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Introducing our Keynotes:



Bart van Leeuwen
Founder, **Netage B.V.**
Situational Awareness Training EMEA



Ben Hanlin
Speaker and Magician



Dr Debra Paul
CEO
AssistKD



Fabricio Laguna
Business Consultant,
Teacher & Professional Speaker



Julie Holmes
Igniting Innovation with AI:
Inspiring Leader & Keynote Speaker

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#BA2025

irmuk.co.uk/business-analysis-conference-europe

CONFERENCE AND EXHIBITS: Monday 15 September 2025

8:00 AM - 9:00 AM	Registration & Breakfast					
9:00 AM - 9:10 AM	Conference Welcome & Open Christina Tan, President, IIBA UK					
9:10 AM - 9:55 AM	Opening Keynote: UPGRADE: Unlocking AI's Potential for Business Analysis Julie Holmes, AI, Technology & Innovation Speaker, Founder, The Smarter HQ					
9:55 AM - 10:10 AM	BA of the Year 2025 Award					
10:10 AM - 10:40 AM	Morning Networking Break & Exhibits					
10:40 AM - 11:25 AM	Refreshing MoJ's BA Service: A Journey Towards Sustainable Excellence Ian Tidmarsh , Head of Business Analysis, UK Ministry of Justice Lyn Girvan , Head of Agile & Business Analysis, CMC Partnership Consultancy Ltd	A Framework for Discovering AI Use Cases that Drive Business Value Louise Lloyd , Head of Data Science, Tesco Mobile Usha Rangaswamy , Lead Business Analyst, Tesco Mobile	Mare Crisium: Afloat on a Sea of Crises – How BAs Can Navigate Through Choppy Waters David Beckham , Principal Consultant, ChuDo Consulting Jason Valentine , Senior Business Analyst, Aviva	A UCD Approach to Business Analysis: Human First Karen Cooper , Lead Business Analyst, Hippo Elliott Seaton , Senior Business Analyst, Hippo	Two BAs, a Pipe, and a Plan Dan Ford , Principal Consultant Business Analyst, Herd Consulting	How to Grow as a BA Throughout Your Career: From Junior BA to Lead BA Tom Hitchings , Director, Deloitte Emma Haslam , Manager, Deloitte
11:35 AM - 11:55 AM	Business Analysis Volunteering in Cambodia Helen Godfrey , Business Analyst Manager, LSEG - London Stock Exchange Group	AI-Powered Business Analysis: Frameworks, Techniques, and Real-World Applications Tahmina Khaled , Business Analyst, Deloitte UK	Perseverance – Playing Snakes and Ladders with Stakeholders Karthik Ravichandran , Senior Consultant, CMC Partnership Consultancy Ltd	Insights: Business Analysis for a SaaS / Cloud Based Project Neelesh Patni , Senior Business Analyst, Aviva Plc	Stakeholders without Shoes - Amplifying Animal Voices through Business Analysis Kate Briley , Apprentice Business Analyst, RSPCA	From Business Analysis to Architecture: Evolving your Career for Enterprise Impact Hassan Sheikh , Consultant, Affinity Reply
12:05 PM - 12:50 PM	Building Resilient Teams: Integrating Psychological Safety and Mental Well-Being in Business Change Kristy Dean , Head of People & Culture, Perform Partners Shaun Walsh , Co-founder & Director, Perform Partners	Reimagining Work: BAs Unlocking Scalable Growth with AI Agent-Powered RevOps. Ian Richards , Head of Business Analysis, Acelo John Gordon , CTO, Acelo	Stakeholder Engagement and Leadership - Driving Collaboration Across Cultures and Sectors Orla Desmond , Anticipatory Action Business Analyst, MapAction	From Complexity to Clarity: Conceptual Data Modelling as a Key Business Tool Nadarajah Duhindan , Business Analyst Team Lead, Transport for London	The Cheshire Cat and the Entrepreneurial BA: Rethinking "Target State" Nick de Voil , Director, De Voil Consulting	Panel: Leading Business Analysis Teams: Balancing Management and Leadership Christina Lovelock , BA Leader & Author, BA Manager Forum Angela Wick , BA-Cube.com Founder, BA-Squared CEO, LinkedIn Learning Instructor, BA-Squared Barbara Carkenord , Business Analysis and Project Management Consulting, Carkenord Consulting Catherine Plumridge , Lead Business Analyst, Kensington Mortgages
12:50 PM - 2:20 PM	Networking Lunch & Exhibits					
1:20 PM - 1:40 PM	IIBA UK Lunch Session: Harnessing the Power of Community: How BAs Thrive Together Christina Tan, President, IIBA UK Bindu Channaveerappa, Founder and Regional Director, Cybersecurityforbusinessanalysts.com, IIBA EMEA					
2:20 PM - 3:05 PM	Keynote: How to Create Engagement and Connection with Anyone Ben Hanlin, Speaker and Magician					

