

Monday 23 September 2019: Pre-Conference Workshops

Full Day Workshops - 09:30 - 17:30

BCS Foundation Certificate in Business Analysis, *James Cadle, AssistKD*

BCS Foundation Certificate in Business Change, *Ian Glenister, PCMI Ltd*

Morning Workshops - 09:30 - 13:00

From an Idea... to a Prioritised Backlog: A BA's Guide! <i>Emily Rawlinson, Business Analyst & Adam Garnett, Business Analyst, AO.com</i>	A Practical Introduction to User Experience and User-Centred Design <i>Chris Rourke, User Vision</i>	Getting to the Essence – How to Get to the 'What' Beyond the 'Who' and 'How' <i>Alec Sharp, Clariteq Systems Consulting</i>	The Mindful Business Analyst <i>Kathy Berkidge, Mind at Work Consulting</i>	Tools and Techniques for Remaining Competitive in a Digital World <i>Amy Morrell, Lead Business Analyst, The Home Office & Rohela Raouf, Business Analysis Hub</i>	Let's Play BA – The Business Analysis Board Game <i>Claudia Michalik, The BA Collective Ltd</i>
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Afternoon Workshops - 14:00 - 17:30

From Audience to Presenter - Making the Leap <i>Nick Powell & Sandra Leek, Lloyds Banking Group, David Beckham, Aviva & Charlie Payne, Capita</i>	Business Solution Design - Bring Your Requirements to Life <i>James Robertson & Suzanne Robertson, the Atlantic Systems Guild</i>	Why is it Difficult to Bind Technology to the Business? <i>Linda Parker, The Christon Blueprint & Gary Cockburn, Lightforce Consulting Ltd</i>	Techniques for Successfully Launching Projects <i>Simon Girvan, Agile Coach, UK Government</i>	Transformative Business Analysis: Exploring Digital and Customer Experience <i>Cath Rutter, Virgin Media, Gill Kent, Cardiff University, Jonathan Hunsley & Andrew Privitera, AssistKD</i>	BA: Brand and Attract , to Entice the Right People to You <i>Georgiana Mannion, Evolving BA</i>
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Tuesday 24 September 2019: Conference Day 1 & Exhibits

08:00 - 09:00 Registration and Morning Refreshments

09:00 - 09:10 Welcome by the BCS, The Chartered Institute for IT

09:10 - 09:55 **Keynote: Aim High, Tanni Grey-Thompson, Paralympian, Crossbench Peer in the House of Lords & Broadcaster**

09:55 - 10:10 Business Analyst of the Year Award 2019

	BA Core Skills	Business Analysis and Intersecting Disciplines	The BA as Trusted Advisor	BA Personal Effectiveness and Behaviours	Business Analysis in the Digital World	And Now for Something Completely Different
10:40 - 11:30	Backlogs - the Good the Bad and the Ugly <i>Lynda Girvan, CMC Partnership Consultancy</i>	The Symbiosis Between Business Analysis and Software Architecture <i>Krasimir Baylov & Hristo Aleksandrov, Accedia</i>	Working with the Enemy: Pinpointing Relationship Difficulties and Approaches to Address Them <i>Julie Sutton, Business Analyst, Taylor & Francis</i>	Business Analysis: The Middle Way <i>David Beckham, Senior Business Analyst, Aviva</i>	The Future of Money - Connecting Banking into the Digital World <i>William Gall, Lead BA/Business Designer, Nationwide Building Society</i>	The Art of Gamification <i>Jennifer Battan, The Uncommon League</i>
11:40 - 12:30	The Practicalities, Challenges and Rewards of Running a BA Apprenticeship Scheme <i>Philippa Adcock & Matthew Cruise, Business Analysts, Warner Bros & Lawrence Darvill, AssistKD</i>	No BA is an Island <i>Terri Lydiard, Teal Business Solutions & Linda Parker, The Christon Blueprint</i>	From Zero to a Team of Heroes: Bringing Uniformity to a Uniform Business! <i>Lee Fewkes, MWUK Ltd</i>	Vanity of Vanities: Swimming Against the Tide of Management Jargon <i>Steve Whitla, Visual Meaning</i>	Data and AI With a Human Touch <i>Anna Sloan, Senior Business Analyst (AI), ASOS</i>	We Can, But Should We? Modern Ethics and the BA <i>Liz Calder, Blue Raccoon</i>
12:40 - 13:00	Give Me a Slice of the Action! <i>Matthew Goodbody, Business Analyst, Rightmove</i>	Data Analysis: Evolution from Business Analysis <i>Rosanna Choy Ang, Thoughtworks</i>	Achieving Domain Knowledge Through my Search for the Ultimate Prawn Cocktail <i>Stephen Ellingham, Independent Consultant</i>	Business Analysis - a Caring Profession <i>Sue Cornish, Senior Business Analyst, bpha</i>	Jack of all Trades, Master of SCRUM <i>Georgina Bale & Nik Hatch, Civica Digital</i>	The Scientific Method <i>Simon Platt, Lead Business Analyst, Volkswagen Financial Services UK</i>

13:00 - 14:30 Lunch, Exhibits and Lunchtime Sessions by the conference sponsors and by members of the BA Conference Advisory Board

