

# STRATEGY ENABLEMENT & REALIZATION through 5Ps CONFERENCE

December 7-8, 2023  
Point Hotel Barbaros, Istanbul - TURKIYE



## SERP



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Supporting Organizations



## SERP 2023 Speakers



**Dr. Saadi Adra**



**Dr. Mustafa  
Hafizoglu**



**HE Prof. Hassan Diab**



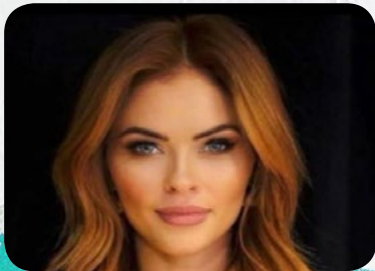
**Badr Burshaid**



**Dr. Ricardo Vargas**



**Dr. Lamia Sakr**



**Lauran Ungeldi**



**Dr. Khalid Bawazeer**



**Ross Garland**



**Afgan Guliyev**



**Stephen Jenner**



**Dr. Ibraheem Sheerah**



**Roberto Arbulu**



**Dr. Radhia Benalia**



**Jan-Willem  
Middleburg**



## SERP 2023 Speakers



**Dr. Oleg Konovalov**



**Rania Khawaja**



**Dr. Ahmad Awad**



**Ahmed Abdessalem**



**Mustafa Tulu**



**Mustafa Elkurdi**

# SERP DAY 1 PROGRAM

Thursday, December 7, 2023

# SERP

FROM TO	SECTION	TOPIC	SPEAKER
8:00 AM 8:55 AM		Registration and Networking	
8:55 AM 9:00 AM		Welcome and Day Highlight	Master of Ceremony Mustafa Tulu
9:00 AM 9:30 AM		ADVISORS Turkey Launch No Clients, Only Partners	Dr. Mustafa Hafizoglu and Dr. Saadi Adra
9:30 AM 9:45 AM	Keynote Speech 1	AI and Project Management	Dr. Ricardo Vargas
9:45 AM 10:00 AM	Keynote Speech 2	Upskilling Human Capital and Reinventing Conventional Educational Programs	HE Prof. Hassan Diab
10:00 AM 10:15 AM	Technical Sessions	Governance and Digital Enterprise Big Data Framework	Jan-Willem Middleburg
10:15 AM 10:30 AM	Technical Sessions	SFIA - Skills and Competency Framework for the Digital World	Dr. Lamia Sakr
10:30 AM 10:45 AM	Technical Sessions	Governance of Projects, Programs and Portfolios	Ross Garland
10:45 AM 11:15 AM	Networking Break		
11:15 AM 12:30 AM		Strategy Enablement and Realization through the 5 Ps	Dr. Saadi Adra Badr Burshaid Afgan Guliyev Lauren Ungeldi Dr. Ricardo Vargas Dr. Mustafa Hafizoglu
12:30 PM 12:45 PM	Keynote Speech 3	Knowledge Management	Dr. Mustafa Hafizoglu
12:45 PM 1:00 PM	Recognition Sponsors and Speakers		
1:00 PM 2:00 PM	Networking Lunch		
2:00 PM 2:15 PM	Technical Sessions	Enabling Giga Project Success Oxford RCF	Dr. Radhia Benalia
2:15 PM 2:30 PM	Technical Sessions	PMI-CP Construction Professional	Rania Khawaja
2:30 PM 2:45 PM	Technical Sessions	Public-Private-Partnership	Dr. Ahmad Awad
2:45 PM 3:00 PM	Technical Sessions	Project Production Management	Roberto Arbulu
3:00 PM 3:15 PM	Technical Sessions	Giga Transformation Programs	Dr. Ibraheem Sheerah
3:15 PM 3:45 PM	Networking Break		
3:45 PM 4:00 PM	Technical Sessions	Enabling Organizational Success Visionary Leadership	Dr. Oleg Konovalov
4:00 PM 4:15 PM	Technical Sessions	PROSCI Change Management	Ahmed Abdessalem
4:15 PM 4:30 PM	Technical Sessions	Portfolio and Benefits	Stephen Jenner
4:30 PM 4:45 PM	Technical Sessions	Human Factors in Project Management	Dr. Khaled Bawazeer
4:45 PM 5:00 PM	Technical Sessions	Using Learning Management Systems for Organizational Capability Building Programs	Mustafa Elkurdi
5:00 PM 7:00 PM	One-on-one Consulting Sessions and Open Networking		



## SERP DAY 2 MASTERCLASSES

Friday, December 8, 2023

HALL	FROM	TO	TOPIC	SPEAKER	ORGANIZATION
S/n	8:30 AM	9:45 AM	Project, Program, Portfolio Governance (P3G)	Ross Garland	P3GQA
	8:30 AM	9:45 AM	The World-Bank APMG Accredited Framework for PPP	Dr. Ahmad Awad	Proc-Global APMG
	9:45 AM	10:00 AM	Networking Coffee Break		
	10:00 AM	11:15 AM	The Benefits Management Office: Integrating SMO, TMO and VRO	Dr. Saadi Adra and Stephen Jenner	ADVISORS MENA
	10:00 AM	11:15 PM	Leading the change for Executives	Ahmed Abdessalem	DRINA Consulting
	11:15 AM	11:30	Networking Coffee Break		
	11:30 AM	12:45 PM	SFIA, The Skills and Competencies for the Digital Age	Dr. Lamia Sakr	ADVISORS Egypt
	11:30 AM	12:45 PM	Next Generation Project Delivery Practices	Roberto Arbulu	Project Production Institute
	12:45 PM	2:15 PM	Friday Prayers and Lucnh Break		
	2:15 PM	3:30 PM	Construction Professional in Built Environment Projects (PMI-CP) <sup>TM</sup>	Rania Khawaja	PMI - APMC
	2:15 PM	3:30 PM	Enterprise Big Data for the Right Decision Making	Jan-Willem Middleburg	EBDF -Cybiant
	3:30 PM	3:45 PM	Networking Coffee Break		
	3:45 PM	5:00 PM	Understanding and Challenging Cognitive Biases for Better Decision Making	Dr. Radhia Benalia	Oxford Global Projects
	3:45 PM	5:00 PM	The Learning Organization	Dr. Mustafa Hafizoglu	Knowledge Management Institute



ADVISORS partners at Global Project Forum 2023 at Fairmont Riyadh, Mustafa Elkurdi, Ross Garland, Dr. Mustafa Hafizoglu, Fahad Qadei, Dr. Oleg Konovalov, Dr. Al Zeitoun, Dr. Lamia Sakr, Captain Ismael Koushy, Dr. Ricardo Vargas, Dr. Khaliwd Bawazeer, Jan-Willem Middleburg, Dr. Sean Regan, Dr. Ahmed Awad, Basim Qudori. (from right)

# Conference Fees

## Early Bird

(till 20.11.2023)

**360 Euro**

(all taxes included)  
for one day pass

**600 Euro**

(all taxes included)  
for two-days pass

## Regular Price

(from 21.11.2023)

**480 Euro**

(all taxes included)  
for one day pass

**840 Euro**

(all taxes included)  
for two-days pass



## No clients; only partners



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