




Monday 13 Oct 2014

Enterprise Hotel - Sala Venere 1

8:30 - 9:30	Registration
9:30 - 9:45	Prassede Colombo – President of the IIBA® Italy Chapter - Chair Welcome
9:45 - 10:30	Michele Maritato, IIBA® Director - <b>KEYNOTE: “The Value of Business Analysis Professionals for the Enterprise”</b>
10:30 - 11:00	Filippo Dall’Olio, Mirella Marcocci – Telecom Italia - <b>How to orient a customer in the era of digital revolution</b>
11:00 - 11:30	 Networking Break
11:30 - 12:00	Marco Cossutta, Fabio Meda – Reply Consulting - <b>Business Process Improvement &amp; Management for Business Transformation</b>
12:00 - 12:30	ROUND TABLE #1: Working together (Business Stakeholders & IIBA® Italy Chapter) with: Massimo Amati Global, PMO S.Director - IPTR Business Line, Service BU IP-Transport - Alcatel-Lucent; Marco Cossutta - Partner - Reply Consulting; Michele Maritato - Director of IIBA - VP Education of IIBA Italy; Giovanni Sgalambro, Group CIO & Head of Change Management - DataLogic; Daniele Spatari, IT Director at Randstad Italia
12:30 - 13:30	 Lunch
13:45 - 14:15	Luca Garlaschelli – MSC Cruises - <b>From a Multi-local PMO to an Enterprise PMO</b>
14:15 - 14:45	Prassede Colombo – President of the IIBA® Italy Chapter - <b>The Value of Business Analysis in the Organization: BACOE and Maturity Model - Best Practices</b>
14:45 - 15:15	Alessandro Bernorio, Daniele Petecchi – ENI, Luigi Pantarotto – SAS Italy - <b>ENI DATA GARAGE: transforming marketing through Big Data Business Analysis</b>
15:15 - 15:45	 Networking Break
15:45 - 16:15	Gaetano Lombardi – HCL - <b>Beyond Software Agility, how to drive Business Agility Transformation</b>
16:15 - 16:45	ROUND TABLE #2: Working together (Business Stakeholders & IIBA® Italy Chapter) with: Alessandro Bernorio - Customer Base and Campaign Manager - Eni; Antonio Calabrese - Professor, Director of MBA&EMBA Programmes at MIP; Paolo Natale, HR Manager Iconconsulting; Giuseppe Pugliese - Director of Certification IPMA Italy; Alessandro Rogora – Executive Manager – Gruppo Reti
16:45 - 17:00	P. Colombo; R. Conturbia, M. Maritato, L. Pantarotto, L. Rega – IIBA® Italy Chapter Board of Directors - Workshop Closure