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Bringing Together Business Analysts From Across The World For 3 Days of Unlimited Learning and Networking



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5

INSPIRATIONAL
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15

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WORKSHOPS

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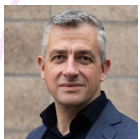


BA MORNING RUN



Life Stories That Will Inspire You!

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

Hear Case Studies and Presentations from Leading Organisations and Innovators, Including:

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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	Reimagining Work: BAs Unlocking Scalable Growth with AI Agent-Powered RevOps. Ian Richards, Head of Business Analysis, Acelo John Gordon, CTO, Acelo	The Quiet Power of Storytelling: How Introverts Can Lead Change in Business Analysis Pippa Goualin, Senior Business Analyst, Business Analyst School	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, Founder, BA-Cube.com and BA-Squared LLC Catherine Plumridge, Lead Business Analyst, Kensington Mortgages Chris Pyatt, Senior Practice Business Analyst, DWP Digital
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					
1:50 PM - 2:10 PM	YBA Lunchtime Session: Your Voice, Our Future - Shaping the Next Chapter for YBA Lauren Hutchinson, Ambassador, YBA					
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	The Power of Community in Business Analysis: Building, Nurturing, and Leading Your Own Sinead Torley , Business Analyst, KBR Inc.	Walking Before We Run: Lessons Learned from Public Sector AI Pilots Karen Newnham , Principal Business Analyst, Mining Remediation Authority Amisha Chauhan , Principal Digital Analyst, Lancashire County Council	Antifragile Confidence: A New super-skill for Business Analysts Donovan Grant , Business Analyst, UAL	PMO and BI Collaboration to Support the Energy Transition Gelareh Holbrook , Business Intelligence developer, NSTA Sekar Langit , Senior Business Analyst, NSTA	Harnessing the Power of Value for Money Alex Oxley , Lead Business Analyst, BAE Systems Digital Intelligence	Mental Monsters: Name and Tame your limiting beliefs Helen Holder , Lead Business Analyst, Justice Digital - Ministry of Justice
4:00 PM - 4:30 PM	Afternoon Networking Break & Exhibits					
4:30 PM - 5:15 PM	Communities of Practice – “Practice without improvement is meaningless” Emma Myers , Business Analyst Team Leader, Bank of England Carl Kugaswaran , Business Analyst Team Leader, Bank of England	AI’s Ethical Dilemma: From Cognitive Algorithms to Physical Robotic Automations Kitty Hung , Book Author in Business Analysis in the era Generative AI, Independent	When Life Gives You Lemons: Building Your BA Sur-Thrival Kit Charley Bayley , Senior Business Analyst, University of York	Capturing Value from Business Architecture: Understand Your Industry, Design Your Business, and Drive Execution for Sustainable Profits Christian Schröder , Enterprise Architect, Bain & Company	Unleash Your Creativity – The Power of Divergent Thinking George Briley , Lead Business Analyst Consultant, BAE Digital Intelligence Mike Williams , Principal Training Consultant, AssistKD	The Business Analyst - (non) Career Path Anwuli Adeleke , Senior Business Analyst, Bank of England Richard Sargent , Lead Business Analyst, Bank of England
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 Patricia Barlow , Executive Director, Product, 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	Establishing a Successful Business Analysis Community of Practice Sarah Davies , Business Analysis Services Manager, NFU Mutual Jonathan Bryant , Lead Business Analyst, NFU Mutual	Building a Model Factory: Streamlining Machine Learning for Business Success Nihan Yami , Data Scientist, SAS Institute	Turn Resistance into Advocacy: How Business Analysis Can Become a Technical Customer’s Strongest Ally Nataliia Petryshak , Product Manager, Selecto	Innovation BA: 50 Years or Tomorrow – Business Analysis in a World Beyond AI Paul Haywood , Director, NXTGN LTD	From Challenges to Triumphs: A Blind Business Analyst’s Story. Adam Pearson , Business Analyst, The Royal National Institute of Blind People (RNIB)	M&A Momentum: Lessons in Adaptation and Growth Josie Stone , Strategic Change Portfolio Manager (Analysis and Planning), ARAG Legal Services UK

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 , Head of Business Analysis, Biffa	Survival of the fittest: Why Inclusive AI Wins Laura Barlow , CEO & Founder, Inclusive by Design Consulting Ltd	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 Luke Baldwin , Senior UX Designer, 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 Toughest Analysis: Navigating Life’s Challenges While Delivering Change Will Bevan , Lead Business Analyst, Coventry Building Society	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					
1:05 PM - 1:25 PM	BCS Lunchtime Session: Core Techniques, Real Impact: Why the BCS BA Diploma Still Matters Olivia McGuckian , Oral Examiner, BCS, The Chartered Institute for IT Angus King , Oral Examiner, BCS, The Chartered Institute for IT					
1:35 PM - 1:55 PM	The King’s Trust Lunchtime Session: Changing Lives, Shaping Industries: The King’s Trust at 50 Ryan Preece , Deputy Chief Technology Officer, The King’s Trust					
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	Repeat Session: Capturing Value from Business Architecture: Understand Your Industry, Design Your Business, and Drive Execution for Sustainable Profits Christian Schröder , Enterprise Architect, Bain & Company	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 Chris Martin , Director, 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					
	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, Head of Business Analysis, Biffa Graham Newton, Principal Business Analyst, National Physical Laboratory					
9:30 AM - 1:00 PM	The Key Principles & Tactics for Effective 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
	Repeat Session: The Key Principles & Tactics for Effective 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, Principal Consultant, AssistKD Matt Madigan, Business Analysis Manager, Osborne Clarke	Workshop on the Art of Enjoyable Analysis: Finding Your Happy Place in BA John Wisner, Managing Principal, Capco Claire Chaundy, Business Analyst, MacFarlanes
2:00 PM - 5:30 PM	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

1-Day Ticket

2-Day Ticket

3-Day Ticket

Standard Rate

£895 +VAT

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Please note: The BA party is an external event and requires a separate ticket



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