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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



NETWORKING LUNCH BREAKS

BA DRINKS RECEPTION



BA MORNING RUN

Plus!

Attend the BA Party on the 17 September

Life Stories that will Inspire you!

Introducing our Keynotes:



Geoff White

Author, Speaker, Investigative Journalist and Podcast Creator



LJ Rich

World-Renowned Musician, & BBC TV Broadcaster



Maggie Alphonso

Inspirational Speaker



Fabricio Laguna

Business Consultant, Teacher and Professional Speaker

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#BA2024
irmuk.co.uk/business-analysis-conf-2024

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	
2:00 PM - 5:30 PM	The Perfect BA Geertje Appel , Senior Business Analyst, Le Blanc Advies Naomi Chouinard , 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	Unravelling the Mystery: Applying BA Skills with a Murder Mystery Experience Imtiaz Kaderbhoy , Business Analyst, Trainer, Coach, Mentor, Public Speaker, SavvyBa Lewis Carroll , Senior BA, Business Analysis 123 S.L	
9:30 AM - 5:30 PM	BCS Exam Prep: Foundation Certificate in Digital Business Change Full Day Session Mike Williams , Principal Training Consultant, AssistKD					
9:30 AM - 5:30 PM	BCS Exam Prep: Professional Certificate in Stakeholder Engagement Full Day Session David Baskerville , Principal Training Consultant, AssistKD					
Morning Break: 11:00 AM-11:30 PM Lunch: 1:00 PM - 2:00 PM Afternoon Break: 3:30 PM - 4:00 PM						
5:45PM - 7:00PM	BA Conference Welcome Chatty Walking Tour (Pre-booked Ticket Holders Only) Mike Williams , 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 Dr Debra Paul , CEO, AssistKD
9:10 AM - 9:55 AM	Plenary Keynote: My Leadership Story Maggie Alphonsi , Inspirational Speaker
9:55 AM - 10:10 AM	BA of the Year Award 2024 Finalists: George Briley , Principal Consultant, BAE Systems Digital Intelligence Mark Cross , Director & Principal Consultant, Envista Consulting Rachel Drinkwater , Senior Business Analyst, University of Warwick Kay Hardy , Business Analyst, Yorkshire Building Society Lalita Lalwani , Senior Business Analyst, Version 1 Suzanne Lynn Renwick , Associate Consultant, Capco Sinead Torley , Principal Consultant, Herd Consulting Jonathan Watkins , Senior consultant, CMC Partnership Consultancy Ltd
10:10 AM - 10:40 AM	Networking Break & Exhibits

10:40 AM - 11:25 AM	<p>Generative AI-Driven Transformation: A New Frontier for Agile Business Analysts Oluwabori Odunaiké, Senior Product Owner / Senior BA, Transport for London</p>	<p>So You Think You Know Use Cases? Lyn Girvan, Head of Agile & Business Analysis, CMC Partnership Consultancy Ltd</p>	<p>No More FOMO: Getting Involved in the BA Community Stu Mullinger, Director, Better Business Analysis Limited</p>	<p>Mischief Management: How to be a More Strategic and Impactful BA Karen Newnham, Principal BA, Coal Authority</p>	<p>Your Power of 3: The Traits of Self Aware and Successful Project Professionals Jennifer Battan, Founder, Spark Collaborative</p>	<p>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</p>
11:35 AM - 12:20PM	<p>BA Delivery in an AI Augmented World: Will We Even Be Needed? Daniel Ziekenoppasser-Powell, Senior Consultant, PA Consulting</p>	<p>Insight to Impact: The Linchpin to Strategic Decision Making Briana Ertanin, BA Practice Manager / President IIBA Australia Chapter, Transgrid</p>	<p>Panel: Service Design for BA's Moderator: Nick de Voil, Director, De Voil Consulting Colleen Henderson, Public Sector Industry Lead, The Sword Group Jonathan Hunsley, Service Development Director, AssistKD Kay Hardy, Business Analyst, Yorkshire Building Society</p>	<p>Levelling Up Your BA Leadership: The Principles of Becoming a Principal BA Graham Newton, Principal Business Analyst, National Physical Laboratory</p>	<p>Changing Your Brain – Coping With Significant Life Change David Beckham, Principal Consultant, ChuDo Consulting</p>	<p>The Rise of the Data Business Analyst Afsar Alam, Contractor Business Analyst, Afsar Consultancy Ltd/ Eutelsat Oneweb</p>
12:30 PM - 1:15 PM	<p>Mini-Sessions: 2 x 20 Minutes 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 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					
1:50 PM - 2:10 PM	<p>BCS CPD Lunchtime Session: How to be a BA Influencer Rebecca Chatfield, Director, Endeavour IT Solutions Ltd Annette Allmark, Director for BCS Learning & Development, BCS, The Chartered Institute for IT</p>			<p>YBA Lunchtime Session: The Next Generation of Business Analysts: Our Journey & Vision Nicola Pinkney, Senior Business Analyst, Evri Vishal Gupta, Business Analyst, Allianz UK</p>		
2:10 PM - 2:40 PM	Lunchtime Session: Speed Networking					
2:20 PM - 2:40 PM	<p>IIBA UK Lunchtime Session: Lunch and Play - How a BABOK Study Group Became a Game-Changer James Compton, Professional Development Director, IIBA UK</p>			<p>Lunchtime Session: Midday Mindfulness Kathy Berkidge, Agile BA Consultant, Trainer and Coach, Mind at Work Consulting</p>		
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 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 Group 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 Apprentice, DWP Digital</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					
4:55 PM - 5:40 PM	Life After Generative AI as a Business Analyst: From a Doer to a Thinker Kitty Hung , Book Author	Closing the 3 Gaps: Business Architecture in Action Sreedev Chembakasseril , Senior Business Architect, Phoenix Group	Chaos to Clarity: Building a BA Service Definition Sinead Torley , Principal Consultant, Herd Consulting Carys Hayler , Business Analysis Team Lead, University of Cambridge	The Great Escape: Thrive or Dive on the Freelance Gravy Train Lewis Carroll , Senior BA, Business Analysis 123 S.L Imtiaz Kaderbhoy , Senior BA, SavvyBA	Ethics for Business Analysis: Navigating Dilemmas in Our Complex World Penny Pullan , Director, Making Projects Work Ltd	The BA as the Climate Control Charlie Payne , Principal, Credera Harriet Edwards , Managing Consultant, Credera
5:40 PM - 6:30 PM	Networking Reception Sponsored by AssistKD & IIBA UK					
7:00 PM - 10:00PM	BA Party 2024 (Pre-booked Ticket Holders Only)					

