



10:30am ET	Doors Open	
10:45am-11:00am ET	Opening Remarks	Stephen Maye
11:00am-12:30pm ET	Keynote Address: The Simpsons: There's no "I" in "Innovation" (oh wait, there's actually two of them)...Lessons in innovation from the most successful show in TV history	Joel Cohen
12:30pm-12:45pm ET	The Modern PMO	Sponsored by CA Technologies
12:45pm-1:00pm ET	Visit Networking Lounge and Exhibit Hall	
1:00pm-2:00pm ET	Session 1: Imagining the Future of PMOs	Mark Mullaly, PhD, PMP
2:00pm-2:15pm ET	Visit Networking Lounge and Exhibit Hall	
2:15pm-3:15pm ET	Session 2: Creative Thinking: Engaging Your Stakeholders, Improving Your Requirements	Teresa Lawrence, PhD, PMP, CSM
3:15pm-3:30pm ET	Visit Networking Lounge and Exhibit Hall	
3:30pm-4:30pm ET	Session 3: 2018 Pulse of the Profession®: Success in Disruptive Times: Highlights from PMI's 10th Global Project Management Survey	Melissa Buchanan and Tricia Cabrey
4:30pm-4:45pm ET	Rich investments in DT yet poor DT Project success rates? : Microsoft PPM - the Panacea!	Sponsored by Microsoft
4:45pm-5:00pm ET	Visit Networking Lounge and Exhibit Hall	
5:00pm-6:00pm ET	Session 4: The Conundrum: Your Project Ends, But Its Outcome Lives On	Rich Maltzman, PMP
6:00pm-6:15pm ET	Visit Networking Lounge and Exhibit Hall	
6:15pm-7:15pm ET	Session 5: Hacking Agile for Digital Agencies	Dave Prior, MBA, PMP, CST, PMP, PMI-ACP
7:15pm-7:30pm ET	The Briefest Possible Introduction to the Scaled Agile Framework®(SAFe®) 4.5	Sponsored by Scaled Agile
7:30pm-8:00pm ET	Closing Remarks: PMXPO 2018 in Review	Stephen Maye
8:00pm ET	Show Closes	

Keynote Address: The Simpsons: There's no "I" in "Innovation" (oh wait, there's actually two of them)...Lessons in innovation from the most successful show in TV history

Joel Cohen, Emmy-Winning Writer And Producer Of The Simpsons



- What does it take to stay creative and innovative for 28 straight years?
- What lessons can be drawn from the process and group dynamics of a hit TV show?
- How do you fix a leaky water heater?

Joel Cohen can answer two of those questions.

As the Emmy award-winning writer and producer for *The Simpsons*, the longest-running American scripted primetime television series in history, Joel has been a key part of the show's success. Since its debut on December 17, 1989, *The Simpsons* has broadcast more than 600 episodes, and was named by *Time* as "The greatest TV show of the 20th century." It has won dozens of awards, including 31 Primetime Emmy Awards, 30 Annie Awards, and a Peabody Award.

Session 1: Imagining the Future of PMOs

Mark Mullaly, PhD, PMP



The idea of a project management office has been around for a few decades now. In that time, we've still not come to agreement on what they are, what they do or how they should be organized. The idea of PMO is in the eye of the beholder. And while some are inarguably successful in delivering value to their organizations, there are many more that are not. Research has continued to show that the average life expectancy of a PMO is about two years. That's an incredible short time span, considering the effort and change associated with their creation.

So what is the value of the PMO? What should be their value? And where are they likely to evolve to in the coming decades? This presentation takes a scenario-based view of the role and the future of the project management office. Mark Mullaly explores where PMOs are coming from, where they might evolve to, and what is going to need to happen along the way. In particular, he takes a critical look at what has and hasn't worked, and what needs to change for PMOs to ultimately deliver value in a sustainable fashion. That requires rethinking what a PMO can be, and what organizations should expect of themselves and the PMO going forward. If you manage projects in organizations, or your trying to get your projects more organized, then this is the presentation for you.

Session 2: Creative Thinking: Engaging Your Stakeholders, Improving Your Requirements

Teresa Lawrence, PhD, PMP, CSM



Make 2018 the year you commit to developing your group creativity techniques and group decision-making techniques! This session will introduce you to thinking tools to help you better engage stakeholders to think more creatively about the requirements of their products-and to help them come to consensus on ranking and prioritizing those requirements. As a bonus, we'll cover the guidelines of divergent and convergent thinking that help every project manager arrive at novel and useful solutions to the challenges they face.

Session 3: 2018 Pulse of the Profession®: Success in Disruptive Times: Highlights from PMI's 10th Global Project Management Survey

Melissa Buchanan and Tricia Cabrey



Conducted since 2006, PMI's *Pulse of the Profession* is the global survey of project management practitioners. The *Pulse of the Profession* charts the major trends for project management now and in the future. Join PMI's Melissa Buchanan and Tricia Cabrey as they provide an overview of the state of project management as reported in the 2018 *Pulse*.

Session 4: The Conundrum: Your Project Ends, But Its Outcome Lives On

Rich Maltzman, PMP



Sustainability, like quality, is an inherent characteristic of every project. Sustainability – which you can interpret here as ‘long term thinking’ smooshed together with ‘benefits realization’ - should *permeate* every aspect of project planning. Don’t segregate these subjects, these ideas, this wisdom, from your project management thinking. They are not incompatible! To contribute to organizational success, projects should increasingly think “past the transition date”.

Participants will learn why this is so important, will be shown some models as to how to imagine and even track this aspect of PM, and gain tips on how this can be done in their projects.

Session 5: Hacking Agile for Digital Agencies

Dave Prior, PMP, PMI-ACP, CSM, CSPO, CSP, CST



What challenges do digital agencies face when trying to implement agile? Dave Prior will present the findings of a year's worth of interviews and research exploring why agile is such a tough fit in digital agencies. He will also share recurring success patterns that are in place at agencies that have been able to make the switch to an agile approach. He will also provide a quick overview of Digital Agility Canvas, a tool he designed specifically for digital agencies that are trying to find their way with agile practices. You will come away with a greater awareness of the challenges facing digital agencies that are trying to move to agile, the critical questions that must be answered before any organization begins the switch, and what steps had to be taken by the agencies that found a way to hack their workflow process in order to accommodate an agile approach.