



Business Analysis Conference

Do you need to justify your attendance?

Business Analysis Conference Europe

20-23 September 2021 – A Virtual Conference

IRM UK, IIBA® UK Chapter, BCS, The Chartered Institute for IT and AssistKD
Collaborating across the community to represent and grow the Business Analysis profession.
For Practitioners, By Practitioners

The Virtual Business Analysis Conference provides an unparalleled learning and networking opportunity for Business Analysts worldwide. The conference provides a forum where Business Analysts can virtually meet, discuss and debate how best to rise to the challenges faced by their organisations today and in the future. 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.

Why This Is A 'Must-Attend' Event for Business Analysis Practitioners

Maximise your learning experience. Attend the 2 virtual conference days live (21-22 September) and you will get access to all conference presentation recordings for 3 months after the conference.

Six conference tracks with 45 sessions and approximately 40 hours of unprecedented learning experience from key BA experts and case studies from leading organisations world-wide. Learn from other BAs past successes and challenges through a wide range of case studies. Broaden your knowledge and gain insights from internationally renowned experts. The six tracks for this year are: The BA Toolkit/Essentials, Business Transformation, Engagement and Collaboration, Business Analysis and Emerging Technologies, Reflection, Business Service Design

Case Studies and Contributors Include:

- Bank of England
- NatWest Bank
- Shell Energy
- M&G
- The Home Office
- MOJ Digital (Ministry of Justice)
- BT
- Vodafone
- Aviva
- Registers of Scotland
- Guardian General Insurance
- Close Brothers
- Babcock International
- John Lewis Partnership
- Condé Nast
- British Library
- University of Leeds
- Yoox Net-A-Porter Group
- Capita
- Aldermore
- Serco
- UAL
- ...and many more.

Six 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.

Keynotes include:

Cognitive Diversity

Matthew Syed, Writer, Journalist
and Broadcaster

Different is Normal

Dame Stephanie Shirley, IT
Entrepreneur and Philanthropist

Business Analysis in the New Decade: Trends & Research Findings

Delvin Fletcher, President and
Chief Executive Officer, IIBA

Be More Pirate: Rewriting the Rules of Business

Alex Barker, Co-author of How to Be More Pirate & Facilitator

Here's what people have said:

I was really looking forward to attending the conference, not only because of the Business Analysis of the Year Award but also because over the years I have heard such great feedback from colleagues. I certainly wasn't disappointed.... The pre-conference comms were excellent – well-timed and informative, the variety of presentations and interactive Q&A was brilliant, and all of the keynote speakers really held your attention with both their solemn wisdom and humorous anecdotes. The meticulous attention to timings for the BAoTY presentations was worthy of a Royal function, and everything else went off so smoothly you would never have guessed that this was the first remote conference – well done to everyone involved in planning, organising and technical setup”
Pilar Scullion, Senior Business Analyst, Allianz Insurance

“I'm walking away impressed with the 2 days and thinking about next year's already! I say roll on BA Conf 2021!”
Bhavisha Patel, Senior Business Analyst, Virgin Media

“Really good event and in these exceptional circumstances has really set the bar on how a virtual conference can be.”
Adam Mcintyre, Product Owner, Rentokil Initial

“Great number of session available covering a wide range of topics. Like that the sessions were available on demand as it allowed me to attend more than I would be able to in person and allows me to go back and re-watch any sessions I particularly enjoyed.”
Sam Houghton, Business Analyst, Baillie Gifford

“Very impressed with how slick it all was. My first experience of a virtual conference, and I thought the conference platform worked well for re-creating virtually the conference experience. Also very pleased to have access to recordings of the sessions, allowing me to watch the sessions that I wasn't able to attend on the day.”
Chris Pyatt, Business Analysis Operational Lead, University of Leeds

“I enjoy this conference each year and I'm glad it was able to carry on online this year. I really appreciate the ability to watch other sessions that I'm interested in after the event and I will be making full use of this for sure!”
Victoria Banner, Senior Product Manager, BPDTS Ltd

“The Zoom chat at lunch time was a great idea as were the BA extra live events. Where I would normally wander round the stands finding people to chat to, I used the zoom facility. Also the BA extra live events were a good way to get insight into some of the sessions.”
Catherine Plumridge, Lead Business Analyst, Aldermore

“An excellent worthwhile event in these difficult times, made excellent use of technology to bring folk together - well done.”
Tony Ormston, Business Analyst, Department of Work and Pensions

“Overall a brilliant virtual event! This was my first BA conference and I hope it won't be my last. Well done to all involved in making the best of a bad situation!”
Kristy Dean, Solution Design Specialist, BT

Brilliant event. The organizers couldn't have done anything more to make it better.
Barbara Anderson, Senior Business Analyst, BPDTS

“One of the most informative and relevant events I have ever been to. Not sure how you will improve on this next year.”
Juliette Pearson, Strategy and Architecture, DE&S CIO

“Genuinely one of the best events I've ever attended.”
Adrian Beckham, BA Manager, ASDA

“I always come away from this event inspired and invigorated!”
Cathy Snarey, Global Business Analysis Champion, Ernst & Young

“Excellent. How else could we get this level of information? Excellent use of time.”
Mark Lewing, Senior Business Analyst, Aviva

“One of the key highlights of my BA career to date!”
Stuart Peek, Business Analyst, Specsavers

“Inspirational. An absolute must see event for our community.”
Annie Birchall, Business Analyst, Land Registry

“Overall, hugely impressed. Very much exceeded expectations.”
Alan McPherson, Business Analyst Manager, Thomson Reuters

“As per last year, an excellent, interesting & thought-provoking event. Certainly I find it provides me with fresh impetus in taking forward my role.”
Mark Atkins, Senior Business Analyst, Royal Bank of Scotland

“I am not alone. That is good to know! I really welcome the opportunity to share experiences with other BAs.”
Iona McMillan, Business Analyst, Global Energy

“Really enjoyed it – I leave having learned loads and full of ideas on how to apply at Lloyds. Thank you.”
Marta Korus, Lead Business Analyst, Lloyds Banking Group

“I have absolutely loved the conference. Great people, great presentations, great venue.”
Thamer Miles, Lead Analyst, Data & BI, Whitbread

“Inspiring and energising. Love it!”
Jonathan Bryant, Business Analyst, NFU Mutual

“Great event - Really thought-provoking and learnt some new skills.”
Jade Phillips, Lead Business Analyst, The Home Office