

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)

*be inspired...get challenged...take action*

## Introduction

The "Project Portfolio Days" is a two day event that offers participants the opportunity to interact with international experts on this subject. This unique event provides you with the knowledge, tools and practices to help make better project business decisions and achieve a balanced and optimal project portfolio within your organization.

Project Portfolio Management is about prioritizing technology-related demands and plans and then allocating financial and human resources to investment initiatives. Through Project Portfolio Management, the organization integrates governance-oriented collaboration with business stakeholders, delivers expected results from investments, and provides reports to stakeholders for decision-making and for communicating investment status. Last year our focus was more generic; this year we will focus on Project Portfolio Selection and Analysis methods and Case Studies.

## Event as Opportunity

This event is a great opportunity to interact with international practitioners, authors, and experts in Project Portfolio Management. Please do not miss this special occasion that offers food for thought and action oriented practices, all aimed at transforming portfolio management in your organization. The event features the following international speakers:

- Simona Bonghez (Romania)
- Randall L. Englund (US)
- Jim De Piante (US)
- Michel Thiry (UK)
- Jack Duggal (US)
- Alfonso Bucero (Spain)

## Who Should Attend?

The Project Portfolio Management Days is a specialized event, targeted at managers committed to leading change. People need to qualify in order to participate. Attendees will include executives responsible for the delivery of strategic programs, projects and services in organizations such as:

- IT Professional Services Firms
- Internal IT Departments in Financial, Utility, and other Service Oriented Businesses
- Construction and Engineering firms
- New Product Development Organizations

## Event Purpose

- Focus on Project Portfolio Selection and Analysis steps—identify criteria for success
- Learn how Project Portfolio Management can help executives make better business decisions
- Share Project Portfolio international best practices
- Identify the executive role in Project Portfolio Selection and Analysis
- Reap benefits from effective stakeholder communications
- Understand that Project Portfolio Management implementation is a cultural change
- Achieve excellence in Project Portfolio Management within your organization
- Identify how to involve executives and upper managers in the Project Portfolio Management process

## MATERIAL

Every attendee will receive the following materials

- Program Guide
- Presenters Bio and References
- PPM Articles and more...

## Event Agenda

### DAY 1

Registration and Coffee (8:00 -8:45)

- Welcome (9:00-9:15)
- Randall L. Englund (9:15-10:30)
  - *Creating Excellence through Project Portfolio Management*

• Table discussions (10:30-10:45)

• Coffee Break (10:45-11:15)

• Jim de Piante (11:15-12:30)

- *They would put such a securities dealer in jail*

• Table discussions (12:30-12:45)

• Lunch (12:45-14:00)

• Jack Duggal (14:00-15:15)

- *Cultivating a Portfolio Mindset*

• Table discussions (15:15-15:30)

• Coffee Break (15:30-16:00)

• Networking Session (16:00-17:30)

• End of day 1 (17:30)

### DAY 2

Coffee (8:00 -8:45)

• Welcome (9:00-9:15)

• Michel Thiry (9:15-10:30)

- *Integrating PPM in the PBO's Governance*

• Table discussions (10:30-10:45)

• Coffee Break (10:45-11:15)

• Simona Bonguez (11:15-12:30)

- *Competencies for Project Portfolio Management*

• Table discussions (12:30-12:45)

• Lunch (12:45-14:00)

• Alfonso Bucero (14:00-15:15)

- *The Role of PPM in a Savings Bank*

• Table discussions (15:15-15:30)

• Coffee Break (15:30-16:00)

• Panel discussion (16:00-17:30)

• Closing (17:30)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)

## THE SPEAKERS



**Randall L. Englund, NPDP, CBM**, was a senior project manager at Hewlett-Packard Company and a member of its corporate Project Management Initiative team. Drawing on many years in program management for high-tech new product development, R&D, marketing, field service, and manufacturing, he now serves as an independent executive consultant at the Englund Project Management Consultancy (<http://www.englundpmc.com>) to guide managers and teams on implementing an organic approach to project management. He speaks, trains, and consults across industries and at universities on improving the project environment. His ongoing purpose is to help people discover and implement ways to optimize results from project-based work.

