

## 3<sup>rd</sup> Edition Strategic Project and Portfolio Management Conference

Berlin, Germany | Option to attend virtually

2 – 4 February, 2022 | 08:30 CET

### *Drive value capabilities and strategic alignment to accelerate PPM process excellence*

Amid the COVID-19 pandemic companies have struggled to prioritize projects and avoid wasteful or loss-making investments. By reinforcing both analytical and organizational skills, as well as having strong decision analysis processes in place and well-performing teams to handle them, companies have been dedicating more efforts to have a systematic and rigorous approach to portfolio management. Now more than ever, it is of crucial importance to companies from various sectors to balance having a flexible approach and set parameters to benchmark and rank projects, optimize resource allocation and minimise expenditure, as well as have the right organizational structure, develop efficient capacity management and foster decisions based on an agile mindset.

The **marcus evans** [3<sup>rd</sup> edition Strategic Project and Portfolio Management](#) conference will present practical case studies and interactive discussions that will address some key topics, such as, how to leverage resource capacity management, drive strategic alignment, maximise portfolio value, it will look at the most effective ways of balancing the portfolio and mitigating risks, and how to build on the capabilities value within the organisation. This conference will equip you with innovative and effective solutions on how to transform your company's strategy into project delivery, how to drive PM competency development across the organisation or how to provide comprehensive project leadership and boost operational excellence. You will have the opportunity to discuss all these topics and more in an open and engaging environment, with plenty of networking and brainstorming during interactive sessions and workshop.

### **Attending This Premier marcus evans Conference Will Enable You to:**

- **Leverage** resource capacity management in the times of change
- **Unlock** the capacity of your PMO by implementing the best tools and processes
- **Learn** how to maximise the value of the portfolio
- **Explore** most effective ways on how to balance the portfolio and mitigate potential risks
- **Enhance** value capabilities within your organisation
- **Find** the most effective 'way of working' for your organisation
- **Boost** operational excellence through competencies development
- **Optimise** PPM processes to ensure delivery of company's goals and objectives
- **Drive** strategic alignment of PPM and your business

### **Best Practices and Case Studies from:**

- **Una Hügli**, Head of Project Portfolio Management & Senior Strategy Manager, **Swarovski, Switzerland**
- **Beat Schybli**, Portfolio Management and PMO Lead, **Takeda, Switzerland**

- **Valérie Gibert**, Head of Project Management Office, Projects Operational Department, **ENGIE, France**
- **Kasia Grzybowska**, Regional Sustainability Manager for Zone AOA, Assistant Vice President, **Nestlé, Switzerland**
- **Paul Beelen**, Global Portfolio Manager, **FrieslandCampina, the Netherlands**, Chairman of the Board Association for Project Portfolio Managers (BVPPM)
- **Andrea Redaelli**, Corporate Projects and Portfolio Management, PMP®, **HUGO BOSS, Switzerland**

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