

Live Streaming Workshops – 21, 24, 25, 28, 29, 30 September & 5 October. Visit the conference website for full details of the workshops.

Full Day Workshop	How to Make Your Career SOAR Corrine Thomas, Choices Coaching Ltd & Catherine Plumridge, Lead Business Analyst, Aldermore				
Half Day Workshops	Leverage UX Techniques for Agile Business Analysis Alina Ghiarasin & Ciprian Amaritei, Endava	What is the Business Analyst Role in Today's Experience Economy? Sarah Williams, Business & Usability Analyst, Linklaters & Chris Rourke, User Vision	The Emotionally Agile Business Analyst Adrie Kull, Senior Business Analyst & Namrata Shrivastava, Business Analyst, Shell	Threat and Risk Assessment Workshop: a Hands-on, Facilitated, Step-by-Step Learning Experience Holly VanHelden, Iron Key Consulting Inc	The Data-Driven BA - Unlocking the Potential of Everyday Data through Process Mining Ian Edwards, Leonardo & Marcello La Rosa, Dept Head of Computing & Information Systems, Melbourne University & Apromore
Half Day Workshops	Unleashing the Power of Visual Thinking Grant Wright, Scarlett Solutions	An Introduction to Impact Mapping Darren Moorghen & Matt Heyhoe, Lead Business Analysts, AO.com	See, Hear, Feel... the Empathetic BA Gary Cockburn, Lightforce Consulting Ltd & Linda Parker, The Christon Blueprint	Packaged Software Gone Bad – Lessons From the World of Project Recovery Alec Sharp, Clariteq	Getting Started With Data Quality – A Primer Jon Evans, Equillian

Tuesday 22 September 2020: Conference Day 1 & Exhibits

08:00 - 09:00	Registration and Morning Refreshments
09:00 - 09:10	Conference Welcome: Liz Calder, President, IIBA UK
09:10 - 09:55	Keynote: Dealing with Adversity and Having the Courage to be Yourself, Nigel Owens, Professional Referee, Welsh Rugby Union Group
09:55 - 10:10	Business Analyst of the Year Award 2020

	Toolkit	Roles	Careers	Interpersonal	Digital	Data
10:40 - 11:30	Systems Thinking: Practical BA Techniques for Business Agility Adrian Reed, Blackmetric Business Solutions	T-Shaped BA in a Technical World Paul Waddle & Mike Godby, Senior Business Analysts, Hargreaves Lansdown	Mind The Competency Gap Joe Newbert, Chief Training Officer, Business Change Academy	So, Which Planet Are You From? – The International BA Doris Rosmann-Begg, Senior Business Analyst, Whitbread	Destroying Vermin in 75 Different Languages Adam McIntyre, Product Owner & Linda King, Senior Business Analyst, Rentokil Initial	Demystifying the Dark Arts of Data Science Kay Hardy, Senior Consultant, Capita Software
11:40 - 12:30	The Importance of Scope Management for A Business Analyst John Fraser, North Highland	Digital Business Analyst – Different Name or a Different Role? Katarzyna Nowak-Rybka, Objectivity	Should Product Ownership Be Your Next Career Move? Victoria Banner, Senior Product Owner, BPDS LTD	Workplace Culture and How the Business Analyst Can Change It Suzanne Robertson, The Atlantic Systems Guild Ltd	Cybersecurity is Every BAs Responsibility Bindu Channaveerappa, IIBA UK & Peter Thompson, AssistKD	The Ups and Downs of Data Driven Decision Making Cristina Grigore, Clinical Applications Support Specialist, Royal Devon and Exeter NHS Foundation Trust
12:40 - 13:00	How to Break Down Big Scary Projects Using a Value Based Framework Craig Watson, Cadence Consulting	How to Be a BA When your Business Doesn't Know What a BA Should Be John Tarrant, Senior Business Analyst, Thermo Fisher Scientific	The BA Forum – A Community of Practice Michael Woods, Principal Business Analyst, Sky	The Analyst Attitude Raul Diez Gomez, Business Analyst, M&G Plc	Mind the Gaps! Analysis for Resilient Apps William Gall, Lead Business Analyst / Business Designer, Nationwide Building Society	Data Quality For Business Analysts Samira Atashi, Data Steward of Digital Services, DeLaval
13:00 - 14:30	Lunch, Exhibits and Lunchtime Sessions					
13:30 - 13:55	Lunchtime Session: Business Analysis, 4th Edition: What's New, What's Out, What Persists!, Dr Debra Paul, Managing Director, AssistKD and James Cadle, Director, AssistKD			Lunchtime Session: Launching the Young Business Analysts Group, Kay Hardy, Senior Consultant, Capita Software & Lauren Howes, Business Analyst, The Bank of England		
14:00 - 14:25	Lunchtime Session: Endometriosis: an Invisible Illness that Affects 10% of all Women, Emma Cox, Chief Executive, Endometriosis UK					
14:30 - 15:15	Keynote: Designing for Inherent Uncertainty through Sense-Making, Dave Snowden, Chief Scientific Officer, Cognitive Edge					
15:25 - 16:10	Event Storming Rosanna Ang & Poppy Rowse, Thoughtworks	Business Analysts as an Arm of a PMO: the Perfect Marriage? Nicholas Spencer, PMO Lead, Wokingham Borough Council	It's Time to Consider the 'I' in Business Analyst Rosie Lyons & David McGorian-Bowness, Business Analysts, Home Office	Interpersonal Skills - How to Move From a Good BA to a Great BA Bradley Stott, Lead Business Analyst, Close Brothers	The Robots Are Taking Over! Barbara Anderson, Senior Business Analyst, BPDS	Using Behavioural Analysis to Upgrade Data Insights Wim Debreuck, Debreuck Neirynck
16:40 - 17:30	Top Secret: How to Conduct Analysis in a Classified Environment Laura Firth, Business Systems Manager, QinetiQ	Role Standardisation: the Benefits and Limitations Michelle Shakesheff, Head of Business Analysis, Close Brothers	SBA: The 'S' is for Shapeshifter Gillian Rae, Senior Business Analyst, Sky	Analysis On The Spectrum - An Epic Journey of Transformation and Neurodiversity Mark Cross, Envista Consulting	The New Normal Patrick Gormley, Consulting Services Lead, Capita	Data in the Middle – Facilitating a Collaborative Data Culture Joe Bullock, Senior Business Analyst, News UK
17:30 - 18:30	Virtual Drinks Reception hosted by IIBA UK, AssistKD & BCS, The Chartered Institute for IT					

