



Business Analysis Conference

Do you need to justify your attendance?

Business Analysis Conference Europe

25-27 September 2017, London

Presented in collaboration with the IIBA UK and BCS, The Chartered Institute for IT

Challenging the BA Status Quo

We do appreciate that it may be difficult to get approval to attend a conference due to budget restrictions, and company time. The Business Analysis Conference Europe provides an unparalleled networking opportunity for Business Analysts from across Europe and beyond. Whether you are just starting your BA journey, you are an experienced BA or you would like to understand the role of BAs further, this conference is a valuable experience to engage and grow with other BA professionals; but how do you successfully communicate this to your manager?

Designed by Practitioners for Practitioners. The conference provides a diverse and wide-ranging perspective on Business Analysis, informed by practical experience. The conference provides an excellent mix of Business Analysis theory, vision and practical experience.

Learn from your Peers. The conference provides an interactive forum where Business Analysts can meet, discuss and debate how best to rise to the challenges faced by their organisations today and in the future. In 2016, conference attendees had the opportunity to network with and learn from over 415 fellow business analysts. This is an opportunity to build a rich and diverse network of fellow practitioners with which you can exchange knowledge during and *after*. This will enable the ongoing exchange of useful and practical information to enhance your organisation's project activities.

Five Conference Tracks Focusing on Company Case Studies. With more Than 40 Sessions (and 75 speakers) you will learn from other BAs past success and challenges. Broaden your knowledge and gain insights from internationally renowned experts. The tracks for this year are:

- How to do Business Analysis (Building Your Business Analysis Core Skillset)
- Pushing the Boundaries of Business Analysis (Building On Your BA Core Skillset)
- The Evolving Business Analyst (Expanding Your BA Toolkit)
- Stakeholder Engagement (Developing Your Behavioural Skills)
- Fresh Perspectives (Expanding Your BA Mindset)

Case Studies and Contributors Include:

- Bank of England
- easyJet
- Department for Work and Pensions
- Lloyd's of London
- National Grid
- NHS Digital
- Sky
- Zurich Insurance
- Nationwide
- Harrods
- European Chemicals Agency
- Old Mutual Wealth
- TSB
- Aviva Health
- British Standards
- Capgemini
- John Lewis
- Dunelm
- B & CE
- Leeds University
- Cardiff University
- Sheffield Hallam University

Twelve Pre-Conference Workshops. Choose from a comprehensive range of workshops on specific topics to get you quickly up-to-speed or fine tune your performance. Choose from introductory to advanced levels. These

sessions provide a fantastic opportunity to learn and practice new techniques alongside other practitioners in a supportive environment. You will be able to apply the knowledge upon your return to the office.

BCS Certification. Two full day pre-conference workshops covering the BCS Foundation Certificate in Business Change and the BCS Foundation Certificate in Business Analysis; both include the certification examination.

World Class Speakers. Our selection of speakers are leaders in their field, you will discover new approaches and innovative ideas, as well as insights, and inspiring stories to take with you and share with your colleagues. Keynotes include:

MAGGIE PHILBIN

Presenter and 2016 Digital Leader of the Year
Leaders and Entrepreneurs of the Future

RICHARD KNIGHT

Deputy Director, Business Change, Department for
Work and Pensions (DWP)
(Not) Just a BA!

MILES HILTON-BARBER

Blind Adventurer and International Motivational
Speaker
*Fulfilling Your Business Potential in 2017 and
Beyond*

GRAEME SIMSION

International Best-Selling Novelist (and former
Business/ IT consultant)
You Can Take It With You

Attendee Satisfaction. 98% of attendees that rated the conference would recommend to colleagues (2016, 2015, 2014 and 2013). The 2016 conference attracted delegates from 28 countries from across Europe and beyond. Here's what people have said:

"It's a shame we can't attend all sessions! They have all been very thought-provoking and insightful. Every BA must experience this." Chetan Patel, Business Analyst, Lloyds Banking Group

"This is really a great event to share ideas and learn from the industry. I will definitely come to the next one!" Isha Jain, Business Analysis Best Practice & Standards Lead, National Grid

"Well organised, with a very good range of topics and speakers. I am already looking forward to the next one!" Imran Mirza, Business Analyst, The Bank of England

"Very worthwhile. Really great to network and share ideas/fears/nuggets with peer group." John Yates,

Senior Business Analyst,
Plymouth Community Homes

"Inspiring and energising. Love it!" Jonathan Bryant, Business Analyst, NFU Mutual

"One of the key highlights of my BA career to date!" Stuart Peek, Business Analyst, Specsavers

"Loved it, re-energised, re-charged." Andrew Gilbert, Principal Business Analyst, Virgin Media

"Excellent. How else could we get this level of information? Excellent use of time" Mark Lewing, Senior Business Analyst, Aviva

"Genuinely one of the best events I've ever attended." Adrian Beckham, BA Manager, ASDA

"Excellent. Would definitely like to come back." Shelina Khan, Business Analyst, Legal & General

"Overall, hugely impressed. Very much exceeded expectations." Alan McPherson, Business Analyst Manager, Thomson Reuters

"I am not alone. That is good to know! I really welcome the opportunity to share experiences with other BAs." Iona McMillan, Business Analyst, Global Energy

"Worthwhile, will recommend to my colleagues." Liona Sullivan, Senior Business Analyst, Royal Bank of Scotland