

STRATEGY ENABLEMENT & REALIZATION through 5Ps CONFERENCE

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



SERP



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Supporting Organizations

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SERP 2023 Speakers



Dr. Saadi Adra



**Dr. Mustafa
Hafizoglu**



HE Prof. Hassan Diab



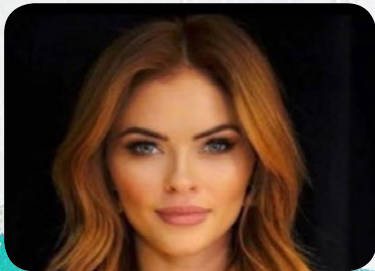
Badr Burshaid



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

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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) TM	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)

ONE-ON-ONE MEETINGS

It is a rare occasion to have this number of international experts, authors and subject matter experts covering a wide area of knowledge, with practical experience. In order to enhance the Sponsor experience, there will be 4 x 20 minutes slots, where the sponsors can meet with some of our 15 ADVISORS.

TOPICS

- Leadership
- Governance
- Vision
- Big Data
- Organizational Development
- Mega Projects
- PMO
- Capital Infrastructure
- Oil And Gas and Petrochemicals
- Knowledge Management
- Project Production Management
- PMO Global
- Change Management
- Construction Management
- Disputes and Arbitration
- Project Controls
- Portfolio Management
- Program Management
- Benefits Management
- Strategy Implementation
- Competency Framework
- Performance Management
- Capacity Building
- Learning Management Systems
- Organizational Leadership Program
- Project Engineer Diploma
- Commercial Construction Management Program

One-on-one sessions

Each of our 13 advisors will provide up to 4 personalized sessions, priority for our sponsors.

sessions will be booked on December 7 and 8, based on availability



Egypt Vision Enablement Conference 2022 Intercontinental Egypt. Mohammed Abdulaziz (Chairman of ENPPI), Badr Burshaid (President of PMI-KSA Chapter), Dr. Lamia Sakr, (Managing Partner for ADVISORS Egypt), Dr. Saadi Adra (Founder & CEO for ADVISORS Group), Mathew Burrows (President SkillsTX). (from right)



Dr. Mustafa Hafioglu during PMO Summit Turkey 2022.

Conference Sponsorship Packages



GPMF 2023 Panel on Ecosystem of Giga Projects
 Dr. Saadi Adra, Dr. Ghanim Almohammadi (ADVISOR to Minister MOMRAH), Mohammed Al Mana (CEO, JASARA, PIF, ARAMCO, JACOBS), Ali Masrahi (CEO Matarat Cluster 2), Dr. Khaled Alyahya (Chairman for SAMCA), Ross Garland (President for P3GQA). (from right)

Strategic Sponsor

- ✓ VIP Front Tables with logo for 20 participants reserved at the conference, including lunch
- ✓ One Panelist or 15 minutes keynote
- ✓ Free space for 4x2 meters counter at the reception area
- ✓ 12 Free participants to attend the five Master Class (6 per each class) including lunch
- ✓ 6 x 20 minutes one-on-one free consulting sessions with 6 of our Advisors of your choice

Logo and Branding

- Brochure
- Main screen
- Website
- Social media announcement
- Conference Flyers
- Press Conference wall
- Trophy

Conference Sponsorship Packages



GPMF 2022 Opening Ceremony at Fairmont, Riyadh

Diamond Sponsor

- ✓ VIP Table with logo for 10 participants reserved at the conference, including lunch
- ✓ Free space for 2x2 meters counter at the reception area
- ✓ 6 Free participants to attend the five Master Class (3 per each class) including lunch
- ✓ 3 x 20 minutes one-on-one free consulting sessions with 3 of our Advisors of your choice

Logo and Branding

- Brochure
- Main screen
- Website
- Social media announcement
- Conference Flyers
- Press Conference wall
- Trophy

Conference Sponsorship Packages



Dr. Saadi Adra receiving PMO Global Alliance World PMO Influencer of the Year 2022 Award during PMO Summit 2022 at Fairmont, Riyadh.

Gold Sponsor

- ✓ Table with logo for 6 participants reserved at the conference, including lunch
- ✓ Free space for 2x1 meters counter at the reception area
- ✓ 4 Free participants to attend the five Master Class (2 per each class) including lunch
- ✓ 2 x 20 minutes one-on-one free consulting sessions with 2 of our Advisors

Logo and Branding

- Brochure
- Main screen
- Website
- Social media announcement
- Conference Flyers
- Press Conference wall
- Trophy

Conference Sponsorship Packages



Picture taken from a series of knowledge-transfer Workshops - 2022 (Jeddah, KSA)

Silver Sponsor

- ✓ 3 participants reserved at the conference, including lunch
- ✓ Free space for 1x1 meters counter at the reception area
- ✓ 2 Free participants to attend the five Master Class (1 per each class) including lunch
- ✓ 1 x 20 minutes one-on-one free consulting sessions with one of our Advisors

Logo and Branding

- Brochure
- Website
- Conference Flyers

No clients; only partners



Value and Knowledge Partners



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for sponsoring, please contact

Dr. Mustafa Hafizoglu
Managing Partner, Advisors Turkey
+90 533 236 05 14

mustafa.hafizoglu@advisors.co

www.serpconference.com

www.advisors.co/Turkey

Address: 1071 Kuleleri No: 25 ukurambar, ankaya/Ankara