Wednesday 23 September 2020: Conference Day 2 & Exhibits

09:00 - 09:10	Conference Welcome: Lucy Ireland, Managing Director, BCS Learning & Development Ltd
09:10 - 09:55	Keynote: Collaboration is the New Leadership, René Carayol, Global Keynote Speaker, Leadership Guru, Writer, Broadcaster and Author

10:25 - 11:15	Why are Customers Always on a Journey? Elaine McCartney, Principal Business Analyst, Sky	From Business Analyst to Product Owner... and Back Again Gladwin Godwin, Lead Business Analyst, The British Library	The Mythic BA David Beckham, ChuDo Consulting	Working with Remote Teams – Connecting Through the Virtual Interface Kristy Dean, Solution Design Specialist, BT	The Digital Mindset: Five Golden Rules for Business Analysts Nick de Voil, Director, De Voil Consulting	Case Study: How to Translate Business Problems into Correct AI Questions Andrej Guštin, CREA Plus & Igor Smirnov, NETICA
11:25 - 12:15	Bringing Systems to Life Steve Whittle, Visual Meaning	Changing Roles - A Focus on the Roles of Business Analyst and User Researcher Alison Jurovski, Lead Business Analyst & Jill Pate, Lead User Researcher, Department for Work and Pensions	Going Independent - Business Analysis as a Consultant Tara Dentry, Aletha Works Ltd	The Chameleon Business Analyst: How Adapting to Your Surroundings Can Increase Engagement and Success Annemarie De Cesare, Head of Business Improvement, The Open University	Machine Learning Enhanced Business Decisions Dr Jan Purchase, Lux Magi & Cllr Howard Rogers, Rapidgen Ltd	When a Tree Falls in a Forest ... Hear it, Measure it, Prove it! Sally Rogan, UX Specialist, Registers of Scotland
12:15 - 13:45	Lunch, Exhibits and Lunchtime Sessions					
12:45 - 13:10	IIBA UK Lunchtime Session: You Are Not Alone, Tina Schuster, Business Analyst, Vets4Pets					
13:15 - 13:40	BCS Lunchtime Session: Gardener's Question Time: Growing Great BA's, Sharon Pillai, Transformation Project Lead & Annette Allmark, Head of Apprenticeships, BCS The Chartered Institute for IT					
13:45 - 14:30	Keynote: Stand Up Stand Out, Cally Beaton, Media Business Leader, Coach & Performer					
15:00 - 15:50	Use Cases and User Stories: Best Of Friends Martin Langlands, Enterprise Architect, Convex Insurance	"Mind the gap" - Incorporating the Change Agenda into Scaled Agile Lynda Girvan & Will Izzard, CMC Partnership Consultancy Ltd	Implementing a Competency Framework: A Practical Guide Lisa Hudson, & David Webb, 6point6	Business Analyst as a Leading Role. Practical Toolkit Martina Babini, Principal Analyst, Yoox Net-A-Porter Group	Business Analysis in an AI Augmented World Jay Nair, Senior Business Analyst, Bank of England	Where is My Stuff? How Retailers Harness Data to Get Products to Customers and Insights from Data Robby Roose, Business Analyst, Dyson IT
16:00 - 16:50	Business Analysis: From a Role to a Mindset Krasimir Baylov & Bozhidar Goranchev, Accedia		Business Model Your Career Jane Piper, Organisational Psychologist, Pipsy LLC		So You Want to Improve and Succeed as a BA.... How Good are Your Selling Skills? Wendy Byrne, Business Analyst, Aviva	
17:00 - 17:10	Conference Close: Chris Martin, Director, AssistKD					