



# Business Analysis Conference

## Do you need to justify your attendance?

### Business Analysis Conference Europe

23-25 September 2019, London

In association with the IIBA UK and BCS, The Chartered Institute for IT

#### *Business Analysis in an Ever-Changing World*

We do appreciate that it may be difficult to get approval to attend a conference due to budget restrictions and company time. The Business Analysis Conference Europe provides an unparalleled networking opportunity for Business Analysts from across Europe and beyond. Whether you are just starting your BA journey, you are an experienced BA or you would like to understand the role of BAs further, this conference is a valuable experience to engage and grow with other BA professionals; but how do you successfully communicate this to your manager?

#### Why This is a 'Must-Attend' Conference for Business Analysis Practitioners:

**Learn from your Peers.** The conference provides an interactive forum where Business Analysts can meet, discuss and debate how best to rise to the challenges faced by their organisations today and in the future. In 2018, conference attendees had the opportunity to network with and learn from over 550 fellow Business Analysis Practitioners.

**Six Conference Tracks with More Than 60 Sessions Focusing on Company Case Studies.** Learn from other BAs past success and challenges through a wide range of case studies. Broaden your knowledge and gain insights from internationally renowned experts. The tracks for this year are:

- BA Core Skills
- Business Analysis & Intersecting Disciplines
- The BA as Trusted Advisor
- BA Personal Effectiveness and Behaviours
- Business Analysis in the Digital World
- "And Now for Something Completely Different"

#### Case Studies and Contributors Include:

- Bank of England
- Lloyds Banking Group
- Nationwide
- Aviva
- Capita
- Aldermore
- Financial Times
- Warner Bros
- Virgin Media
- Volkswagen Financial Services
- Rightmove
- National Grid
- BAE Systems
- Parkinson's UK
- ASOS
- John Lewis Partnership
- AO.com
- OVO Energy
- The Home Office
- UK Government
- South Gloucestershire Council
- Civica Digital
- bpha
- Deloitte
- Cardiff University
- Coventry University
- AssistKD
- Taylor & Francis

**Twelve Pre-Conference Workshops.** Choose from a comprehensive range of workshops on specific topics to get you quickly up-to-speed or fine tune your performance. Choose from introductory to advanced levels.

**BCS Certification.** Two full day pre-conference workshops covering the BCS Foundation Certificate in Business Change and the BCS Foundation Certificate in Business Analysis; both include the certification examination. Places are limited.

**World Class Speakers.** Our selection of speakers are leaders in their field, you will discover new approaches and innovative ideas, as well as insights, and inspiring stories to take with you and share with your colleagues.

**Keynotes include:**

**Aim High**

Tanni Grey-Thompson  
TV Presenter, Olympian,  
Politician

**The Four Pillars of Thought Leadership: How to Stand Out and Elevate Your Career**

Sophie Bennett  
Bestselling Author & Keynote Speaker

**The Future of Work:  
Where Does the Business Analyst Fit?**

Hilary Catchpole  
VP, Client Services & Technology Standards  
Warner Bros.

**The Magic of Crazitivity**

Butzi  
Keynote Speaker & Professional Magician

**Here's what people have said:**

*"It's a shame we can't attend all sessions! They have all been very thought-provoking and insightful. Every BA must experience this."*

Chetan Patel, Business Analyst, Lloyds Banking Group

*"I am so glad to have been part of this conference. Amazing atmosphere, great talks and the execution was perfect. I have met great minds and will keep in contact with the new connections to grow our BA community."*

Kay Hardy, Consultant, Capita Transformation

*"As usual, it is a real pleasure to meet up with my community to exchange best practice. It kept up the very high standards of the previous events."*

Walter Barrera, HoD, European Patent Office

*"Who knew there were so many BA's! It's great to have an event which caters exactly to our needs/methodologies."*

Genna Fowler, Business Analyst, News UK

*"Really enjoyed the event and felt I learnt a lot."*

Anne Turvey, Lead BA, Enterprise Rent-a-car

*"Interesting people, world-wide points of view, great organisation, great motivation to move forward."*

Tamara Belan, Business Analyst, Wargaming Group Limited.

*"This was my first BA conference and I'm happy I made the decision to attend. I met a lot of interesting people who inspired me to try new things and make my projects better."*

Eliska Dolezalova, Business Analyst, Barclays

*"Overall, a great variety of sessions, speakers and content. Very well organised."*

Alison Potter, Digital BA, Department for Work and Pensions

*"Excellent, informative, will definitely be back!"*

Chris Pyatt, BA Operational Lead, University of Leeds

*"My first time at the conference. I have met lots of people and it's opened up many more opportunities for me."*

Sarah Ottery, Acting Lead BA, SSE

*"Very useful for a new BA, it has equipped me with further tools for the role."*

Jag Singh, Business Analyst, Care Quality Commission

*"Overall, I have really enjoyed the event, always great to be able to network with BA's from other industries. Always enjoy the events, well put together and thought-provoking presentations."*

Cecilia Dexter-Tissington, Business Analyst, Allianz Insurance

*"Great to see how many people are showing the same passion and energy towards their BA job!"*

Ann Mistiaen, Business Analyst, Novado

*"Wow! This has been so inspiring. I hope to be back next year."*

Mike Williams, Business Analysis Manager, Nottingham Trent University