

EVENT BROCHURE



INTERNATIONAL PROJECT MANAGEMENT DAY™ 2008

INTERNATIONAL INSTITUTE FOR LEARNING, INC. PRESENTS
LEADING PROJECTS IN A CHANGING WORLD

A LIVE GLOBAL WEBCAST TO BE PRESENTED ON BOTH NOVEMBER 5TH & 6TH, 2008
ENABLING VIEWING ACCESS DURING EACH GLOBAL TIME ZONE'S BUSINESS DAY



ONE PROFESSION. TWO GLOBAL WEBCASTS. THOUSANDS OF PARTICIPANTS.

JOIN US



POWERFUL CONTENT. EXCEPTIONAL INDUSTRY SPEAKERS.

We invite you to join us and celebrate **International Project Management Day™** by attending IIL's live global webcast, *Leading Projects In A Changing World*. This must-attend event will feature industry experts who will discuss the value of leveraging project management as a core competency and provide you with practical insight to advance your role in your organization's success.

PRESENTERS

Frank P. Saladis, PMP

Founder, International Project Management Day™



E. LaVerne Johnson

Founder, President and CEO, International Institute for Learning, Inc.



TBA

2008 Kerzner International Project Manager of the Year™ Award Winner

Examples include:

- Our perception of project management today has changed because of the drive towards "value." Can you identify the changes or have they passed you by?
- Why get excited about completing a project within time, cost and performance if you were working on the wrong project?
- Does it really matter what the cost of a scope change is if the change is necessary to provide the needed value?
- Are today's customers still interested in the cost of the project, or has "value" taken the center stage?

Dr. Harold Kerzner (Ph.D., MS, Engineering and MBA) is Senior Executive Director with International Institute for Learning, Inc. Dr. Kerzner is a globally recognized expert on project, program, and portfolio management, total quality management, and strategic planning and the author of best-selling books about project management: *Project Management: A Systems Approach to Planning, Scheduling and Controlling*, now in its ninth edition, *In Search of Excellence in Project Management*, *Applied Project Management and Strategic Planning for Project Management Using a Project Management Maturity Model*, and his most recent book, *Project Management Best Practices: Achieving Global Excellence*.

KEYNOTE GUESTS & TOPICS

Gregory Balestrero

President and CEO, Project Management Institute

What Is A Sustainable Future For Project Management Itself?



It's too soon to celebrate the acceptance of project management. We don't know if the profession has the "pipeline" to keep up with global demand, or the skills — especially in scheduling and risk management — to handle the \$70 trillion in fixed capital investment projected for the next five years.

Gregory Balestrero spends more than 200 days a year traveling around the world as the chief ambassador for advancing the profession of project management on behalf of PMI®. A featured speaker at international CEO events such as Economist, Business Week and Forbes forums and the Bo'Ao economic summit, Mr. Balestrero delivers powerful messages about the importance of project management in achieving success in today's global business environment.

Dr. Harold Kerzner

Project Management guru, Senior Executive Director, International Institute for Learning, Inc.

Value-driven Project Management



Today we have evolved into an environment where the triple constraint is still important, but the value of the project has become more important. Examples will be provided where the ultimate value was more important than the original cost and schedule. However, this process has created enormous strains on project management.

Dr. Ed Hoffman

Director, NASA Academy of Program, Project & Engineering Leadership

Project Leadership In An Age of Complexity



In today's world, the project is the basic unit of work for addressing the most important challenges in society. Our modern discipline of project management emerged as a means of tracking cost, schedule, and performance about fifty years ago. Since then, complexity has dramatically changed the nature of projects, requiring new skills that emphasize leadership and the ability to manage change and adaptive systems. A successful project leader must be an innovator who is comfortable leading in an uncertain world characterized by global supply chains, heavy reliance on tacit knowledge, a limited talent pool, and complex social systems. The ability to attract and motivate teams through the use of stories and metaphors is increasingly critical as project leaders find themselves working across boundaries in arenas with blurred lines of authority.

- NASA project managers require skills that emphasize leadership and the ability to manage change and adaptive systems in an ever increasing complex environment.



- A successful NASA project leader must be an innovator who is comfortable leading in an uncertain world characterized by global supply chains, heavy reliance on tacit knowledge, a limited talent pool, and complex social systems.
- A NASA project manager's ability to attract and motivate teams through the use of stories and metaphors is increasingly critical as project leaders find themselves working across boundaries in arenas with blurred lines of authority. Stories and metaphors are crucial tools for conveying best practices and lessons learned from successful and unsuccessful projects and are used in NASA development programs.

