

# Agenda

## Monday 20 September 2021: Conference Workshops

Half Day Workshops 09:30 - 13:00	<b>Global Digital Transformation is the New Normal</b> <i>Vivienne Onwuocha, SlingStone Business Consulting Limited</i>	<b>Crafty Icebreakers and Energisers: How to Create Engagement Using Visual Games and Other Fun Stuff!</b> <i>Grant Wright &amp; Paddy Dhandra, The Visual Jam Limited</i>	<b>The Power of ABC Workshops</b> <i>Alina Ghiarasin, Principal Business Analyst &amp; Ciprian Amaritei, Endava</i>
Half Day Workshops 14:00 - 17:30	<b>7 Skills for Today and Tomorrow's Dynamically Changing Environments</b> <i>Jamie Champagne, Business Analyst Speaker and Trainer, Champagne Collaboration</i>	<b>Virtual Pace in a Virtual Space</b> <i>Linda Parker, Senior Business Analyst, The Christon Initiative &amp; Gary Cockburn, Lead Business Analyst, Registers of Scotland</i>	<b>Seven Process Tools for Business Analysts</b> <i>Roger Burlton, Process Renewal Group</i>

08:30 - 09:30 Registration, 11:00 - 11:30 Coffee/Tea break 13:00-14:00 Lunch 15:30-16:00 Coffee/Tea break

## Tuesday 21 September 2021: Conference Day 1 & Exhibits

08:00 - 09:00	Registration
09:00 - 09:10	Conference Welcome: AssistKD
09:10 - 09:55	<b>Keynote: Cognitive Diversity</b> , <i>Matthew Syed, Writer, Journalist and Broadcaster</i>
09:55 - 10:10	Business Analyst of the Year Award 2021
10:10 - 10:40	Networking Break & Exhibits

	The BA Toolkit/Essentials	Business Transformation	Engagement and Collaboration	Business Analysis and Emerging Technologies	Reflection	Business Service Design
10:40 - 11:25	<b>BA Triangle</b> <i>Catherine Plumridge, Head of BA &amp; CI Practice, Aldermore</i>	<b>Driving the Never Ending Change</b> <i>Sandra Tinker, Commercial Operations Director, Conde Nast</i>	<b>The Social Analyst</b> <i>Georgiana Mannion, Evolving BA</i>	<b>RPA Spotting: The Art of Looking for Robotic Process Automation (RPA) Opportunities</b> <i>Lloyd Dugan, Senior Solution Architect, Serco-NA &amp; Cam Wilkinson, Fission Digital</i>	<b>Virtual Context: How We Changed Our Ways of Working to Perform Effective Analysis</b> <i>Martina Babini &amp; Eugenio Mosca, Principal Analysts, Yoox Net-A-Porter Group</i>	<b>Business Service Design at the Bank of England</b> <i>Kei Poon, Lead Business Analyst, Bank of England</i>
11:35 - 12:20	<b>4 Winning BA Strategies to Successfully Navigate Digital Transformation</b> <i>Usha Rangaswamy, Lead Business Analyst, Vodafone</i>	<b>Improving Data Capability in Large Complex Enterprises</b> <i>Timothy King, Enterprise Architect &amp; Matt Morbey, Head of Analytics and Technology Applications, Babcock International</i>	<b>The Quiet Revolution: How BAs Changed the Organisation from the Bottom Up</b> <i>Michelle Shakesheff, Head of Business Analysis, Close Brothers</i>	<b>All! What's the Fuss About?</b> <i>Imtiaz Kaderbhoj, Business Analyst, Sedgwick</i>	<b>Dude, What Just Happened? Reflections on the Pandemic</b> <i>David Beckham, ChuDo Consulting</i>	<b>BA Role in Counteracting Digital Exclusion</b> <i>Agnieszka Lozowicka, Programme Business Analyst, Objectivity</i>
12:30 - 13:15	<b>The Evolving Business Analyst: 4 Steps to Performing at your Best Without Burning Out</b> <i>Donovan Grant, Business Analyst, UAL</i>	<b>Benefits: Now You See Them, Now You Don't. Beware the Wizard of Woz</b> <i>Sam Merrick, Lead Business Analyst, Shell Energy</i>	<b>2 BA's, 1 PM and a Rubber Duck: How to Mix Well and Deliver</b> <i>Jo Solecki, Senior Business Analyst &amp; Ella Turner, Business Analyst, Tes</i>	<b>AI and Ethics</b> <i>Liz Calder, IIBA UK</i>	<b>Adaptation and Experimentation in the Midst of the Pandemic</b> <i>Jason Thompson, Elevendots</i>	<b>Connecting the Dots: Service, Design and Lean Thinking</b> <i>Jonathan Hunsley, AssistKD</i>
13:15 - 14:30	Networking Lunch & Exhibits					
14:30 - 15:15	<b>Keynote: Different is Normal</b> , <i>Dame Stephanie Shirley CH, IT Entrepreneur and Philanthropist</i>					
15:25 - 16:10	<b>Ready Player One (or More!)</b> <i>Jennifer Battan, The Uncommon League</i>	<b>Digitalisation: A Trini Perspective</b> <i>Jeneil Stephen, Senior Business Analyst, Guardian General Insurance</i>	<b>Empowerment: So Much More than Just Being Confident</b> <i>Jamie Toyne, Head of Business Analysis, MOJ Digital (Ministry of Justice) &amp; Tammy Kennedy, BT</i>	<b>The Role of the BA: Helping Corporates Work with Startups and Smaller Businesses</b> <i>Swapnil Sirsikar, Business Analyst, M&amp;G Plc</i>	<b>Bad Things Happen! The Ending Can Be Great!</b> <i>Judy Alter, CEO/Owner, Judy Alter Speaker &amp; Business Analysis Services, LLC</i>	<b>Personalisation: Everyone's Talking About it but What Does it Mean?</b> <i>Charles Whitworth, CX Design &amp; Delivery Director, Capita</i>
16:10 - 16:40	Networking Break & Exhibits					
16:40 - 17:25	<b>Keynote Panel: Is There a Future for Business Analysis?</b> , <i>Moderator: Philippa Thomas, Managing Director, Skills Shift Ltd</i> <i>Panellists: Dr Debra Paul, AssistKD, David Beckham, ChuDo Consulting, Christina Lovelock, BA Manager Lead, University of Leeds &amp; Adrian Reed, Blackmetric Business Solutions</i>					
17:25 - 18:25	Exhibits and Networking					

