



Spring 2008 Conference All Aboard the PPSO – Knowing the Value of your PPSO and Getting your Organisation on Board

Thursday 10th April 2008

Venue: Aston University – Lakeside Conference

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| 09.30 – 10:00 | Registration |
| 10:00 – 10.10 | Conference Welcome

Chris Walters |
| 10:10 – 11:10 | “Different Types of PPSO”
Presentation and discussion on the different types of PPSO’s in organisations today, setting the scene for the day, John Zacher will be ensuring all PPSO types are categorised.

John Zacher, CITI |
| 11.10 – 12.10 | “What is a Business Case?”
Presentation on business cases – we know each PPSO needs one and this presentation will be looking at the approaches to developing an effective business case, how to get buy in, the must haves, how to measure success (or failure!) against it and pitfalls to avoid.

Graham Shreeve – Maven Consulting |
| 12.10 – 13.00 | Lunch |
| 13.00 – 13.30 | “What are the benefits of the PPSO that you work in?”
A facilitated workshop to help delegates explore, understand and highlight the key tangible benefits of your PPSO. An opportunity to learn from other delegates experiences on how they sell their PPSO concept to the organisation and the challenges they’ve faced.

Lindsay Scott and Lain Burgos-Lovece |
| 13.30 – 14.30 | “Challenging the Benefits – So What?”
Feeding back from the workshops, Chris Hobson from CITI will be challenging the benefits of your PPSOs. Chris will be providing expert advice on how to pitch the benefits for your PPSO and ensure your business case captures the value of your PPSO effectively.

Chris Hobson - CITI |
| 14.30 – 15.00 | Tea |
| 15.00 – 16.00 | “Stakeholder Management – A Framework”
As a member of the PPSO, knowing who your stakeholders are and how to approach managing them can make a huge difference to the success of the PPSO. This session looks at why are they important to us, and why are we important to them, how to identify your stakeholders and understand their objectives, looking for ways to |



enhance your stakeholder relationships and creating a stakeholder management plan

Chris Hobson - CITI

16.00 – 16.30
16:30 – 16.40

Question Time
Conference Closure