larissa Roque





## Bill Morris - International Events Consultant; Director of Culture, Ceremonies, Education and Live Sites at the 2012 Olympics



For the past seven years, Bill was responsible for the team that delivered the London 2012 Olympic Ceremonies, which included the Opening and Closing Ceremonies, as well as the Torch Relays, Victory Ceremonies and Team Welcome Ceremonies. His remit also included the Education team producing the Get Set education programme and LOCOG's contribution to the global sport development project, "International Inspiration".

Before that Bill worked for the BBC, in radio and TV production, then senior management, and most recently as Project Director for Live Events, responsible for the 'BBC Live Music' Festival and 'BBC Proms in the Park' among others. He was awarded an LVO in The Queen's Jubilee Honours List for producing The Queen's Concerts at Buckingham Palace.

Bill now advises the International Olympic Committee and other worldwide clients in major events and other complex projects. Outside of work he is a Trustee of the National Centre for Circus Arts and a Fellow of the Royal Society of Arts.

## Ulrik Moes - Project Director, Novo Nordisk



Ulrik is very much a project person, getting a lot of energy from the dynamics the project world has to offer - he has a strong belief in getting the people side of projects right to get the rest of the project right. He has directed several global IT implementation projects in the pharmaceutical industry, covering Supply Chain; Sales; Quality and Finance processes.

The theme of Ulrik's talk is "Empowerment of Your Team and Your Sponsors". He will be sharing some very simple tools which he applies consistently to create transparency and to set common direction in the projects he leads, as well as his thoughts on stakeholders and virtual team management.

"Ulrik is a bright and experienced project manager, who naturally serves as an inspiring mentor."



## Leonardo Teixeira - Tutor, Pentacle



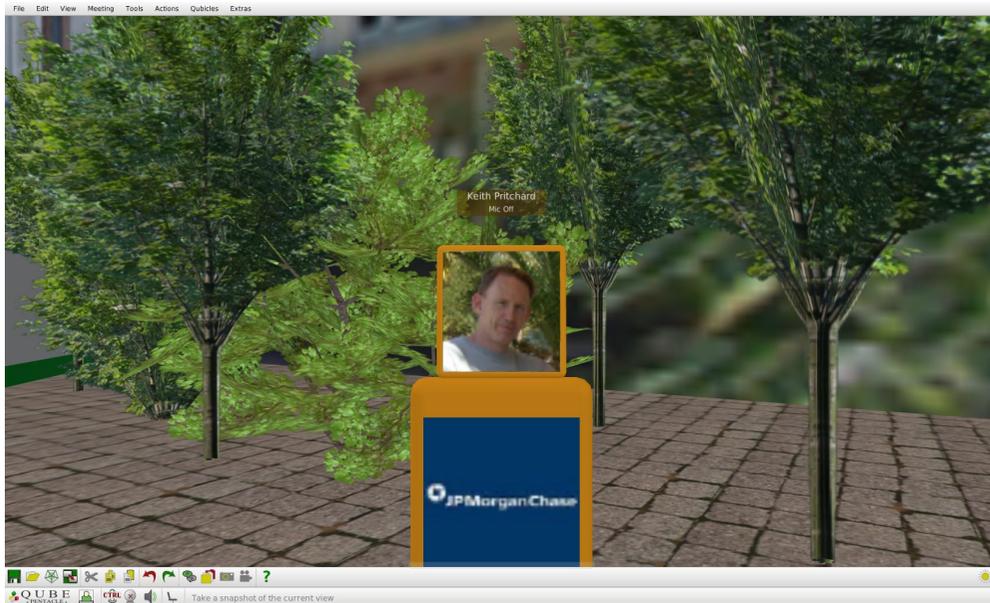
Leonardo is an eclectic businessman and marketing lecturer from Brazil. Recent Projects he's led include the Internationalization of a Higher Education Institution from Brazil; Commercial Representation of Foreign Companies entering in the Brazilian Market (he 's associated with a Brazilian Trading Company); and the "Tropicalization" of foreign products to Brazilian reality.

Leonardo's mantra for the conference is "let's go for it!". He will be exploring different points of view on projects, based on his own work.

