



Project & Portfolio Value Creation

Building capabilities and value, One block at a time

MASTERING BUILDING BLOCKS OF PROJECT PORTFOLIO MANAGEMENT:

Maximizing Value From Constrained Resources

Friday, 25 September, 2009 8am - 5pm

The HUB Meeting & Event Center, Philadelphia, PA

PHARMA & BIOTECH, CONSUMER GOODS, IT,

FINANCIAL SERVICES

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July 15th Receive
Deep Discount

INTENSIVE BOOTCAMP FOR EXECUTIVES WHO SPECIALIZE IN:
Project Management . Portfolio Management .
Strategic & Business Planning . Product Development
. Business Development

LEARN HOW TO:

- ◆ Validate data using effective elicitation techniques that minimize bias
- ◆ Decompose Project risks into mitigatable and uncontrollable elements and assess probabilities of success
- ◆ Quantify development and commercialization options with Decision Trees and create downstream options by making partial investments
- ◆ Assess Program and Portfolio level risks for effective Risk Management
- ◆ Prioritize Projects using a robust, multi-objective methodology - *MOPPSSM* that accommodates quantitative and qualitative objectives
- ◆ Maximize Portfolio value by adopting optimization methods that generate alternative Project combinations along the Efficient Frontier
- ◆ Create interdependencies between Strategic, Portfolio, and Business Planning activities to minimize organizational churn and generate business value

To Register Online: www.cdabusinessconferences.com/project.html



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WORKSHOP LEADER

Dr. Richard Bayney is President & Founder of Project & Portfolio Value Creation (PPVC), a consulting boutique providing Training and Education in Project, Program, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is a Faculty member at University of Pennsylvania lecturing to graduate and executive students in (a) Project Portfolio Management and (b) Decision Modeling. Richard is a frequent speaker in 'Portfolio & Resource Management, Risk Analysis & Risk Management, and Strategic Planning in Drug Development' and is an Advisory Board Member to Cambridge Healthtech Institute.

Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. He has spent 11 years building and leading departments in Strategic Planning, Decision Analysis, and Portfolio Management, 2 years as an International Project Manager for a marketed cardiovascular drug, and 10 years in Molecular Biology research into gene expression in drug detoxification systems and in Alzheimer's Disease.

Dr. Bayney has implemented important processes and methodologies that have enabled organizations across diverse industries to realize a multitude of benefits:

1. New Product Development (NPD) & Stage Gate Review (SGR) process.
2. Project prioritization methodology from concept to commercialization.
3. Portfolio optimization methodology using budgetary and human resource constraints.
4. Sector focus and resource optimization.
5. Project, Program, Portfolio, and PMO capability maturity assessment.
6. Pipeline commercial forecasting and high risk options analysis.

Dr. Bayney obtained his M.Sc. and Ph.D. from University of London, MBA from Columbia University, and PMP from the Project Management Institute.

Bootcamps and Executive Retreats

October 23, 2009 Master PM Bootcamp

✓PORTFOLIO MANAGEMENT: BUILDING A NEW STRATEGY FROM
THE AFTERMATH OF RECESSION
Managing The Short-Term To Preserve The Long-Term

December 4, 2009 IT PM Focus

✓IT PORTFOLIO MANAGEMENT: Aligning and managing IT investments TODAY
To create enterprise value TOMORROW

February 2010 Executive Retreat

✓BEYOND PROJECT MANAGEMENT: Creating Competitive Portfolio Management
Competencies For Profitability For Profitability

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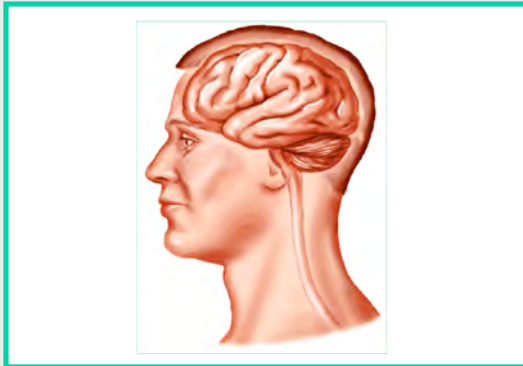


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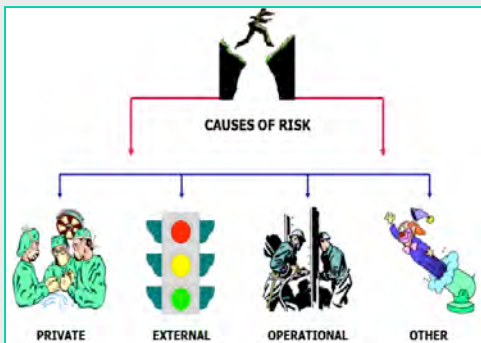
SEMINAR TOPICS (I)

