

Agenda

Monday 20 September 2021: Conference Workshops

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

Tuesday 21 September 2021: Conference Day 1 & Exhibits

09:00 - 09:10	Conference Welcome: AssistKD
09:10 - 09:55	Keynote: Cognitive Diversity , <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	BA Triangle <i>Catherine Plumridge, Head of BA & CI Practice, Aldermore</i>	Business Readiness for Change – a Critical Component <i>Sandra Tinker, Commercial Operations Director, Conde Nast</i>	The Social Analyst <i>Georgiana Mannion, Evolving BA</i>		Virtual Context: How We Changed Our Ways of Working to Perform Effective Analysis <i>Martina Babini & Eugenio Mosca, Principal Analysts, Yoox Net-A-Porter Group</i>	Business Service Design at the Bank of England <i>Kei Poon, Lead Business Analyst, Bank of England</i>
11:35 - 12:20	4 Winning BA Strategies to Successfully Navigate Digital Transformation <i>Usha Rangaswamy, Lead Business Analyst, Vodafone</i>	Improving Data Capability in Large Complex Enterprises <i>Timothy King, Enterprise Architect, Babcock International</i>	The Quiet Revolution: How BAs Changed the Organisation from the Bottom Up <i>Michelle Shakesheff, Head of Business Analysis, Close Brothers</i>	All! What's the Fuss About? <i>Imtiaz Kaderbhoy, Business Analyst, Sedgwick</i>	Dude, What Just Happened? Reflections on the Pandemic <i>David Beckham, ChuDo Consulting</i>	BA Role in Counteracting Digital Exclusion <i>Agnieszka Lozowicka, Programme Business Analyst, Objectivity</i>
12:30 - 13:15	The Evolving Business Analyst: 4 Steps to Performing at your Best Without Burning Out <i>Donovan Grant, Business Analyst, UAL</i>	Benefits: Now You See Them, Now You Don't. Beware the Wizard of Woz <i>Sam Merrick, Lead Business Analyst, Shell Energy</i>	2 BAs, 1 PM and a Rubber Duck: How to Mix Well and Deliver <i>Jo Solecki, Senior Business Analyst & Ella Turner, Business Analyst, Tes</i>	AI and Ethics <i>Liz Calder, IIBA UK</i>	Adaptation and Experimentation in the Midst of the Pandemic <i>Jason Thompson, Elevendots</i>	Connecting the Dots: Service, Design and Lean Thinking <i>Jonathan Hunsley, AssistKD</i>

13:15 - 14:30	Networking Lunch & Exhibits
13:30 - 13:55	Young Business Analysts , <i>Lauren Howes, Business Analyst, Bank of England & Kay Hardy, Senior Consultant, Capita Software</i>
14:00 - 14:25	Winston's Wish: Don't Give Me Grief! , <i>Paul Moore, Associate Director of Fundraising, Winston's Wish & Ryan Felix, Co-Founder, Altbe</i>

14:30 - 15:15	Keynote: Different is Normal , <i>Dame Stephanie Shirley CH, IT Entrepreneur and Philanthropist</i>					
15:25 - 16:10	Ready Player One (or More!) <i>Jennifer Battan, The Uncommon League</i>	Digitalisation: A Trini Perspective <i>Jenell Stephen, Senior Business Analyst, Guardian General Insurance</i>	Empowerment: So Much More than Just Being Confident <i>Jamie Toyne, Head of Business Analysis, Ministry of Justice Digital & Technology & Tammy Kennedy, BT</i>	The Role of the BA: Helping Corporates Work with Startups and Smaller Businesses <i>Swapnil Sirsikar, Business Analyst, M&G Plc</i>	Bad Things Happen! The Ending Can Be Great! <i>Judy Alter, CEO/Owner, Judy Alter Speaker & Business Analysis Services, LLC</i>	Personalisation: Everyone's Talking About it but What Does it Mean? <i>Charles Whitworth, CX Design & Delivery Director, Capita</i>

16:10 - 16:40	Networking Break & Exhibits
16:40 - 17:25	Keynote Panel: Is There a Future for Business Analysis? , <i>Moderator: Philippa Thomas, Managing Director, Skills Shift Ltd</i> <i>Panelists: Dr Debra Paul, AssistKD, David Beckham, ChuDo Consulting, Christina Lovelock, BA Manager Lead, University of Leeds & 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	Keynote: Be More Pirate: Rewriting the Rules of Business , <i>Alex Barker, Co-Author of How to Be More Pirate & Facilitator</i>
09:55 - 10:25	Networking Break & Exhibits

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

12:05 - 13:20	Networking Lunch & Exhibits
12:30 - 12:55	What Are Digital Offerings and Why Should I Care? , <i>Morten Stender, Partner, Staun & Stender</i>
12:30 - 13:10	BA Conference Founders , <i>Dr Debra Paul, Managing Director, AssistKD, Liz Calder, President, IIBA UK & Rachael Levermore, Head of Compliance, BCS, The Chartered Institute for IT</i>
13:20 - 14:05	Keynote: Business Analysis in the New Decade: Trends and Research Findings , <i>Delvin Fletcher, President and Chief Executive Officer, IIBA</i>
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 <i>Rachel Alexander, Senior Business Analyst, One10 Marketing</i>	Applying Design Thinking to Transform Company Culture <i>Zeib Khwaja, Senior Associate, JP Morgan Chase & Co.</i>	How to Achieve a Michelin Star for Remote Engagement <i>Martin Simmons, Senior Business Analyst, Redvespa & Paul Hickman, Senior Business Analyst, NatWest</i>	Digital Neuroscience 101 and the Importance of Empathy in Digital Experience Design <i>Rachel Drinkwater, Senior Business Analyst</i>	The Tale of a New Working Mum In Covid Times <i>Michelle Fitzgerald, Product Engineer, John Lewis Partnership</i>	Beyond 80/20: Embrace the 'Exceptions'! <i>Adrian Reed, Blackmetric Business Solutions</i>
15:30 - 16:00	Conference Close - Takeaways from the Conference (moderated by Adam Thilthorpe, Director for Professionalism, 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 <i>Penny Pullan, Making Projects Work Ltd</i>	Welcoming Change Mindfully <i>Kathy Berkidge, Agile BA Consultant and Coach, Mind at Work Consulting</i>
Half Day Workshops 14:00 - 17:30	Cybersecurity in Emerging Technologies <i>Terry Baresh, Principal Business Analyst, Baresh Consulting & Bindu Channaveerappa, IIBA UK London, Business Analysis Consultant, I-Perceptions Consulting Ltd</i>	Model-Driven Business Analysis Techniques (That Work in the Real World) <i>Alec Sharp, Clariteq Systems Consulting</i>