

SEPG TODAY



Welcome to the First SEPG Asia-Pacific Conference!

Welcome to the first SEPG Asia-Pacific conference in the vibrant city of Osaka, in the beautiful country of Japan. Over the past years, there has been increasing demand for a gathering place for process professionals to build their skills and connect with each other in the Asia-Pacific region. The SEPG team is delighted to bring its premier software and systems process conference to Asia-Pacific for the first time this year. With its technology focus, rich

history, beautiful countryside, and vibrant cities, Japan makes an excellent venue for this inaugural conference. We look forward to holding future SEPG Asia-Pacific conferences in similarly wonderful locations throughout Asia-Pacific.



Congratulations on choosing to participate in this first SEPG Asia-Pacific conference! Your participation demonstrates your recognition of the business value that process management brings to organizations.

This week you will experience sessions led by industry experts, the majority from Asia-Pacific, on topics critical to performance improvement: integration of multiple models, service development and

delivery, high maturity, organizational and workforce development, TSP and PSP, small settings, and return on investment. There are also many interesting case studies of organizations' journeys through process improvement. Keynote sessions from thought leaders promise to be both interesting and inspiring.

Don't forget to connect with your peers! Introduce yourself to new people and share your experiences at the breakfasts, lunches, and breaks. Relax and network at the Gala Reception on Thursday evening.

The SEPG Asia-Pacific team thanks the many people who have made this conference a success. Thank you especially to the Program Committee and

Advisory Board who generously devoted their time. A very warm thanks goes to Bill Peterson, the director of the Software Engineering Process Management program at the SEI, for his invaluable direction on the SEPG conferences over the years. He retired August 14—we wish him well.

Welcome to Osaka. We hope you have a great experience over the next few days.

Today's Schedule Wednesday, Sept. 16

8:00 – 16:00: Registration Desk Open
8:00 – 9:00: Breakfast
9:00 – 12:30 : Morning Sessions
10:30 – 11:00: Break
12:30 – 14:00: Lunch
14:00 – 17:30: Afternoon Sessions
15:30 – 16:00: Break
17:30 – 19:30: SEI Partner BPoC Meeting, By Invitation Only

Check the Conference Program for details on these and other events.

Need Help?

If you have any questions or concerns about the conference, please stop by the Registration Desk on level B1 near the Cosmos room, and we will be happy to answer your questions.

Want to Share?

We would love your thoughts on what you are learning and experiencing this week for possible publishing in this newsletter. Please send your impressions on sessions and presenters to jkent@sei.cmu.edu. If you are using Twitter, please use the code #sepgap09 in your posts so that others can keep track.



SEPG™ 2009
ASIA-PACIFIC

Perform at a Higher Level

Wednesday— September 16, 2009

About This Newsletter

The SEPG Today newsletter for Thursday and Friday will be emailed to you the preceding evenings. Consult the newsletter for program updates, the daily schedule, and conference highlights.

Green Initiatives at SEPG Asia-Pacific

The SEPG Asia-Pacific team is committed to using green and environmentally friendly initiatives wherever possible. Initiatives for this conference include:

- Conference proceedings available as convenient downloads via the website instead of on CD.
- Reusable welcome bags and name badge holders.
- Electronic surveys, to save on paper usage.
- Printed materials produced locally rather than long-distance shipping those items; this reduces our carbon footprint.
- Partnership with Hotel New Otani Osaka as the official conference venue and hotel, which offers the following initiatives:
 - *Access to multiple public transportation options with easy walking distance of the hotel (JR and subway stations).
 - *Key activated electrical systems in guest rooms.
 - *All paper products used in the New Otani come from recycled sources.
 - *The hotel's roof garden provides produce for the food outlets.

Download the Conference Proceedings

The conference proceedings are now available on the SEPG Asia-Pacific website: <http://www.sei.cmu.edu/sepgap/2009>.

Visit the website to download a WinZip file of all sessions for each day.

This Week's Sessions

Today, the first day of SEPG Asia-Pacific, will be composed of half- and full-day tutorials. Tutorials are a good way to learn about a topic in-depth and to engage for a longer time with the presenters and other attendees.

Thursday and Friday will be composed of presentations of shorter sessions of either 45 or 90 minutes. You will have the opportunity to attend a wide range of sessions with different topics. Consult the Conference Program you received in your welcome



bag to plan the most relevant and useful sessions to attend. We encourage everyone to use the breakfasts, lunches, breaks, and Gala Reception to continue discussions started in the technical sessions.

Also, please be sure to consult this newsletter for updates received after the Conference Program was printed.

Explore Osaka

After a day of sessions, there is still time to get out and explore Osaka!

Osaka offers both historical and cultural attractions with all the delights of a modern Japanese city. Explore its fascinating culture by casually strolling along its bustling streets, through its beautiful parks, and alongside its many waterways, and sampling the world-famous Japanese cuisine.

There are many wonderful sights close to the conference hotel. Hotel New Otani Osaka is located adjacent to the historic Osaka Castle, a symbol of Osaka. The oldest inhabited place in Osaka, this area offers fantastic views, riverside parks, and beautiful scenery. There are many additional historical sites of interest in the castle area.

At night, flashing neon signs pointing out tasty food and entertainment showcase the Japanese urban phenomenon. Osaka is a shopper's paradise, with numerous shops and a variety of shopping options.

Explore Minami, Osaka's sprawling, pulsing entertainment district. Go there to



shop, dine, drink, and dance, to take in a show, or just to enjoy the vibrant atmosphere.

Known as the Food Capital of Japan, Osaka is famous for its hearty cuisine. Okonomiyaki and takoyaki are the most well-known Osakan dishes. Many great neighborhood restaurants serve up these regional food specialties, as well as Osaka-style oshi sushi, noodles, and donburi (a one-bowl rice meal). There is a large selection of great food in the basement levels of local department stores. Or, pick up a pre-made bento box and eat in a local park.

For more tips, please see the materials from the tourism board in Osaka that are included in your welcome bag.