◆ Elicit & Validate Data And Minimize Bias Under Uncertainty



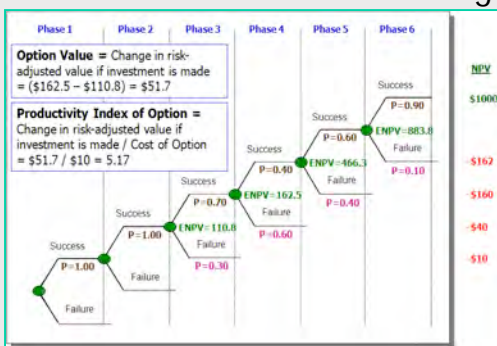
- Gathering reliable data is fundamental to disciplined and successful Project, Program, and Portfolio Management
- Learn how to use meeting facilitation and data elicitation techniques to extract accurate domain knowledge
- Training is provided in using a structured methodology to generate range estimates of uncertainties and probabilities of success/failure of future events.

◆ Decompose And Quantify Risk At Project, Program, & Portfolio Levels



- Understanding which components contribute to Project risk is important to determining what elements are subject to mitigation strategies
- Learn how to disaggregate Project risk in a phase-dependent manner and to represent such risks with a probability of success estimate
- Training is provided in structuring Decision Trees using Tree Plan to assess Project risk while Crystal Ball is utilized to assess Portfolio risk.

◆ Create Alternatives With Staged Investments Using Options Analysis



- Evaluating options to proceed with or discontinue a Project is a continual challenge to creating value with constrained resources
- Learn how to decompose complex development and commercialization options using Decision Trees
- Training is provided in quantifying Option Value and in improving the quality of Projects before making expensive downstream decisions.



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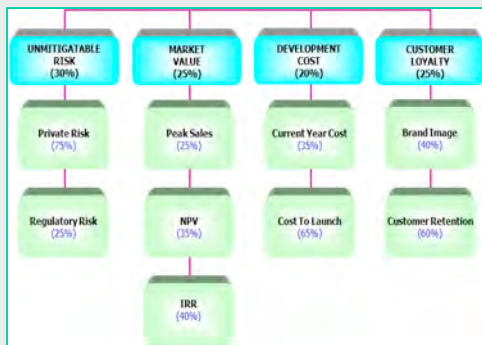


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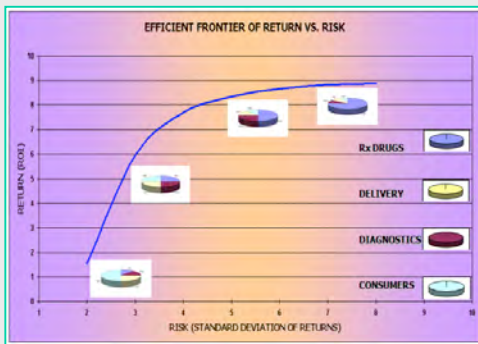
SEMINAR TOPICS (II)

◆ Prioritize Projects Using Quantitative & Qualitative Metrics



- Establishing Project priorities is a critical facet of successful budgetary and functional resource allocation for Portfolio Management
- Learn how to create a hierarchy of quantitative and qualitative objectives that enable Projects to be assessed for prioritization
- Training is provided in a multi-objective methodology – *MOPPSSM* – that enables rank ordering based on weighted aggregate Project scores.

◆ Maximize Portfolio Value Using Optimization Techniques



- Maximizing financial Portfolio value depends on selecting a combination of Projects that optimally utilizes constrained \$ and FTEs
- Learn how to create simple Excel models with stated objectives, constraints, and requirements for optimization
- Training is provided in how to frame and present optimization results to facilitate Portfolio decision-making.

◆ Conduct Effective Portfolio Monitoring & Review



- Creating dependencies between major Planning initiatives ensures that Corporate objectives are supported by Portfolio strategies and Business plans
- Learn how to create interdependencies between Portfolio Planning and the other 2 major initiatives – Strategic Planning and Business Planning
- Training is provided in Scenario and Business Planning analysis to determine the feasibility of attaining organizational goals on a multi-period basis.



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AGENDA AT A GLANCE

7:00 AM - 8:00 AM	Registration & continental breakfast (sponsorship available)
8:00 AM - 8:15 AM	Opening Remarks
8:15 AM - 10:30 AM	Workshop session
10:30 AM - 11:00 AM	Networking break, refreshments, demos
11:00 AM - 12:00 PM	Workshop session
12:00 AM - 1:30 PM	Lunch and crossfire debate (sponsorship available)
1:30 PM - 3:00 PM	Workshop session
3:00 PM - 3:30 PM	Demonstration break
3:30 PM - 5:00 PM	Workshop session
5:00 PM	Conclusion of workshop
5:30 PM	Wine and cheese reception (sponsorship available)

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Venue: **The HUB Meeting & Event Center, Philadelphia, PA**

Please call regarding hotel accommodations, if required



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