



Project & Portfolio Value Creation

Building capabilities and value, One block at a time

IT PORTFOLIO MANAGEMENT:

***Aligning & managing IT investments TODAY
to create enterprise value TOMORROW***

Healthcare, Consumer Goods, Insurance Services,
Financial Services, & Supply Chain

**Register By
September 15th
Receive Deep
Corporate Discount**

Friday, December 4, 2009 New York City

INTENSIVE BOOTCAMP FOR EXECUTIVES IN IT:

PROJECT MANAGEMENT . PORTFOLIO MANAGEMENT . STRATEGIC & BUSINESS
PLANNING . PRODUCT DEVELOPMENT . BUSINESS DEVELOPMENT

LEARN HOW TO:

- ◆ *Generate a compelling Business Case for IT investments & Portfolio Management*
- ◆ *Value IT investments efficiently using quantitative and qualitative criteria*
- ◆ *Prioritize IT Projects using a utility-based, multi-objective methodology - MOPPSM*
- ◆ *Forecast budgetary and FTE resource Project demand effectively, manage constrained resources efficiently, and add value to the bottom line*
- ◆ *In alignment with strategic and financial goals, maximize Portfolio value subject to budget and FTE resource constraints using efficient optimization techniques*
- ◆ *Build an IT life cycle management Portfolio using adaptable 8-step process*
- ◆ *Create a robust New Product Development (NPD) & Stage Gate Review Process*
- ◆ *Determine your level of Portfolio readiness in a 5-step Capability Maturity Model*
- ◆ *Implement critical success factors for enterprise performance management to improve top and bottom line Business value*

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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

September 25, 2009

- ✓ **MASTERING BUILDING BLOCKS OF PROJECT PORTFOLIO MANAGEMENT**
Maximizing Value From Constrained Resources

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

February 2010 Executive Retreat

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

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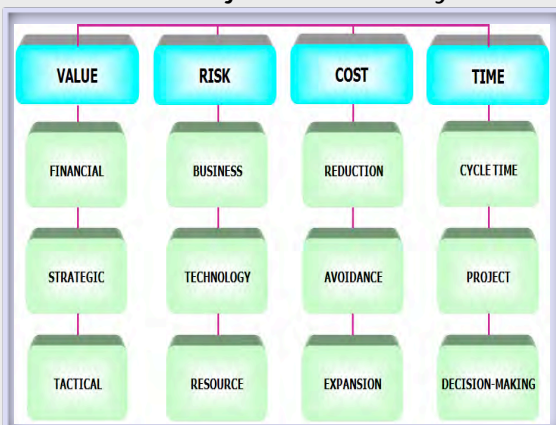
SEMINAR TOPICS (I)

◆ Establish A Compelling Business Case For Your IT Investments



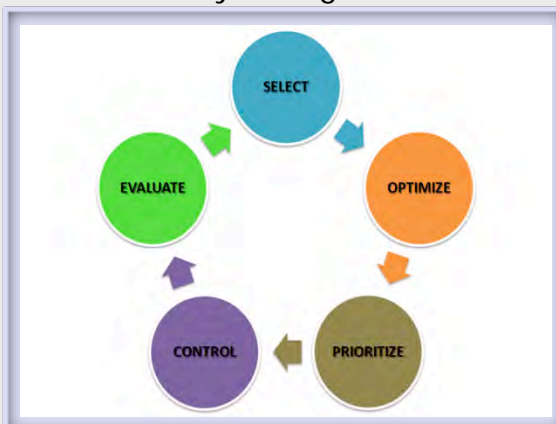
- IT investments constitute a necessary part of business activities and should be treated as part of business objectives vis-à-vis the Business Plan
- Learn how to present a compelling Business Case for IT investments by creating linkages to business objectives and overarching enterprise business goals
- Beginning with an articulation of enterprise goals, several pitfalls and hurdles that derail the active management of IT investments are presented.

◆ Value Projects Efficiently & Set Effective Priorities Within Your Portfolio



- Quantifying future business value is seldom straightforward but is a necessary pre-requisite toward setting meaningful Project prioritization
- Learn how to create a hierarchy of quantitative and qualitative objectives that enable Projects to be valued efficiently and effectively for prioritization
- A multi-objective methodology – *MOPPSM* – that enables rank ordering based on weighted aggregate quantitative and qualitative scores is presented.