CONFERENCE AND EXHIBITS: Monday 15 September 2025

3:15 PM - 4:00 PM	<p>The Power of Community in Business Analysis: Building, Nurturing, and Leading Your Own</p> <p>Sinead Torley, Business Analyst, KBR Inc.</p>	<p>Walking Before We Run: Lessons Learned from Public Sector AI Pilots</p> <p>Karen Newnham, Principal Business Analyst, Mining Remediation Authority Amisha Chauhan, Principal Digital Analyst, Lancashire County Council</p>	<p>The Antifragile BA Advantage: Transform Challenges into Confidence and Career Growth</p> <p>Donovan Grant, Business Analyst, UAL</p>	<p>Harnessing Data and Collaboration for Energy Transition: Insights from the North Sea Transition Authority</p> <p>Gelareh Holbrook, Business Intelligence developer, NSTA Sekar Langit, Senior Business Analyst, NSTA</p>	<p>Sustainability - How is it shaping Business Analysis.</p> <p>Tarina Domah-Wight, Lead Business Analyst, LSEG - London Stock Exchange Group Apksha Khinvasara, Senior Business Analyst, LSEG - London Stock Exchange Group</p>	<p>Mental Monsters: Name and Tame your limiting beliefs</p> <p>Helen Holder, Lead Business Analyst, Justice Digital - Ministry of Justice</p>
4:00 PM - 4:30 PM	Afternoon Networking Break & Exhibits					
4:30 PM - 5:15 PM	<p>Communities of Practice – “Practice without improvement is meaningless”</p> <p>Emma Myers, Business Analyst Team Leader, Bank of England Carl Kugaswaran, Business Analyst Team Leader, Bank of England</p>	<p>AI’s Ethical Dilemma: From Cognitive Algorithms to Physical Robotic Automations</p> <p>Kitty Hung, Book Author in Business Analysis in the era Generative AI, Independent</p>	<p>When Life Gives You Lemons: Building Your BA Sur-Thrival Kit.</p> <p>Charley Bayley, Senior Business Analyst, University of York</p>	<p>Capturing Value from Business Architecture: Understand Your Industry, Design Your Business, and Drive Execution for Sustainable Profits</p> <p>Christian Schröder, Enterprise Architect, Bain & Company</p>	<p>Finding Your Inner Tortoise</p> <p>Carl Honoré, TED Speaker</p>	<p>The Business Analyst - (non) Career Path</p> <p>Anwuli Adeleke, Senior Business Analyst, Bank of England Richard Sargent, Lead Business Analyst, Bank of England</p>
5:15 PM - 6:30 PM	Networking Drinks Reception Sponsored by AssistKD & IIBA UK					

CONFERENCE AND EXHIBITS: Tuesday 16 September 2025

6:50 AM - 8:00 AM	Conference Chatty Snappy Run Mike Williams , Principal Training Consultant, AssistKD					
8:00 AM - 9:00 AM	Registration & Breakfast					
9:00 AM - 9:10 AM	Conference Welcome & Open BCS, The Chartered Institute for IT					
9:10 AM - 9:55 AM	Opening Keynote: Team Analysis in High-Risk, High-Consequence Environments – A Firefighter’s Perspective Bart van Leeuwen , Founder, Netage B.V.M					
9:55 AM - 10:25 AM	Networking Break & Exhibits					
10:25 AM - 11:10 AM	<p>Establishing a Successful Business Analysis Community of Practice</p> <p>Jonathan Bryant, Lead Business Analyst, NFU Mutual Joe Darvill, Business Analyst, NFU Mutual</p>	<p>Building a Model Factory: Streamlining Machine Learning for Business Success</p> <p>Nihan Yami, Data Scientist, SAS Institute</p>	<p>Turn Resistance into Advocacy: How Business Analysis Can Become a Technical Customer’s Strongest Ally</p> <p>Nataliia Petryshak, Product Manager, Selecto</p>	<p>Innovation BA: 50 Years or Tomorrow – Business Analysis in a World Beyond AI</p> <p>Paul Haywood, Director, NXTGN LTD</p>	<p>From Challenges to Triumphs: A Blind Business Analyst’s Story.</p> <p>Adam Pearson, Business Analyst, The Royal National Institute of Blind People (RNIB)</p>	<p>Merger Momentum: Lessons in Adaptation and Growth</p> <p>Josie Stone, Change Planning Manager, ARAG Legal Services UK</p>

