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85+

THOUGHT-PROVOKING SESSIONS



4

INSPIRATIONAL KEYNOTES



12

HANDS ON LEARNING WORKSHOPS

16 – 18 SEPTEMBER 2024 • LONDON, UK

A Networking Programme Designed To Ensure You Make Long-Lasting Connections

Experience:

NETWORKING BREAKFASTS



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BA MORNING RUN

Plus!

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Geoff White

Author, Speaker, Investigative Journalist and Podcast Creator



LJ Rich

World-Renowned Musician, & BBC TV Broadcaster



Maggie Alphonso

Rugby World Cup Winner, TV Rugby Pundit, Columnist and Inspirational Speaker



Fabricio Laguna

Business Consultant, Teacher and Professional Speaker

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#BA2024
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WORKSHOPS: Monday 16 September 2024

8:00 AM - 9:00 AM	Registration - Workshops						
9:30 AM - 1:00 PM	Concept Modelling for Business Analysts Alec Sharp , Senior Consultant, Clariteq Systems Consulting Ltd	Improving Your Presentation Skills David Beckham , Principal Consultant, ChuDo Consulting Jason Valentine , Senior Business Analyst, Aviva	Mastering Target Operating Models: The Business Analysts Guide Caroline Beasley , Senior Consultant - Business Analysis Lead, The Holley Holland Group	A Masterclass in Security and Quality Requirements Engineering Mark Cross , Director and Principal Consultant, Envista Consulting Ltd	Building Effective Teams with the Team Collaboration Canvas Kathy Berkidge , Agile BA Consultant, Trainer and Coach, Mind at Work Consulting	BCS Exam Prep: Foundation Certificate in Digital Business Change (am) Full Day Session Mike Williams , Principal Training Consultant, AssistKD	BCS Exam Prep: Professional Certificate in Stakeholder Engagement (am) Full Day Session David Baskerville , Principal Training Consultant, AssistKD
1:00 PM - 2:00 PM	Lunch						
2:00 PM - 5:30 PM	The Perfect BA Geertje Appel , Senior Business Analyst, Le Blanc Advies	Transition into BA Leadership Catherine Plumridge , Lead Business Analyst, Kensington Mortgages Michelle Shakesheff , Head Of Business Analysis, Close Brothers	The UX Whistle-stop Workshop Rebecca Cunningham , Managing Consultant, PA Consulting Karen Felstead , Principal Consultant, PA Consulting	Could ChatGPT Perform the Role of a BA Kamal Marwaha , Business Analyst & IIBA Community Director for Midlands, SW & Wales, IIBA UK	Bridging Theory and Practice: A Collaborative Workshop for Business Analysts Imtiaz Kaderbhoj , Business Analyst, Trainer, Coach, Mentor, Public Speaker, SavvyBa Pip Hall , Senior Business Analyst, Telent Technology Services Ltd	BCS Exam Prep: Foundation Certificate in Digital Business Change (pm) Full Day Session Mike Williams , Principal Training Consultant, AssistKD	BCS Exam Prep: Professional Certificate in Stakeholder Engagement (pm) Full Day Session David Baskerville , Principal Training Consultant, AssistKD

CONFERENCE AND EXHIBITS: Tuesday 17 September 2024

8:00 AM - 9:00 AM	Registration & Breakfast					
9:00 AM - 9:10 AM	Conference Welcome & Open					
9:10 AM - 9:55 AM	Plenary Keynote: My Leadership Story Maggie Alphonsi , Rugby World Cup Winner, TV Rugby Pundit, Columnist & Inspirational Speaker					
9:55 AM - 10:10 AM	BA of the Year Award					
10:10 AM - 10:40 AM	Networking Break & Exhibits					
10:40 AM - 11:25 AM	Generative AI-Driven Transformation: A New Frontier for Agile Business Analysts Oluwabori Odunaiké , Senior Product Owner / Senior BA, Transport for London	So You Think You Know Use Cases? Lyn Girvan , Head of Agile & Business Analysis, CMC Partnership Consulting Ltd	No More FOMO: Getting Involved in the BA Community Stu Mullinger , Director, Better Business Analysis Limited	Mischief Management: How to be a More Strategic and Impactful BA Karen Newnham , Principal BA, Coal Authority	Your Power of 3: The Traits of Self Aware and Successful Project Professionals Jennifer Battan , Co-Founder Chief Creativity Officer, Out of the Box BA & The Uncommon League	Get Your Head in the Game: Embracing the Agile Mindset Amy Aspinall , Data Product Manager, Kubrick Group Ailis Dale , Agile Coach - Senior Kubrick Advanced Consultant, Kubrick Group
11:35 AM - 12:00 PM	BA Delivery in an AI Augmented World: Will We Even Be Needed? Daniel Ziekenoppasser-Powell , Senior Consultant, PA Consulting	Insight to Impact: The Linchpin to Strategic Decision Making Briana Ertanin , BA Practice Manager / President IIBA Australia Chapter, Transgrid	Panel: Service Design for BA's Moderator: Nick de Voil , Director, De Voil Consulting Colleen Henderson , Public Sector Industry Lead, The Sword Group Jonathan Hunstley , Service Development Director, AssistKD Kay Hardy , Business Analyst, Yorkshire Building Society	Levelling Up Your BA Leadership: The Principles of Becoming a Principal BA Graham Newton , Principal Business Analyst, National Physical Laboratory	Changing Your Brain – Coping With Significant Life Change David Beckham , Principal Consultant, ChuDo Consulting	The Rise of the Data Business Analyst Afsar Alam , Contractor Business Analyst, Afsar Consultancy Ltd/ Eutelsat Oneweb