◆ Efficiently Manage Constrained Resources & Optimize Your Portfolio



- Forecasting budgetary and FTE resource needs is a critical facet of effective Business Planning, Portfolio optimization, and bottom line enhancement
- Learn how to generate range estimates of forecasted resource needs and apply sound optimization techniques to maximize Portfolio value
- Optimization techniques that maximize enterprise value from constrained resources and lead directly to bottom line improvement are presented.



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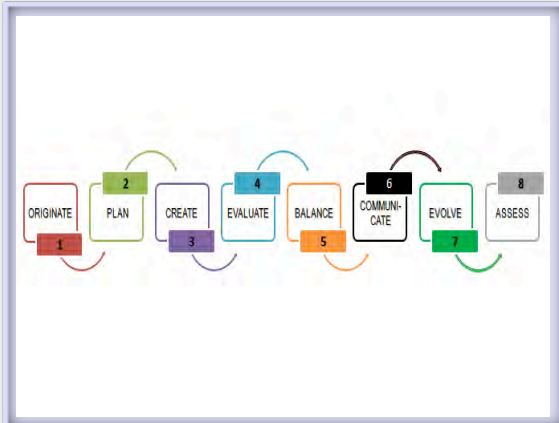


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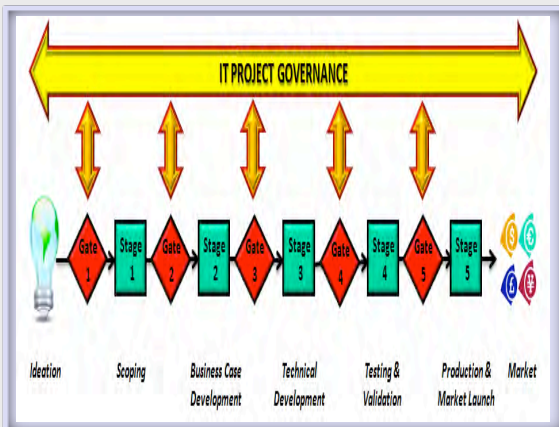
SEMINAR TOPICS (II)

◆ Build Your IT Investment Portfolio



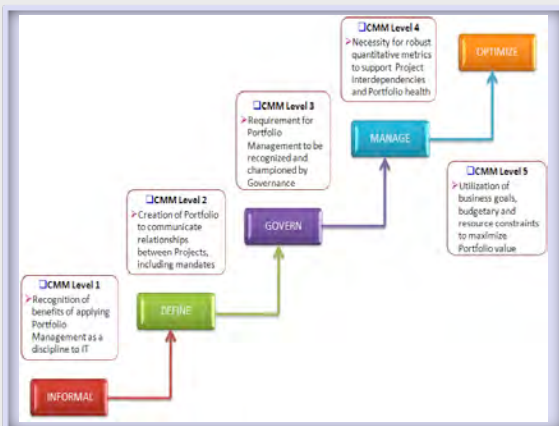
- ❑ Creating an IT Portfolio requires generating building blocks with success thresholds to enable effective life cycle management from discovery through to maturity
- Learn how to identify and measure threshold criteria for achieving each phase of the Portfolio building process
- An 8-step process that includes design principles for infrastructure, application preservation, service level support, and new development & integration, is shown.

◆ Create An Efficient NPD and Stage Gate Review Process For Governance



- ❑ Creating an efficient NPD and Stage Gate Review process is seminal to disciplined Governance decision-making and timely Portfolio value creation
- Learn how to build a sequential life cycle process with review gates and appropriate decision criteria to enable Projects to progress or be terminated efficiently
- A stepwise approach to enabling the right Projects to be selected by Governance for life cycle progression and benefits realization is recommended.

◆ Assess Your Status In An IT Portfolio Management Capability Maturity Model



- ❑ Understanding where your organization is in terms of a Capability Maturity Model will enable you to plan for what is needed to reach the next level(s)
- Learn how to assess where your organization is and what needs to be achieved to attain greater impact from IT Portfolio Management
- A 5-step Capability Maturity Model that focuses on applications, infrastructure, people, process, and information is described.



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AGENDA AT A GLANCE

7:00 AM - 8:00 AM	Registration and continental breakfast
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
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

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