CONFERENCE AND EXHIBITS: Tuesday 16 September 2025

11:20 AM - 12:05 AM	Heart-Shaped Business Analysis: How a BA Skill Set Is Helping to Save Lives at Samaritans Craig Rollason , BA Consultant, Independent	Empowering Product Owners: Harnessing Generative & Agentic AI for Future Success Boopeshvikram Ramasubramanian , Data Product Owner, Mars	Taking the Collaboration train to Awesome-Town Graham Newton , Principal Business Analyst, National Physical Laboratory	UX/UI in Business Analysis Harshita Sharma , Business Analyst, People's Partnership	Requirements are not APPLES – Requirement ‘Gathering’ Daniel Grist , Senior Consultant, CMC Partnership Consultancy Limited	Making Your CV Work for You: What Hiring Managers Are Really Looking for in Your CV Michelle Shakesheff , Head of Business Analysis, Close Brothers
12:15 PM - 12:35 PM	The Perfect Mix : Blending the Ingredients of Diverse Learning Sandie White , Lead Business Analyst, Barclays Miranda Van Steeden , Lead Business Analyst, Barclays	Technology Implementations Done Right: The Essential Foundations for Success Feranmi Fatimilehin , Business Consultant, BR One Consulting	Focusing Your Lens: A Journey to Impactful Business Analysis Oupa Laka , Consultant, AKILI	Mind The Gap! Danny Kalkhoven , BA and trainer, ilionX	Building Trust for Lasting Change: A Case-Study Naomi Chouinard , Business Analyst and trainer, ilionx	How to Fast-Track Your BA Career: Skills, Mindset, and Strategies for Success Malgorzata Blus , Associate Director of Business Analysis, Tripledote Studios
12:35 PM - 2:05 PM	Networking Lunch & Exhibits					
2:05 PM - 2:50 PM	Keynote: Putting the Service into Service Design Dr. Debra Paul , CEO, AssistKD					
2:55 PM - 3:40 PM	BA4Good Case Study – How Business Analysis Helped Innovative Idea Generation Within the London Ambulance Service Caroline Beasley , Business Analyst Lead, Holley Holland	Panel: Cybersecurity Beyond IT – The Role of AI & BAs in Securing the Future Bindu Channaveerappa , Founder and Regional Director Cybersecurityforbusinessanalysts.com , IIBA EMEA Mark Cross , Director and Principal Consultant, Envista Consulting Andrea Isoni , Chief AI Officer, AI Technologies Sarah McGuinness , Head of Security Education, UK Civil Service	The Golden Ticket: Business Knowledge Success Laura Martin , Senior Business Analysis Consultant, Opencast Software Ltd Scott Axon , Senior Business Analysis Consultant, Opencast Software Ltd	Enabling Innovation: The Power of Modular Business Architecture Rebecca Jeffs , Manager & Head of Business Architecture, Affinity Reply	Thriving in a Product World: A Guide for Business Analysts Sam Grayston , Leadership & Transformation Coach, PA Consulting	Bouncing Around the Court: How Pickleball Has Shaped My BA Career Roberto Rospo , Consultant, Capco
3:45 PM - 4:30 PM	Closing Keynote: Analysis is Everywhere Fabricio Laguna , The Brazilian BA					
4:35 PM - 4:50 PM	Conference Close Dr. Debra Paul , CEO, AssistKD					