Although he completed an M.B.A. in management at San Francisco State University and a B.S. in electrical engineering at the University of California at Santa Barbara, his real education came while managing large projects at HP (twenty-two years) and General Electric (ten years).

Englund has contributed numerous articles and papers on creating an environment for project success, upper-management support, leading with power, speaking truth to power, and creating a political plan. He is coauthor, with Robert J. Graham, of *Creating an Environment for Successful Projects* (Jossey-Bass, 2004) and, with Robert J. Graham and Paul C. Dinsmore, of *Creating the Project Office: A Manager's Guide to Leading Organizational Change* (Jossey-Bass, 2003). He is coauthor with Alfonso Bucero, of *Project Sponsorship: Achieving Management Commitment for Project Success* (Jossey-Bass, 2006).

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)



**Jim De Piante** joined IBM in 1984 as a software engineer after serving 6 years as an air crewman in the US Navy, and after graduating summa cum laude from the University of Florida in Computer Information Systems.

Jim has led development projects in hardware, software, architecture, eBusiness and other fields, and has worked in the IBM Product Divisions, IBM Global Services, IBM Research, IBM Global Engineering Services and ibm.com.

He is currently on assignment to IBM where he speaks and teaches on project management, leadership, networking and a variety of other topics.

Jim is an Executive Project Manager who holds IBM's highest Project Management certification, that of Executive Level Project Manager.

He is also a highly regarded and entertaining speaker and teacher. He has spoken for PMI, IBM, and many others, all over Europe, the United States and Canada and his talks are always well received.

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)



**Michel THIRY**, PMP, MSc, FAPM, PMI Fellow, Managing Partner Valense Ltd., has over 35 years worldwide professional experience and has worked in many cultural environments. He graduated as an architect and worked on a number of major construction projects for over 20 years. Following a fruitful career in construction, he has now focused on combining his Value, Project and Program Management expertise to organizational issues. He is recognized as a worldwide authority in strategic applications of project, program and value. He has supported the development and implementation of a number of strategic programs for large multinational organizations, including their restructuring as Project-Based Organizations (PBO).

For the last 15 years, Michel provided his expertise to major organizations, in various fields, including construction, financial, pharmaceutical, IT and IS, telecom, water treatment, transportation (air and rail), local government and others. He is a regular Keynote Speaker for major International events and Seminar Leader for PMI<sup>®</sup> SeminarsWorld since 2001.

He has written and lectured widely in International forums, both at the Academic and Practice levels. In addition to his book “*Value Management Practice*”, published by the PMI<sup>®</sup>, he has written a number of book chapters on Value, Program and Portfolio Management in prominent PM books like the Gower “*Handbook of Project Management*” 3<sup>rd</sup> and 4<sup>th</sup> editions and the “*Wiley Guide to Managing Projects*”, published by Wiley. He has been commissioned by Gower Publishing to write a book on Program Management and one on Project-Based Organizations. He is a regular writer and referee for the *International Journal of Project Management* as well as the *PMI* and *IRNOP Research Conferences* and was a contributing editor for *PM Network* from 2003 to 2008. He currently writes a regular blog for the PMI.

Michel obtained an MSc in Organizational Behaviour with the School of Management and Organizational Behaviour at the University of London and is currently pursuing a PhD at Middlesex University. In 2006 he was elected PMI Fellow for his continued contribution to project management and in 2007 he was nominated Fellow of the Association for Project Management. He has recently gained MSP (Managing Successful Programmes) Advanced Practitioner status.

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)



**Simona Bonghez** is President of the PMI Romania Chapter, having over 12 years experience in project management and over 8 years expertise in providing project management trainings. She has several international certifications in project management: Certified Senior Project Manager (IPMA) and Project Management Professional (PMI) and recently has gained the Prince2 practitioner credential.

Simona collaborates with the Faculty of Communication and Public Relations 'David Ogilvy' – SNSPA Bucharest, presenting Project Management classes within the Master Program in Project Management. Recently she joined the lecturers team for the Professional MBA program in Process and Project Management offered in Romania by the National School of Political Studies and Public Administration together with Vienna University for Economics and Business Administration.

