



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 – Title and Speaker TBC
- 15:45 Time to move to your room of choice:
- 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