



**Virtual – 19 September 2024 (BST)**  
**Agenda**

Welcome to Map Camp, the enchanting virtual conference where the magical arts of Wardley Mapping, recoverability, and sustainability collide! For one extraordinary day, our team of Wardley Map wizards will conjure up a spellbinding experience, guiding you through the mystical realms of business strategy, digital transformation, and technological innovation. Whether you're battling the dark forces of supply chain disruptions or seeking to cast a spell of climate change resilience over your organization, Map Camp will provide you with the knowledge and skills you need to become a master wizard. We celebrate diversity and inclusion, welcoming all wizarding world enthusiasts to join us on this enchanting journey. So, grab your wand (or laptop) and get ready to put the "fun" in "functional strategy" as we explore the magical tools needed to triumph over even the most daunting challenges. Join us for an magical virtual experience!

- 08:00 Welcome and Introduction  
*Simon Wardley and Steve Hutson*
- 08:15 Keynote – The State of Mapping  
*Simon Wardley*
- 08:45 Time to move to your room of choice:
- 0900 Enchanted Library Room – The Secret to Building a Business: Make it Stressful  
*Charles Burdett, PipDecks*
- Crystal Cavern Room – Recovery theme Keynote  
*Sarah Mackie*
- 09:45 Break
- 10:00 Enchanted Library Room - Hegelian Dialectic – thesis, antithesis, synthesis  
*Dave Hora and Barry Smart*
- Crystal Cavern Room – Hegelian Dialectic – thesis, antithesis, synthesis  
*Chris Daniel and Maha Tourbah*
- 11:30 Break
- 11:45 Enchanted Library Room - To Arrive at Green Software you Need a Map  
*Anne Currie*
- Crystal Cavern Room – Title TBC  
*Susanne Kaiser*
- 12:30 Lunch Break
- 13:30 Guest Speaker and Charities update/Sponsor thank you

- 14:00 Keynote – Title TBC  
*Cat Swetel*
- 14:45 Time to move to your room of choice:
- 15:00 Enchanted Library Room – Title TBC  
*Patrick Meier*
- Crystal Cavern Room – Panel discussion on AI  
Adam Bouhenguel, Sarah Clarke, Sarah Novotny
- 15:45 Break
- 16:00 Enchanted Library Room - Hegelian Dialectic – thesis, antithesis, synthesis  
*Andie Nordgren & Ben Mosior*
- Room 2 – Recovery theme
- Crystal Cavern Room – Hegelian Dialectic - thesis, antithesis, synthesis  
*Jennifer Carlston & Tiani Jones*
- 17:30 Time to Network
- 18:00 Closing Keynote  
*Liam Maxwell*
- 18:45 Time to Network
- 19:00 Fireside Chat with Simon Wardley  
*Dave Snowden, Roger Martin, Rachel Coldicutt*
- 20:00 Conference ends