CONFERENCE AND EXHIBITS: Tuesday 17 September 2024

12:30 PM - 1:15 PM	<p>Mini-Sessions: 2 x 20 Minutes</p> <p>From Concept to Achievement: Navigating the Journey of AI Project Delivery for Lasting Results Raul Diez Gomez, AI & Analytics Delivery Lead, M&G Plc</p> <p>What Does the Future Look Like for BA's? The Impact of AI in BA Hassan Sheikh, Business Change Consultant, Glue Reply</p>	<p>Kiplings Six Honest Men in Business Analysis & Youth Leadership Pip Hall, Senior Business Analyst, Telent Technology Services Ltd</p>	<p>Coffee, AI & Strange Smells: The Challenges of Running a Large Scale BA Community of Practice Chris Pyatt, Senior Practice BA, DWP Digital Alison Jurowski, Head of Role for Business Analysis, DWP Digital</p>	<p>Find your Way: Easy Strategies for Business Analysts to Succeed in the New Normal Donovan Grant, Lead BA, University of the Arts London</p>	<p>AI Wars: The Empath Strikes Back Mai Cooper, Senior Business Analyst, Ministry of Justice</p>	<p>Swarming & Performing: Business Analysts Fighting International Financial Crime Helen Godfrey, Business Analyst Manager, LSEG - London Stock Exchange Group Tarina Domah-Wight, Lead BA, LSEG - London Stock Exchange Group</p>
1:15 PM - 2:45 PM	Networking Lunch & Exhibits Day 1					
2:45 PM - 3:30 PM	Plenary Keynote: The Future of Business Analysis with Artificial Intelligence Fabricio Laguna , Business Consultant, Teacher & Professional Speaker					
3:40 PM - 4:25 PM	<p>The Sustainability Challenge: Why BA is More Integral Than You Think Ameen Ali, Business Consultant, BAE Systems Digital Intelligence</p>	<p>Mastering Workshop Customisation Bronia Anderson-Kelly, Consultant Business Analyst</p>	<p>Mini-Sessions: 2 x 20 Minute</p> <p>Decoding the Art of Hiring BA's: Interviews Iurii Gomon, Founder, The Passionate Business Analyst, Director of Global Communication, IIBA Ukraine Chapter</p> <p>BA4Good: Using your Skills to Make a Positive Impact in all Instances? Victoria Banner, Business Architect, Royal London Gill Dunn, Business Analysis Community of Practice Manager, Principality Building Society</p>	<p>Growing Your Own BA's: Everything You Need to Know Moderator: Christina Lovelock, Director, Author & Coach, BA Manager Forum Mike Williams, Director, AssistKD Lauren Howes, Senior Business Analyst, Transport for London Chris Pyatt, Senior Practice BA, DWP Digital Lorna Mylett, Business Analyst, Department for Work & Pensions</p>	<p>Character Crafting: How Behaviours Can Be Caught, Taught and Sought Helen Holder, Senior Business Analyst, Ministry of Justice</p>	<p>The Secret to Successful Solutions and Services James Archer, EMEA Senior Business Analyst, Colliers International</p>
4:25 PM - 4:55 PM	Exhibits & Networking Break Day 1					
4:55 PM - 5:40 PM	<p>Life After Generative AI as a Business Analyst: From a Doer to a Thinker Kitty Hung, Book Author</p>	<p>Closing the 3 Gaps: Business Architecture in Action Sreedev Chembakasseril, Senior Business Architect, Phoenix Group</p>	<p>Chaos to Clarity: Building a BA Service Definition Sinead Torley, Principal Consultant, Herd Consulting Carys Hayler, Business Analysis Team Lead, University of Cambridge</p>	<p>The Great Escape: Thrive or Dive on the Freelance Gravy Train Lewis Carroll, Senior BA, Business Analysis 123 S.L Imtiaz Kaderbhoj, Senior BA, SavvyBA</p>	<p>Ethics for Business Analysis: Navigating Dilemmas in Our Complex World Penny Pullan, Director, Making Projects Work Ltd</p>	<p>The BA as the Climate Control Charlie Payne, Principal, Credera Harriet Edwards, Managing Consultant, Credera</p>
5:40 PM - 6:30 PM	Networking Reception					

