




BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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A blue train with multiple passenger cars is crossing a high, multi-arched stone viaduct. The viaduct is built on a steep, rocky hillside. The surrounding landscape is lush and green, with dense vegetation and trees. The scene is captured from an elevated perspective, looking down at the train as it moves across the bridge. A large, semi-transparent white circle is overlaid on the right side of the image, containing the title and authors' names.

The Great Escape: Thrive or Dive on the Freelance Gravy Train

Imtiaz Kaderbhoy and Lewis Carroll

A large, dark crowd of people is seen from behind, filling the frame. The individuals are mostly in silhouette, with some highlights on their hair and clothing. The background is a dark, flat expanse, possibly a stage or a large hall. The overall mood is somber and collective.

Audience Participation

Session Goals



"You will have a clear understanding of the freelance landscape."



"You'll learn the steps to transition successfully, overcoming common challenges and leveraging new opportunities."



"We aim to shift your perspective on work, highlight the emotional and professional growth potential, and empower you to make informed decisions about your career."



Imtiaz Kaderbhoy
IIBA®, AAC®, CPOA®
Business Analyst |
Trainer | Mentor | Coach
| Public Speaker

Imtiaz, a savvy Senior Business Analyst, bridges technical and commercial realms, unlocking substantial savings and growth. An influential mentor, he excels in crafting customer-centric strategies for business expansion. As the former Operations Director of the UK chapter, he continues with his volunteer work, supporting the growth of the profession.



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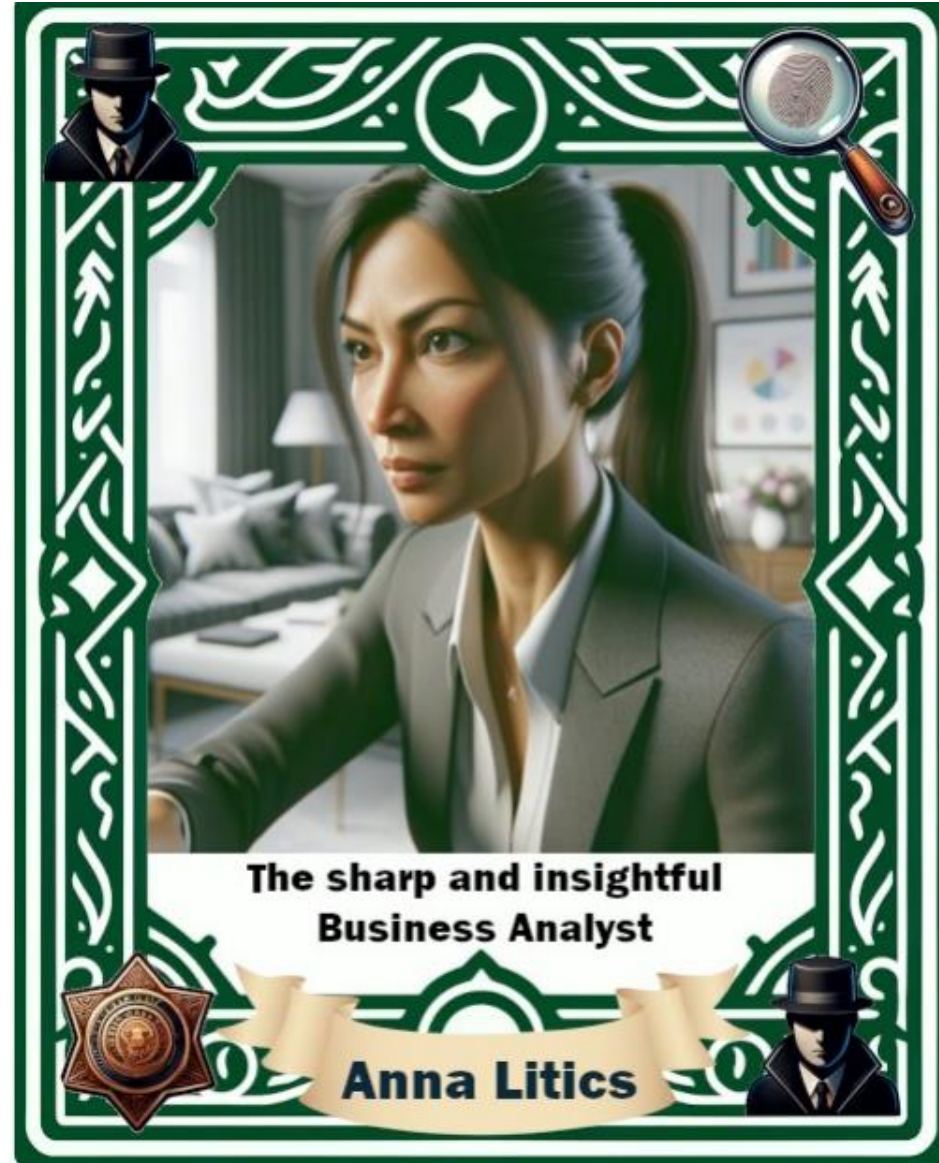
**Imagine if you could
MAXIMISE your
earning potential,**



**Imagine if you could
build a personal brand**

**Imagine if you transform
your career into an exciting,
self-directed journey.**





**The sharp and insightful
Business Analyst**



Anna Litics



A close-up photograph of various spices arranged on a dark, textured surface. The spices include star anise, cardamom pods, cinnamon sticks, nutmeg, and several piles of ground spices in different colors (brown, tan, and light yellow). The lighting is soft, highlighting the textures and colors of the spices.

Variety is the Spice of Life

overlooked and
undervalued.

Family and Finances



Permanent vs freelance



A close-up photograph of a man with a full grey beard and round glasses, smiling warmly. He is wearing a brown suit jacket, a white shirt, and a colorful striped tie. His right hand is raised, palm facing forward, in a gesture of openness or presentation. The background is slightly blurred, showing what appears to be a bookshelf. The overall lighting is soft and professional.

Support systems and mentoring

A 3D maze with the word 'Hurdles' overlaid. The maze is constructed from dark grey, rectangular blocks, creating a complex network of paths and dead ends. The perspective is from an elevated angle, looking down into the maze. The word 'Hurdles' is written in a white, outlined, sans-serif font, centered horizontally and slightly above the vertical center of the image. The background is a dark, monochromatic grey, and the lighting creates soft shadows, emphasizing the three-dimensional nature of the maze.

Hurdles

An aerial photograph of a large, intricate maze constructed from dense, green, rounded hedges. The hedges are meticulously maintained and form a complex network of paths and dead ends. The maze is set in a garden-like environment, with some small, dark, reflective pools of water interspersed among the hedges. The overall scene is lush and green, with the hedges appearing as thick, rounded walls that create a labyrinthine structure.

A complex
decision

Be bold! Achieve your dream!



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Audience Participation



KILTS AND KENTE
PRODUCTION



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