"Controversial but coherent." - Pedro Corte, Director of Techfive



## Keith Pritchard - MD, JP Morgan Technology



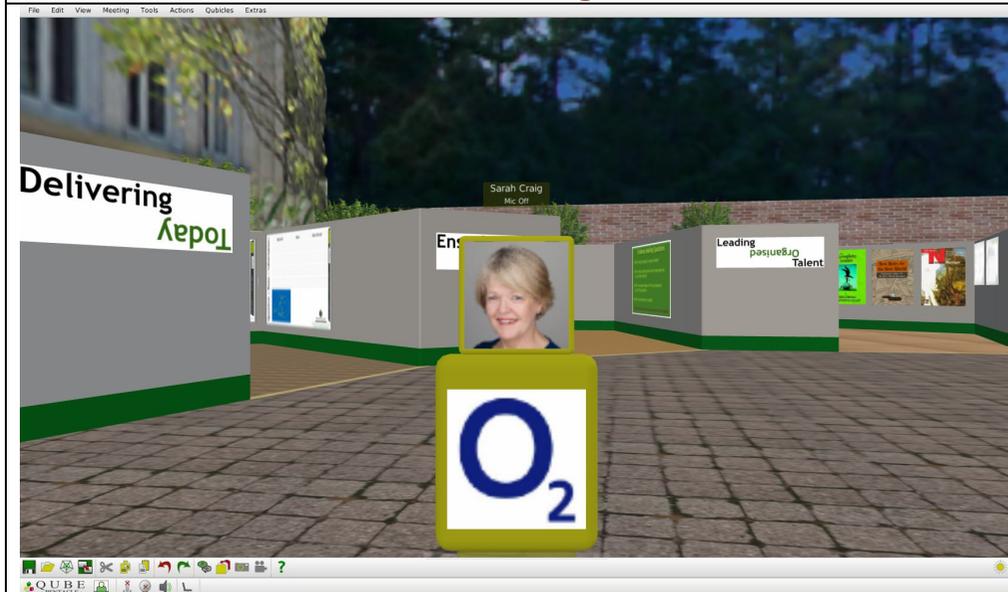
Keith has responsibility for the entire back office processing technology for derivatives and FX at JP Morgan. He's also published a PhD thesis on the dissolution kinetics of calcium carbonate and a chapter in a book about rowing at St Catherine's College, Oxford (though he suspects no one has read either).

He is currently leading a radical project to re engineer JPM's technology platforms over a multi year period, with a commitment to deliver many million of savings, both operationally and in technology costs. Keith believes this approach will allow them to get to a point where projects aren't seen as a battle ground between users and technology; aren't used as a way to blame everyone but yourself ... and don't fail.

The main theme of Keith's talk is that complex technology projects are not deterministic - the majority are seen to fail because the key stakeholders believe they are. He will be exploring his new approach, and being honest about the level of understanding and certainty around any major change until you get a significant way into it.



## Sarah Craig - Head of 4G and Business Change, Telefonica UK



A high energy Programme Leader, Sarah has managed large projects across the Telecommunications, IT and Media sectors including change programmes to generate a step change improvement in programme and project delivery performance.

Sarah succeeds using a unique blend of relentless focus on the basics: motivating and inspiring people to be their best. A natural relationship builder and team player; she is pioneering the use of virtual environments such as QUBE to build a one team culture across large teams that rarely meet face to face.

The theme of Sarah's talk is "Energising High Performance Teams". She will be explaining how she creates such teams in complex environments that cross organisational boundaries, introduce new technologies, and where time to market is critical.



## Martin Baker - Co-Founder, One Team Advisory; Olympic Security

Before founding his own business late last year, Martin had been a police officer in both uniform and detective roles in five UK police forces. This included 13 years in the Metropolitan Police in London (which involved significant service as a member of Scotland Yard's Anti-Terrorist Branch), 12 years as a Chief Police Officer, and lastly serving as Chief Constable of Dorset Police.

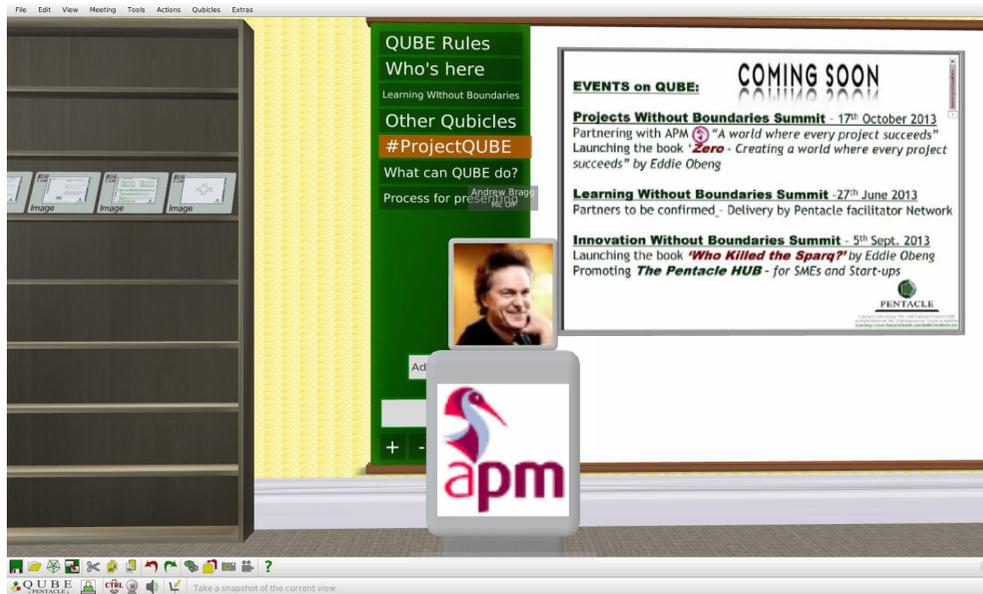
In 2012 Martin was responsible for the safety and security of the Olympic and Paralympic sailing events. He has also led a number of national; regional and local programmes including national law enforcement co-ordination for serious and organised crime, regional police collaboration in the South West of England, the co-ordinated delivery of multi-agency emergency and community resilience, and the delivery of major building and other infrastructure projects.