CONFERENCE AND EXHIBITS: Wednesday 18 September 2024

06:50 AM - 8:00 PM	BA Conference Chatty Run (Pre-booked Ticket Holders Only)					
8:00 AM - 9:00 AM	Registration & Breakfast					
9:00 AM - 9:10 AM	Conference Welcome and Open Day 2 James Compton , Professional Development Director, IIBA UK					
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 Dhandra , The Communicator, QA Ltd Grant Wright , Chief Doodler, Visual Jam Labs Ltd	Business Architecture: Laying the Foundation for Faster and More Accurate Business Analysis Thamer Miles , Analyst Practice Manager, Whitbread Andrew Roche , Senior Consultant, Retail Reply	Crafting Your Career: The Power of Job Crafting for Business Analysts Moderator: Craig Rollason , Consultant BA, Independent 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	Communication is a Science Nicola Pinkney , Senior 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 , Associate Professor in Marketing Science, 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 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					
12:40 PM - 1:00 PM	Lunchtime Session: A Brief Overview of Migraine and its Impact on the Workforce Dr Katy Munro, GP Headache Specialist, National Migraine Centre			BCS Publishing Lunchtime Session: Agile and Business Analysis: from 1st to 2nd Edition Dr Debra Paul, CEO, AssistKD Lyn Girvan, Head of Agile & Business Analysis, CMC Partnership Consultancy Ltd		
1:10 PM - 1:30 PM	BCS Lunchtime Session: Demystifying the BA International Diploma: Q&A Session Moderator: Ian Richards, BCS Leadership Team Member Victoria Banner, Business Architect, Royal London Group Chris Pyatt, Senior Practice BA, DWP Digital Liz Elliott, Business Systems Analyst, BCS, The Chartered Institute for IT			Lunchtime Session: Chair Yoga Phillipa Thomas, Head of Quality & Compliance, AssistKD		
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	Concise Requirements for 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	Stretching the Tool Kit: Value-Based Prioritisation Principle Mahvish Khurum, Business Analysis Lead, Home Office
3:25 PM - 4:10 PM	Plenary Panel - Beyond 2024: Navigating New Frontiers in Business Moderator: Michael Noonan, Managing Director - Software, Capita Richard Knight, Deputy Director, Customer Excellence, HMRC Alison Fairclough, Head of Business Analysis Practice, Handelsbanken Zeib Khwaja, Vice President, Business Enablement and Transformation, JPMorgan Chase & Co Byron Morrison, CEO Mindset, Performance and Leadership Coach					
4:10 PM - 4:30 PM	Conference Close: Where Do We Go From Here? Lucy Ireland, Managing Director, L&D, BCS, The Chartered Institute for IT					



BA EVENING WALK



BA OF THE YEAR



BA MORNING RUN

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!



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2-Day Ticket

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