## Wednesday 22 September 2021: Conference Day 2 & Exhibits

09:00 - 09:10	Conference Welcome: IIBA UK					
09:10 - 09:55	<b>Keynote: Be More Pirate: Rewriting the Rules of Business</b> , <i>Alex Barker, Co-Author of How to Be More Pirate &amp; Facilitator</i>					
09:55 - 10:25	Networking Break & Exhibits					
10:25 - 11:10	<b>Emotional Intelligence: There's More to it than Empathy</b> <i>Kristy Dean, Digital Business Analyst Specialist, BT</i>	<b>How Resilience can Support you to Navigate Change at Personal, Team and Stakeholder Levels</b> <i>Corrine Thomas, Choices Coaching</i>	<b>The Stakeholder Engagement Canvas</b> <i>Kathy Berkidge, Mind at Work Consulting</i>	<b>Biometric Technology: Futureproofing your Work</b> <i>James Hartley, Business Analyst, The Home Office</i>	<b>Apprenticeships: Evolution, Insight and Misconceptions</b> <i>Nauka Shah, Anne Carrett &amp; Megan Dobson, Business Analysts, Aviva</i>	<b>Business Analyst in a Product Owner Hat: A Case Study</b> <i>Rosanna Choy Ang, Principal Business Analyst, ThoughtWorks</i>
11:20 - 12:05	<b>But What About the Kitchen Sink? Strategies for Effective BA Communication</b> <i>Tara Dentry, Independent Business Analyst, Aletha Works Ltd</i>	<b>Business Agility: A Personal Journey</b> <i>Lynda Girvan, Head of Business Analysis, CMC Partnership Consultancy Ltd</i>	<b>Collaboration Tools That Saved the Day!</b> <i>Julie Turner, Product Engineer (BA), John Lewis Partnership</i>	<b>Worlds Most Ambitious Automation Project</b> <i>David Slocombe, Senior Business Analyst &amp; Aimee Thompson, Business Analyst, Capita</i>	<b>On-Boarding Apprentice BAs in a Pandemic</b> <i>Suzy Robinson, Senior Business Analyst, British Library</i>	<b>Creating a BA Service Definition</b> <i>Chris Pyatt, Business Analysis Operational Lead, University of Leeds</i>
12:05 - 13:20	Networking Lunch & Exhibits					
13:20 - 14:05	<b>Keynote: Business Analysis in the New Decade: Trends and Research Findings</b> , <i>Delvin Fletcher, President and Chief Executive Officer, IIBA</i>					
14:05 - 14:35	Networking Break & Exhibits					
14:35 - 15:20	<b>Why SQL and Relational Database Knowledge is a Must Have in Every BA's Toolbox</b> <i>Rachel Alexander, Senior Business Analyst, One10 Marketing</i>	<b>Intersection: A Collaborative Enterprise Design Approach</b> <i>Milan Guenther &amp; Wolfgang Goebel, Intersection Group</i>	<b>How to Achieve a Michelin Star for Remote Engagement</b> <i>Martin Simmons, Senior Business Analyst, Redvespa &amp; Paul Hickman, Senior Business Analyst, NatWest</i>	<b>Digital Neuroscience 101 and the Importance of Empathy in Digital Experience Design</b> <i>Rachel Drinkwater, Senior Business Analyst</i>	<b>The Tale of a New Working Mum In Covid Times</b> <i>Michelle Fitzgerald, Product Engineer, John Lewis Partnership</i>	<b>Beyond 80/20: Embrace the 'Exceptions'!</b> <i>Adrian Reed, Blackmetric Business Solutions</i>
15:30 - 16:30	Conference Closing Keynote Panel - Takeaways from the Conference (closed by the BCS, The Chartered Institute for IT)					

## Thursday 23 September 2021: Conference Workshops

Half Day Workshops 09:30 - 13:00	<b>Making Workshops Work: Creative Collaboration for our Time</b> <i>Penny Pullan, Making Projects Work Ltd</i>	<b>Welcoming Change Mindfully</b> <i>Kathy Berkidge, Agile BA Consultant and Coach, Mind at Work Consulting</i>
Half Day Workshops 14:00 - 17:30	<b>Cybersecurity in Emerging Technologies</b> <i>Terry Baresh, Principal Business Analyst, Baresh Consulting &amp; Bindu Channaveerappa, IIBA UK London, Business Analysis Consultant, I-Perceptions Consulting Ltd</i>	<b>Model-Driven Business Analysis Techniques (That Work in the Real World)</b> <i>Alec Sharp, Clariteq Systems Consulting</i>

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