CONFERENCE AND EXHIBITS: Wednesday 18 September 2024

8:00 AM - 9:00 AM	Registration & Breakfast					
9:00 AM - 9:10 AM	Conference Welcome and Open Day 2					
9:10 AM - 9:55 AM	Plenary Keynote: Could a BA Stop a Billion Dollar Hack? Geoff White , Author, Speaker, Investigative Journalist & Podcast Creator					
9:55 AM - 10:25 AM	Break & Networking Exhibits					
10:25 AM - 11:10 AM	AI Alchemy: Turning Change into Gold Mick Brian , Head of Business Change & Transformation, CMC Partnership Consultancy Ltd Will Izzard , Managing Consultant, CMC Partnership Consultancy Ltd	Collaboration Mania: The Ultimate Showdown - Virtual vs In-Person Paddy Dhanda , The Communicator, QA Ltd Grant Wright , Chief Doodler, Visual Jam Labs Ltd	Business Architecture: Laying the Foundation for Faster and More Accurate Business Analysis Dr. Thamer Miles , Analyst Practice Manager, Whitbread Andrew Roche , Senior Consultant, Retail Reply	Crafting Your Career: The Power of Job Crafting for Business Analysts Moderator: Corrine Thomas , Careers & Resilience Coach, Choices Coaching Ltd Kristy Dean , Head of People & Culture, Perform Partners Bryony Rochester , Head of Business Analysis & Change, The Economist Group Iurii Gomon , Founder, The Passionate Business Analyst , Director of Global Communication, IIBA Ukraine Chapter Graham Newton , Principal Business Analyst, National Physical Laboratory	How to Communicate with Neurodiversity in Mind Nicola Pinkney , Enterprise Business Analyst, Evri Paul Haywood , Director, NXTGN Ltd	Harnessing the Power of Business and Data Analysis for Strategic Success Joana Colaco , Principal Consultant, Wipro Limited
11:20 AM - 12:05 PM	Leveraging the Cognitive AI Framework for Enhanced Business Analysis Colin Fu , Lecturer, University College London	How Not to Be the Worst BA Ever Katie White , Product Owner, Flutter Alex Shaw , Business Analyst, Flutter	Building Bridges: Establishing a BA Guild for Collaborative Excellence Jody Stockton , Senior Transformation Manager, BT Matt Madigan , Senior Discovery & Analysis Specialist, BT	Shifting Left: From Business Analysis to Business Architecture Stephen Burton , Head of Business Architecture, Phoenix Group Sreedev Chembakasseril , Senior Business Architect, Phoenix Group	The Art of Enjoyable Analysis: Finding Your Happy Place in Business Analysis John Wisner , Managing Principal, BA & Process Capability Lead, Capco Claire Chaundy , Business Analyst, MacFarlanes	Product Development Demystified: My Journey as Product Owner Claudia Deacu , Product Owner, Qubiz
12:05 PM - 1:35 PM	Lunch & Exhibits Day 2					
1:35 PM - 2:20 PM	Plenary Keynote: Real or Unreal? How GenAI Works and What You Need to Know to Make It Work For You LJ Rich , World-Renowned Musician & BBC TV Broadcaster					
2:30 PM - 3:15 PM	Panel: How Do We Stay Relevant in a Future Transformed by AI Moderator: Jason Thompson , Principal Consultant, Kubrick Group Kitty Hung , Book Author Daniel Zienkenopasser-Powell , Senior Consultant, PA Consulting Paul Haywood , Director, NXTGN Ltd Sam Steele , Managing Director, National Centre for Creativity Enabled by AI (CebAI) at Bayes Business School	Writing Great Business Questions for Business Intelligence Dashboards Helen Appleton , Business Analyst, Methods Analytics	Leveraging Cultural Diversity in Global Business Analysis Initiatives: Insight from South Africa Lungile Mnguni , Lead BA, Absa Group	Guidance, Give I will: The Power of Mentorship, Hmm Joe Haslam , Business Analyst, University of Manchester	Mini Sessions: 2 x 20 Minutes The Minimalist Analyst: Lessons from a £5 Camera Danny Kalkhoven , Business Analyst and Trainer for BCS certifications, Le Blanc Advies Netherlands Reflection: A BA Superpower Bindu Channaveerappa , Business Analysis Consultant, I-Perceptions Consulting, IIBA	Stretching the Tool Kit: Value-Based Prioritisation Principle Mahvish Khurum , Business Analysis Lead, Home Office
3:25 PM - 4:10 PM	Plenary Panel: Who Wants to BA Millionaire? Richard Knight , Deputy Director, Customer Excellence, HMRC Alison Fairclough , Head of Business Analysis Practice, Handelsbanken					
4:10 PM - 4:30 PM	Conference Close: Where Do We Go From Here?					

