



# Business Analysis Conference

## Do you need to justify your attendance?

### Business Analysis Conference Europe

24-26 September 2018, London

In association with the IIBA UK and BCS, The Chartered Institute for IT

#### *Building Business Analysis Professionalism*

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?

**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 2017, conference attendees had the opportunity to network with and learn from over 520 fellow Business Analysis Practitioners.

**Six Conference Tracks with More Than 50 Sessions Focusing on Company Case Studies.** Learn from other BAs past success and challenges through a wide range of case studies. Broaden your knowledge and gain insights from internationally renowned experts. The tracks for this year are:

- BA Careers
- Techniques
- People
- Innovation
- Leadership & Governance
- The BA Conference Through the Years – As part of the 10th year celebrations, this bonus track extends an invitation to the very best presenters to return and re-deliver the very best presentations, voted by you over the last 9 years.

#### Case Studies and Contributors Include:

- Allianz Insurance
- AO.com
- AssistKD
- Aviva
- BBC
- B&CE – The People's Pension
- Capita Transformation
- First Rate Exchange Services
- John Lewis
- Lloyds Banking Group
- National Grid
- Nationwide
- Nottingham Trent University
- Royal London Group
- Scottish Parliament
- Standard Life
- The British Council
- The Home Office
- University College London
- University of Leeds
- Welcom Digital
- XL Catlin

**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.

**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. Places are limited.

**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:

**Sir Clive Woodward**

*The DNA of the Champion*  
England's 2003 Rugby World Cup Winning Head Coach & Former Director of Sport Team GB

**Craig Rollason**

*The BA Bucket List: 5 Things to Do in your BA Career*  
UK Head of Project Delivery Services, National Grid

**Suzanne Williams**

*Negotiation – A Process Not an Event*  
Hostage Negotiator

**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

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

***"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