WORKSHOPS: Wednesday 17 September 2025

8:30 AM - 9:30 AM	Breakfast & Registration					
9:30 AM - 5:30 PM	BCS Exam Prep: Foundation Certificate in Digital Business Change (Full Day Workshop) Fraser Morris, Trainer and Consultant, AssistKD					
9:30 AM - 5:30 PM	BCS Exam Prep: Professional Certificate in Stakeholder Engagement (Full Day Workshop) David Baskerville, Principal Training Consultant, AssistKD					
9:30 AM - 1:00 PM	BA Manager Reflective Practice: London Walking Tour to Tate Modern Museum (Half Day Workshop) Craig Rollason, BA Consultant , Independent Graham Newton, Principal Business Analyst, National Physical Laboratory					
9:30 AM - 1:00 PM	Workshop: Negotiation Suzanne Williams, Hostage Negotiator	Superconnections: The BA's Guide to Communicating Complex Ideas Through Infographics and Visualisation Tools Mark Cross, Director and Principal Consultant, Envista Consulting	The Empathy Edge: Mastering Communication for Business Analysis Success Vadim Deylgat, Senior Solution Analyst, Colruyt Group IT	The Butterfly Effect of Inspiration: How Small Actions Create Lasting Impressions Simon Platt, Principal Business Analyst, Whitbread Charlotte Neill, Business Analyst, Whitbread	Strengths Mastery: A Powerful Practice for Enabling Increased Engagement, Energy, and Resilience for Individuals and Teams Corrine Thomas, Director, Choices Coaching Ltd	Unlocking Business Analysis Excellence with Coaching Mastery Kimberley Weeks, Principal Consultant PA Consulting Hannah Carter, Associate Partner, PA Consulting
2:00 PM - 5:30 PM	Workshop: Negotiation Suzanne Williams, Hostage Negotiator	Use Case 3.0: New Techniques to Create Use Cases and Integrate Them With User Stories Dr Keith de Mendonca, Principal Consultant, Ivar Jacobson International Ltd	Next-Level BA: Taking a Leadership Role in the Project Environment Vaughan Luckman, BeyondBA Consultant, Luckman - BeyondBA	Where Does This Backlog Come From? Milena Mileva, Managing Consultant, PMBA Ltd. Mike Williams, Principal Training Consultant, AssistKD	Mastering the use of BPMN for Business Processes Stuart Mullinger, Director, Better BA Matt Madigan, Discovery Lead, BT Business	Workshop on the Art of Enjoyable Analysis: Finding Your Happy Place in BA John Wisner, Managing Principal, Capco Claire Chaundy, Business Analyst, MacFarlanes
	Breaks 11:00 – 11:30: Morning Coffee Break 13:00 – 14:00: Lunch Break 15:30 – 16:00: Afternoon Coffee Break					



BA EVENING WALK



BA OF THE YEAR AWARD



BA MORNING RUN

A Global Audience of BA's

Past attendees include BA's from the following companies:

Absa Group • Accenture • Afreximbank • Allianz Insurance • AQA • AssistKD • Atradius • Aviva • BAE Systems Digital Intelligence • BCS, The Chartered Institute for IT • BT • Burendo • Cambridge University Press & Assessment • Capital Market Authority, Saudi Arabia • Capgemini • Capita • Carnival UK • Car Benefit Solutions • Care Quality Commission • Centre For Creativity Enabled by AI (CEBAI) • Charlotte Tilbury Beauty • CGI • Chubb • Close Brothers • CMC Consulting Partnership Ltd • Colruyt Group NV • DLA Piper International • DWP • DWP Digital • Defence Equipment & Support • Department for Business & Trade • Department For Work & Pensions • Deloitte UK • Digital Health & Care Institute • Erste Digital • Eutelsat OneWeb • FCA • Flutter UKI • Glue Reply • Herd Consulting • Hiscox Insurance • HM Land Registry • HM Revenue & Customs (HMRC) • Home Office • Holley Holland • Honda Motor Co., Ltd. • IBM • ING • JT Global • JP Morgan Chase • Kensington Mortgages • Kubrick Group • KPMG LLP • Lancashire County Council • LSEG - London Stock Exchange Group • Macfarlanes LLP • M&G PLC • Mars • Microsoft • Ministry of Justice • National Migraine Centre • National Physical Laboratory • NFU Mutual • Nordic RCC • NSTA • Oman Airports Management Company • Oxfordshire County Council • Perform Partners • People's Partnership • People's Postcode Lottery • Phoenix Group • Planning Inspectorate • PPG • Principality Building Society • QA Ltd • Raiffeisen Bank International • Retail Reply • RSPCA • Royal London Group • Royal Society of Chemistry, Cambridge • RSA • Saudi Capital Market Authority • Shell PLC • Sky Betting & Gaming • Specsavers • St James's Place • State Street • Sword Group • Tap Air Portugal • Telent Technology Services Ltd • Tesco Mobile • The Coal Authority • The Economist Group • The Future Group • The Mauritius Commercial Bank Ltd • The Planning Inspectorate • The Southern Cooperative Ltd • The Travel Corporation • Tietoevry Banking Latvia SIA • Transport For London • UK Home Office • UK Ministry of Justice • UNUM • University College London • University of Birmingham • University of Cambridge • University of Manchester • University of Warwick • Value Retail • Yorkshire Building Society

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 inspiring, 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



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

Nighat Akhtar, Lead Business Analyst, Acacium Group

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

Charlotte Neill, Business Analyst, Whitbread

Registration



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