A Global Audience of BA's

Past attendees include BA's from the following companies:

abrnd • Acacium Group • AE NV • Aldermore Bank • Alpine Racing Ltd • AO.com • Ascot Group • Assist Knowledge Development • AstraZeneca • Atkins • Barnett Waddingham LLP • BBC • BCS - The Chartered Institute for IT • British Library • Burges Salmon • Cambridge University Press and Assessment • Capco • Capita • Car Benefit Solutions • Cheshire Datasystems Limited • Ciprian Amaritei • Close Brothers • Credera • Cumbria Careers Hub • De Voil Consulting • Defence Equipment & Support • Defra • Department for Business and International Trade • Department for Education • Endava • Ericsson • Euroclear • European Investment Bank • Europol • FCA • Fidelity International • General Medical Council • Holley Holland • Home Office • IGT Canada Solutions ULC • IIBA UK • INSEAD • IPOS International • Jet2 & NXTGN LTD • JLL • John Lewis • Johnson Matthey • Just Eat Takeaway • Korea Deposit Insurance Corporation • KPMG • Lancashire County Council • Le Blanc Advies • LexisNexis • Lloyds Banking Group • Lloyd's of London • National bank of Egypt • National Grid • NIX • Peoples Postcode Lottery • Phoenix Group • Principality Building Society • Rabobank • Raiffeisen Bank International • Reflect • Refraiz • Royal Society of Chemistry • Cambridge • SAUDI ARAMCO • Scottish Government • South • Central and West CSU • SprintIT • St James's Place • Talk Think Do • TAP Air Portugal • Telent • The British Library • Turkcell Technology • Univeristy of Surrey • University of Manchester • University of Reading • Univeristy Sheffield Hallam • University of Warwick • Value Retail • Veeam Software Group GmbH • Viking • Whitbread • YBA • Yorkshire Building Society and many more!

Who Attends

“ Excellent topics and themes. Brilliantly organised and run ”

Ian Tidmarsh, Head of BA, Ministry of Justice

“ An outstanding event! Hope to attend again in the future ”

Farah Shahari, Business Analyst, Permodalan Nasional Berhad

“ Excellent to see a thriving BA community. ”

Paul Maltas, Lead BA Consultant, BAE Systems

“ A well organised event with lots of varied topics. Lots of opportunities to network and exchange ideas and experiences ”

Lee Williams, Head of Business Analysis, Abron

“ Would recommend and will be sending people from my team next year! ”

Nighat Akhtar, Lead Business Analyst, Acacium Group

“ Very insipring, great speakers, fantastic organisation. It is an honour and privilege to be part of the community with such a wealth of knowledge and insight willing to share and inspire others ”

Dordzhieve Oxana, Business Analyst, Euroclear

“ Really enjoyed the event, some really good lessons from all sessions ”

Jane Harris, Lead BA, Home Office

“ It has been a fantastic event. A real highlight for the BA calendar. ”

Kay Hardy, Business Analyst, Yorkshire Building Society

“ Well organised, filled with great keynote speakers. Enjoyed the experience overall as a first time attendee ”

Joanne Ho, Business Analyst, Health Research Authority

“ Great event. Thanks a lot! I learned a lot of new and interesting information and made connections with like-minded BA's ”

Tatsiana Charankova, Senior Business Systems Analyst, IGT Canada





BUSINESS ANALYSIS CONFERENCE EUROPE

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“So many fantastic people that I will continue to follow and learn from after the conference”

Tim Cusick, Product Engineer Business Analysis, John Lewis & Partners

“Valuable event, very glad I was given the opportunity to attend”

Charlotte Neill, Business Analyst, Whitbread

How to Register

Choose from 1, 2 or 3 days!



1-Day Ticket

2-Day Ticket

3-Day Ticket

Standard Rate

£825 +VAT

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