Dr. Edward Hoffman serves as the Director of the NASA Academy for Program/Project and Engineering Leadership (APPEL). In this role he is responsible for the development of program/project leaders and engineers within NASA. Under his leadership, the Academy provides the agency's comprehensive career development curriculum, consulting services for technical and mission teams, knowledge sharing activities and publications that disseminate lessons learned, and special studies on program/project management and engineering. He has published numerous articles and two books on program and project management, *Project Management Success Stories: Lessons of Project Leaders* (Wiley, 2000) and *Shared Voyage: Learning and Unlearning from Remarkable Projects* (NASA History Division, 2005).

Peter Clarkson, PMP
Senior Executive, Systems Integration
SAP, Accenture



Getting Large Scale IT Transformation Projects Right

Large scale IT programs, such as ERP implementations, are often complex, highly integrated with a global footprint. Such programs can run for several years and can pervasively affect the core operating functions of an organization. The key to successful implementation of these programs is to use fully integrated project management processes and tools to control all aspects of the program. Delivering value through a successful implementation can only come from effective project management. The presentation will focus on:

- Achieving delivery excellence by embedding a benefits realization process into the program to realize the expected benefits
- Using leading practices to controls the overall work
- The top ten "do's and don'ts" will be discussed.

Peter Clarkson, PMP, is a Senior Executive with over 20 years of experience in managing system integration projects. He specializes in architecting and managing large scale ERP projects for both the public and private sector. Typically he works with clients in large complex SAP implementations that span several years involving teams of 100's of people. He has a strong background in systems integration methodology to ensure that projects are managed effectively. He has a patent pending on implementing benefits realization programs for system integration projects.

Christine E. Baker, PMP
Boeing Commercial Airplanes—
Program Planning & Control Boeing
Project Management Interest Group
(PMIG)



Focusing on Knowledge Management Techniques

With an aging work force and unprecedented new product development across the globe, the Boeing Company is faced with the need to address the way it leads and manages projects. This includes using a different approach to retaining technical talent and that includes project management. A recent response to this need is the upstart of Communities of Practice (CoP's), Technical Interest Groups (TIG's) and Communities of Interest (CoI's). Christine Baker, PMP, of the Boeing Company will share how the largest project management Community of Interest in project management within Boeing is stepping up to the challenge by:

- Creating a project management culture
- Preparing future project leaders
- Inventorying project managers as advisors and available resources

Christine Baker, PMP, has been afforded one of the most rewarding opportunities at The Boeing Company. As Project Management Specialist, she is a leader of the Boeing Project Management Interest Group, which in the past eleven years has grown to nearly 3,000 members. Chris specializes in network communications among "communities of practices" that span diverse geographical distance where she draws upon the use of collaborative technology and simple communication venues to bring people together. Most of her 22 year Boeing career has been as a Financial Business Analyst.



DATES & TIME PERIODS:

As a convenience to our global audience, IIL will be offering two opportunities to attend the live webcast for both individuals and corporate groups*

(see details below about a corporate group license):

- **November 5, 2008** 8:00pm - 11:30pm EST
Registration Deadline November 4, 2008
- **November 6, 2008** 11:00am - 2:30pm EST
Registration Deadline November 5, 2008

Register Today at www.iil.com/ipmday2008

- Reserve your space today and benefit from the latest best practices in project management excellence.
- 3.5 PDUs and 0.35 CEUs are available when you attend the webcast of your choice.

PRICING

	Single User	Up to 25*	26 to 50*	51 to 100*	101 to 300*
United States USD	45	1000	1900	3600	9000
Australia AUS	60	1400	2600	5000	12000
Brazil BRA	74	1600	3100	5800	14700
Canada CAD	50	1250	2300	4400	11000
China CNY	300	6800	13000	24600	61700
Eurozone EUR	40	800	1500	2800	7200
Hong Kong HKD	390	9100	17400	32800	82500
India IND	1900	43500	83000	158000	395400
Japan JPN	5500	128700	244700	463600	1159000
Mexico MXN	460	10000	19000	36000	91000
Singapore SGD	75	1680	3180	5980	14900
Trinidad & Tobago TTD	280	6,225	12300	23600	62200
United Kingdom GBP	35	650	1200	2300	5700

The quantities above represent the number of people per location.

*Corporate Groups

The quantities above represent the number of people per location. A corporate license consists of one seat per location to the Webcast to be viewed by many on a single screen. For more information about corporate licenses and for pricing for large groups, contact Lori Milhaven at +1-212-515-5121 or email Lori.Milhaven@iil.com.

For more information about how to register, please contact Archie Messersmith at: +1-212-515-5104 or email archie.messersmith@iil.com.



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