

Agenda

Monday 20 September 2021: Conference Workshops

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

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

09:00 - 09:10	Conference Welcome: AssistKD
09:10 - 09:55	Keynote: Cognitive Diversity , Matthew Syed, Writer, Journalist and Broadcaster
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	BA Triangle Catherine Plumridge, Head of BA & CI Practice, Aldermore	Driving the Never Ending Change Sandra Tinker, Commercial Operations Director, Condé Nast	The Social Analyst Georgiana Mannion, Evolving BA	RPA Spotting: The Art of Looking for Robotic Process Automation (RPA) Opportunities Lloyd Dugan, Senior Solution Architect, Serco-NA & Cam Wilkinson, Fission Digital	Virtual Context: How We Changed Our Ways of Working to Perform Effective Analysis Martina Babini & Eugenio Mosca, Principal Analysts, Yoox Net-A-Porter Group	Business Service Design at the Bank of England Kei Poon, Lead Business Analyst, Bank of England
11:35 - 12:20	4 Winning BA Strategies to Successfully Navigate Digital Transformation Usha Rangaswamy, Lead Business Analyst, Vodafone	Improving Data Capability in Large Complex Enterprises Timothy King, Enterprise Architect & Matt Morbey, Head of Analytics and Technology Applications, Babcock International	The Quiet Revolution: How BAs Changed the Organisation from the Bottom Up Michelle Shakesheff, Head of Business Analysis, Close Brothers	AI! What's the Fuss About? Imtiaz Kaderbhoy, Business Analyst, Sedgwick	Dude, What Just Happened? Reflections on the Pandemic David Beckham, ChuDo Consulting	BA Role in Counteracting Digital Exclusion Agnieszka Lozowicka, Programme Business Analyst, Objectivity
12:30 - 13:15	The Evolving Business Analyst: 4 Steps to Performing at your Best Without Burning Out Donovan Grant, Business Analyst, UAL	Benefits: Now You See Them, Now You Don't. Beware the Wizard of Woz Sam Merrick, Lead Business Analyst, Shell Energy	2 BAs, 1 PM and a Rubber Duck: How to Mix Well and Deliver Jo Solecki, Senior Business Analyst & Ella Turner, Business Analyst, Tes	AI and Ethics Liz Calder, IIBA UK	Adaptation and Experimentation in the Midst of the Pandemic Jason Thompson, Elevendots	Connecting the Dots: Service, Design and Lean Thinking Jonathan Hunsley, AssistKD

13:15 - 14:30	Networking Lunch & Exhibits
13:30 - 13:55	Young Business Analysts
14:00 - 14:25	Winston's Wish: Don't Give Me Grief! , Paul Moore, Associate Director of Fundraising, Winston's Wish
14:30 - 15:15	Keynote: Different is Normal , Dame Stephanie Shirley CH, IT Entrepreneur and Philanthropist

15:25 - 16:10	Ready Player One (or More!) Jennifer Battan, The Uncommon League	Digitalisation: A Trini Perspective Jenell Stephen, Senior Business Analyst, Guardian General Insurance	Empowerment: So Much More than Just Being Confident Jamie Toyne, Head of Business Analysis, MOJ Digital (Ministry of Justice) & Tammy Kennedy, BT	The Role of the BA: Helping Corporates Work with Startups and Smaller Businesses Swapnil Sirsikar, Business Analyst, M&G Plc	Bad Things Happen! The Ending Can Be Great! Judy Alter, CEO/Owner, Judy Alter Speaker & Business Analysis Services, LLC	Personalisation: Everyone's Talking About it but What Does it Mean? Charles Whitworth, CX Design & Delivery Director, Capita
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16:10 - 16:40	Networking Break & Exhibits
16:40 - 17:25	Keynote Panel: Is There a Future for Business Analysis? , Moderator: Philippa Thomas, Managing Director, Skills Shift Ltd Panellists: Dr Debra Paul, AssistKD, David Beckham, ChuDo Consulting, Christina Lovelock, BA Manager Lead, University of Leeds & Adrian Reed, Blackmetric Business Solutions
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	Keynote: Be More Pirate: Rewriting the Rules of Business , Alex Barker, Co-Author of How to Be More Pirate & Facilitator
09:55 - 10:25	Networking Break & Exhibits

10:25 - 11:10	Emotional Intelligence: There's More to it than Empathy Kristy Dean, Digital Business Analyst Specialist, BT	How Resilience can Support you to Navigate Change at Personal, Team and Stakeholder Levels Corrine Thomas, Choices Coaching	The Stakeholder Engagement Canvas Kathy Berkidge, Mind at Work Consulting	Biometric Technology: Futureproofing your Work James Hartley, Business Analyst, The Home Office	Apprenticeships: Evolution, Insight and Misconceptions Nauka Shah, Anne Carrett & Megan Dobson, Business Analysts, Aviva	
11:20 - 12:05	But What About the Kitchen Sink? Strategies for Effective BA Communication Tara Dentry, Independent Business Analyst, Aletha Works Ltd	Business Agility: A Personal Journey Lynda Girvan, Head of Business Analysis, CMC Partnership Consultancy Ltd	Collaboration Tools That Saved the Day! Julie Turner, Product Engineer (BA), John Lewis Partnership	Worlds Most Ambitious Automation Project David Slocombe, Senior Business Analyst & Aimee Thompson, Business Analyst, Capita	On-Boarding Apprentice BAs in a Pandemic Suzy Robinson, Senior Business Analyst, British Library	Creating a BA Service Definition Chris Pyatt, Business Analysis Operational Lead, University of Leeds

12:05 - 13:20	Networking Lunch & Exhibits
12:30 - 13:10	BA Conference Founders
13:20 - 14:05	Keynote: Business Analysis in the New Decade: Trends and Research Findings , Delvin Fletcher, President and Chief Executive Officer, IIBA
14:05 - 14:35	Networking Break & Exhibits

14:35 - 15:20	Why SQL and Relational Database Knowledge is a Must Have in Every BA's Toolbox Rachel Alexander, Senior Business Analyst, One10 Marketing	How to Achieve a Michelin Star for Remote Engagement Martin Simmons, Senior Business Analyst, Redvespa & Paul Hickman, Senior Business Analyst, NatWest	Digital Neuroscience 101 and the Importance of Empathy in Digital Experience Design Rachel Drinkwater, Senior Business Analyst	The Tale of a New Working Mum in Covid Times Michelle Fitzgerald, Product Engineer, John Lewis Partnership	Beyond 80/20: Embrace the 'Exceptions!' Adrian Reed, Blackmetric Business Solutions
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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	Making Workshops Work: Creative Collaboration for our Time Penny Pullan, Making Projects Work Ltd	Welcoming Change Mindfully Kathy Berkidge, Agile BA Consultant and Coach, Mind at Work Consulting
Half Day Workshops 14:00 - 17:30	Cybersecurity in Emerging Technologies Terry Baresh, Principal Business Analyst, Baresh Consulting & Bindu Channaveerappa, IIBA UK London, Business Analysis Consultant, I-Perceptions Consulting Ltd	Model-Driven Business Analysis Techniques (That Work in the Real World) Alec Sharp, Clariteq Systems Consulting

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