14:30 - 15:20	Analysing and Documenting Business Rules <i>Graham Witt, Modis</i>	If BAs are From Earth, What Planet are Other Disciplines From and Why Should BAs Go Visit? <i>Catherine Plumridge, Senior Business Analyst, Aldermore</i>	BA Head in the Cloud <i>Glenn Milton, & Louisa Crowe, Senior Business Analysts, Aviva</i>	Anxiety and Business Analysis or How I Learned to Stop Worrying and Love the Pressure <i>Eleanor Stowe, Business Analyst, OVO Energy</i>	Driving innovation with Business Analysis <i>Nati Nazar, SoftServe</i>	The BA World's a Stage - Techniques We Can Learn from the World of Theatre <i>Krystle Cook, Senior Business Analyst, Financial Times</i>
15:30 - 16:20	Victim Statements, Suspect Interviews & Presenting at Crown Court... <i>Charlie Payne, Business Analyst Manager, National Grid</i>	Capability Models are Not Just for the Architects! <i>Sarah Cockrill, Head of Business Analysis, Coventry University</i>	How BA Can Close the Strategy - Execution Gap <i>Filip Hendrickx, altershape</i>	Wellbeing: What is it and Why Should I Care? <i>Corrine Thomas, Choices Coaching</i>	BA Skills in a Multi-level Digital Environment <i>Danny Kalkhoven, Le Blanc Advies</i>	Getting the (Rich) Picture <i>Kay Hardy, Capita Government Services</i>

16:50 - 17:35 **Keynote: The Magic of Crazitvity Butzi, Keynote Speaker & Professional Magician - Helps Companies to be Innovative by Raising the Level of Creativity**

17:35 - 18:35 Drinks Receptions sponsored by IIBA UK and AssistKD

Wednesday 25 September 2019: Conference Day 2 & Exhibits

09:00 - 09:10 Welcome: AssistKD

09:10 - 09:55 **Keynote: The Future of Work: Where Does the Business Analyst Fit? Hilary Catchpole, VP, Client Servicing & Business Technology, Warner Bros**

10:25 - 11:15	Our Journey in Using Visual Facilitation Techniques <i>Ann Mistiaen & Nikolaas De Graeve, Novado</i>	Turning Ideas Into Reality in a Structured and Creative Way <i>Monique Ho, Innovation Exchange Lead, BAE Systems Applied Intelligence</i>	Playing Football With Hippos <i>Marc Huntington & Louise Chew, Business Analysts, AO.com</i>	Stuttering Through Analysis: The Personal Story of a Life-Long Stutterer <i>Martyn Carter, Senior Business Analyst, Aviva</i>	Digital Transformation and Agile Adoption in Local Government: The Perfect Storm? <i>Helen Magee, Corporate Business Change Adviser, South Gloucestershire Council</i>	Going Wrong With Normal - How Divergence is the Future <i>Alastair Somerville, Acuity Design</i>
11:25 - 12:15	BA Problem Solving Surgery <i>Craig Rollason, Head of Global PMO, National Grid</i>	Business Analysis and Enterprise Architecture at the Bank of England <i>James McQuaid & Neera Amin, Senior Business Analysts, Bank of England</i>	The Undercover BA Series 01 Episode 01 <i>Ryan Folster, Britehouse</i>	The World Inside Us: How Behaviours and Character Make Us Killer BAs <i>Bryony Rochester, Director of Business Analysis, The Financial Times</i>	Making the Complex Complicated: Reuniting Cause and Effect <i>Matt Thompson, Product Engineer, John Lewis & Partners</i>	Campfire BA - Storytelling as a Strategic Enabler <i>Jéan Raath, Zapper</i>

12:15 - 13:45 Lunch, Exhibits and Lunchtime Sessions by IIBA UK, BCS, The Chartered Institute for IT, Parkinson's UK and by members of the BA Conference Advisory Board

13:45 - 14:30 **Keynote: The Four Pillars of Thought Leadership: How to Stand Out and Elevate Your Career, Sophie Bennett, Bestselling Author & Keynote Speaker**

15:00 - 15:50	Using Value Chains to Focus Stakeholder Imagination <i>Sam Munford, Business Analyst & Product Engineer, John Lewis Partnership</i>	A Systems View of Modular Kaizen and the OODA Loop <i>Grace Duffy, Management and Performance Systems</i>	The Language of Leadership and the Art of Persuasion <i>Sunita Mistry, Head of Business Analysis, Home Office</i>	Finding Focus in a Crazy Busy World <i>Jane Piper, Pipsy LLC</i>	Agile Business Cases and Beyond <i>Damien Braeckman, My Place To Be</i>	Whose Perspective Is It Anyway? Practical Analysis Techniques for Understanding Tricky Stakeholders <i>Adrian Reed, Blackmetric</i>
16:00 - 16:50	Making Workshops More Engaging and Interesting Using Design Thinking Techniques <i>Helen Winter, HWinter Consultancy</i>	Business Analysts - Human Intelligence Experts of the IT World? <i>Dominic Powell & Andrew Paul, Heimdall Group</i>	In a VUCA World: Why Would an Executive Believe a BA? <i>Janice B Gordon, Problem Solving Company</i>	The Psychology of Quantifying Your Emotional Intelligence and Increasing Your Effective Behaviour <i>Jan de Jonge, People Business Psychology Ltd.</i>	Delivering Value at Pace <i>Chris Doughty & Elliott Andrews, Deloitte</i>	Add a Pinch of Visuals for Creative Collaboration! Penny Pullan, Making Projects Work

17:00 - 17:10 Conference Close IIBA UK