She is often requested to provide presentations for project management topics; the background used for these presentations is the experience accumulated by managing different size software implementation projects (conducted for SAS Institute) but also by consulting projects in other industries (as banking and oil&gas). She is mostly interested in the soft side of project management, her trainings focusing on Project Communication and Human Resource Management. Simona is also providing trainings for the PMI CAPM and PMP exam preparation as well as coaching for the IPMA certification process (levels B, C and D).

She holds a degree in Computing and Automation and a master in Energy Efficiency and Conservation from the Polytechnic University of Bucharest, a Management Certificate from the Open University - UK and is currently pursuing a PhD in Sociology at the University of Bucharest.

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)



**Jack Duggal** is a top rated international keynote speaker, consultant and an Executive Coach. He is a recognized expert in Organizational Program Management, Program Management Office (PMO) design and implementation and has developed a framework for PMO and Portfolio Management.

He is a leading practitioner who brings a unique blend of practical hands-on experience with innovative ideas and solutions to deal with today's real-world challenges of complex project environments. Mr. Duggal is a seminar leader for the Project management Institute (PMI) and has published numerous articles and papers on the topic of next generation program management.

He is also an adjunct professor at the University of Hartford, in Connecticut, USA. Mr. Duggal is the managing principal of Projectize Group, LLC, specializing in next generation tools, training and consulting in project/program management and business process management.

He works with leading companies worldwide in consulting and training engagements.

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)



**Alfonso Bucero, DEA, PMP**, is the founder and Managing Partner of BUCERO PM Consulting. He managed IIL Spain for almost two years, and he was a Senior Project Manager at Hewlett-Packard Spain (Madrid Office) during thirteen years. Alfonso is a PMI member, a member of ALI (Asociación de Licenciados, Ingenieros y Doctores en Informática), AEIPRO (IPMA member) and DINTEL's advisor. Alfonso was the founder, Sponsor and President of PMI Barcelona, Spain Chapter until April 2005, and he is an IPMA Assessor. He was a member of the CoPAT (Congress Project Action Team) of PMI EMEA 2005 Congress in Edinburgh, 2006, PMI EMEA Congress in Madrid, and PMI EMEA Congress in Budapest. He was graduated in The "Leadership Institute Master Class 2007" on October 2007 in Atlanta (PMI Global Congress). Now he is the President of PMI Madrid Spain Chapter.

Alfonso has a Computer Science Engineering degree by Universidad Politécnica (Madrid). He has 28 years of practical experience and twenty two of them in project management worldwide. He has managed and consulted projects in various countries across Europe.

He authored the book *Dirección de Proyectos, una nueva vision* published by LITO GRAPO Editors in IIL Mexico in June 2003. Alfonso coauthored with Randall L. Englund the book *Project Sponsorship*, published by Jossey-Bass in 2006.

## THE SPONSORS

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)

# The Project Portfolio Days Event

Barcelona, Spain, October 29-30<sup>th</sup> 2009 (14 PDUs)

LA SALLE Barcelona (Business School) will be **PLATINUM Sponsor** for this unique Event. AEDIP (Asociación Española de Dirección Integrada de proyectos) will be **GOLD Sponsor**.

## LOCATION

The Event will be celebrated at LA SALLE Business School in Barcelona.



**Campus Barcelona**  
C/ Lluçanès, 41  
08022 Barcelona  
España

## COST FOR EUROPEANS

The price for this Event is **600 € + VAT** per person. PMI members, AEDIP members, and AEIPRO members will pay **550 € + VAT** only. Coffee and Lunches are included in this price.

## REGISTRATIONS

If you want to be registered, please contact BUCERO PM Consulting by e-mail, fax or phone.

If you need more information, please contact

**BUCERO PM Consulting**  
Edificio Madrid 92; Chile 10; Módulo 31 (28290) Las Matas/Madrid  
+34-91-6308156/+34-653673328  
[alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)  
[www.abucero.com](http://www.abucero.com)