The title of Martin's talk is "How Team Dorset won Gold at the 2012 Olympics". He will be reflecting on leading, managing and working in a multi-agency, multi-disciplinary team to successfully deliver a multi million pound programme with absolutely no room for slippage while the eyes of the world are literally on you!





## Andrew Bragg - Chief Executive, APM

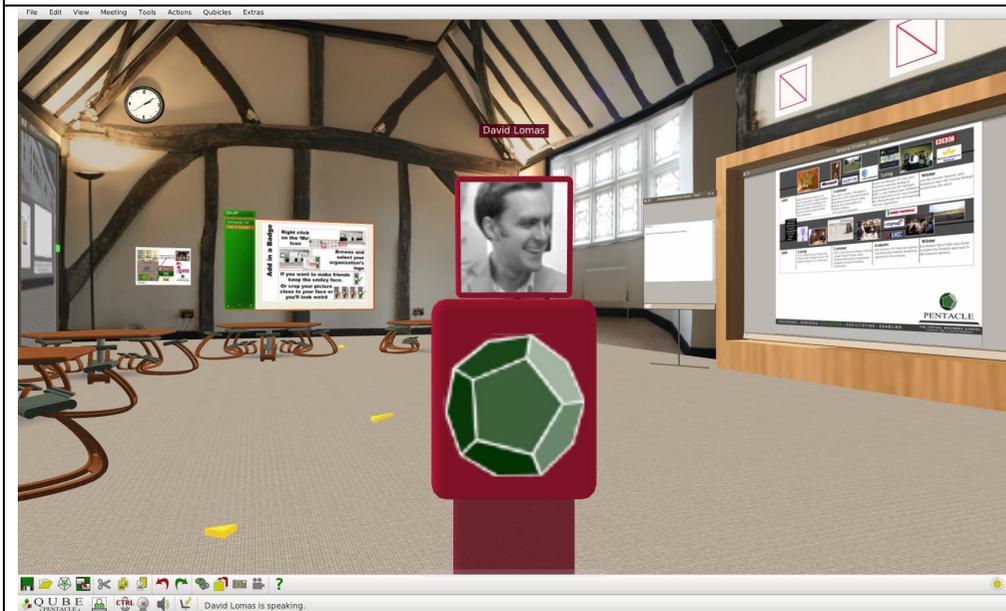


Since joining APM in 2004; Andrew has taken a leading role in the extensive organisational change programme which has prepared APM to seek chartered status on behalf of the profession. During that period, APM membership has increased from 11,000 to over 20,000; the APM Body of Knowledge has undergone two major revisions; the re-designed website now attracts 500,000 unique annual visitors; APM Registered Project Professional standard has been successfully launched; income has grown from £2.5m to over £7.0m; and APM's engagement and influence within public and private sectors have both increased significantly, with APM championing the cause of ever-increasing professionalism.

As well as contributing to Re-inventing Influence, judged by the Management Consultancies Association as best management book of the year, he co-authored Developing New Business Ideas, published by Pearson. Andrew is also a Vice-President of the International Project Management Association (IPMA).

Andrew's talk is titled "A world in which all projects succeed: compelling vision or unreasonable challenge?". He's hoping to bring his passion and knowledge to this rich topic.

## David Lomas - Tutor, Pentacle



David is an Engineer, Innovator and Educator. His work at Pentacle focuses on the use of New World Project Management to enable the application of Creativity to Innovation.

Previously, David was the director of the Royal Mail Innovation Lab, a world renowned centre for business creativity and innovation. Serving not only Royal Mail Group, but also its major customers, David worked with clients including major banks, utilities, Government departments and also consulted with a number of academic and overseas institutions on the development of bespoke creativity and innovation capabilities.

David's background is varied, having held posts in HR (Organisational Development) and IT (applied research and futurology). He also spent several years at York University, developing artificial intelligence systems.



## Ed Wallington - APM Programme Management SIG Committee Member



A Programme and Project Manager for over 10 years, Ed primarily works with the development and delivery of geographical information systems. He is a Committee Member of the APM Programme Management SIG (having previously sat on Branch level committee) and Chair of the AGI CPD Working Group.

His talk is focused on the importance of self development (CPD) for effective project management. Ed will argue that CPD is not just about attending training courses - there are lots of opportunities out there.

“He is an expert Project Manager; who delivers common-sense; pragmatic and well thought through plans and strategies. Ed is highly personable and communicates well with all levels of staff; understanding where they are coming from and what they are looking for.”