

Europe's Foremost Independent Business Analysis Conference

BA Business Analysis Conference London 2009

The business analysis profession has evolved significantly over the last couple of years in the UK. The valuable contributions made by Business Analysts are now becoming recognised at all levels of the organisation.

Business Analysts now exist in a variety of roles at the heart of business change to ascertain problems or identify opportunity areas from a business or technology perspective. Business Analysts help organisations to better understand what they need and why, ensure better decision making, and enable successful business solutions to meet the challenging needs of companies today.

The focus of the business analysis and project management professions differ significantly however rely on each other to work together to understand the business need and deliver benefits and value to organisations. Without business analysis how can you be sure that your project is addressing the right business need?

The Business Analysis Conference London 2009 will provide an interactive forum to learn from leading industry experts about the role and future trends of business analysis, what you need to be a high performing and successful business analyst today, success stories from a range of industries, and how to develop a business analyst community within your organisation. The objective of this conference is to increase awareness of the profession and provide professional development opportunities for Business Analysts.

- Delegates can choose from 4 pre-conference workshops and 2 conference tracks with topics focused on: "The BA Role and How We Deliver Business Value" and "Business Analysis Tools & Techniques".
- To maximise open discussions and learning with delegates and industry experts we have arranged 2 panel discussions: "The Role of the BA: What is expected and What is Delivered – Is There a Difference?" and "Establishing a BA Community".

Delegates will also have the opportunity to network with other professionals, engage with exhibitors within the profession, and also learn more about the professional qualifications in Business Analysis.

Topics Include:

- The evolving role of the Business Analyst
- Qualifications and career paths for BAs
- From Business Analyst to Business Architect
- Being a BA in an innovative environment
- Implementing coherent business change
- BAs and Project Managers working together
- Innovative requirements gathering
- Ethnography as an analysis tool
- The Business Analyst in Agile projects
- Establishing a Business Analysis community
- Imagining the future and making it happen
- Implementing people centric change
- Running successful workshops
- Running successful virtual meetings
- Participative analysis and user centred design
- Gathering requirements in cross disciplinary teams
- Clean language in requirements gathering
- Business Analysts and the modelling of data

Keynotes Speakers:



David Taylor
The Naked Leader



Mark Harrison
BBC



David Clarke
BCS



Paul Coby
CIO, British Airways

In Collaboration With:



www.irmuk.co.uk/ba2009

28-30 September 2009

Radisson SAS Portman Hotel, London, UK

- 4 Pre-Conference Workshops
- 2 Conference Tracks:
 - The Role of The Business Analyst and How We Deliver Business Value
 - Business Analysis Tools and Techniques

This event is co-located with Business Process Management Conference Europe 2009 www.irmuk.co.uk/bpm2009. Delegates registering for the BA event will also be allowed to attend sessions on the BPM event.

Contributors Include:

- British Telecom
- Prudential
- BBC
- British Airways
- Spire Healthcare
- AstraZeneca
- Royal Borough of Kensington & Chelsea
- Deloitte
- Skandia
- Unum
- Scottish and Southern Energy

Featured Speakers Include:

- James Archer
- Tony Bidgood
- Michael Brown
- Steve Danby
- Nick de Voil
- Keith Gordon
- Elizabeth Harrin
- Kevin Johns
- Allan Kelly
- Neil Maiden
- Chris Marshall
- Debbie Paul
- Caroline Paxton
- Chris Potts
- Penny Pullan
- Judy Rees
- James Robertson
- Suzanne Robertson
- Brian Shaw
- Mark Sinclair
- Martyn Wilson

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Conference Overview

Introduction from IIBA®

International Institute of Business Analysis (IIBA®) is a non-profit professional association focused on developing the role and professional recognition of the Business Analyst. The UK Chapter was formed in November 2006 and our value proposition centres on being the "Business Analyst Networking Hub", providing our members and the wider business analysis community with knowledge sharing, events, professional development, best practice & standards, and professional certification.

It is our great pleasure to present the first ever Business Analysis Conference held in the UK. We recognised in 2008 that significant momentum and recognition was building in the field of business analysis in the UK. In response to this growing level of interest and to ensure that steps were taken to bring the profession to the next level, IIBA® in collaboration with BCS and ISEB have worked together over the last year with IRM to bring a conference about business analysis from a great idea to reality!

Building a credible profession is not an easy task, but having a Business Analysis Conference within the UK sends a clear message to other professions, employers, recruiters that we are here to stay and we have now entered into the next stage of maturity for the business analysis profession.

We hope that you find this conference informative, engaging, and an enjoyable experience with a range of conference activities, topics, and networking opportunities available for you to participate.

We look forward to seeing you there.

Martyn Wilson, CBAP®, PMP® James Archer
IIBA UK Chapter President IIBA UK Chapter Events Coordinator

Who Should Attend

- ▶ **Business Analysts** looking to increase their skills, understanding and influence within their projects and organisations, and build BA communities and career paths.
- ▶ **Project/Programme Managers** and other Senior Staff looking to understand the benefits and possibilities of working with BA professionals more effectively.
- ▶ **Business Sponsors and Change Leads** interested in a more effective dialogue with project teams.
- ▶ **Business Managers/Consultants** with interests in business strategy, organisational change, operational improvements, and new product/service development.
- ▶ **Employers and Recruiters** looking to understand the range of skills, experience and qualifications that distinguish the modern BA, and the benefits it can bring to an organisation.
- ▶ **Software Vendors/Product Managers** interested in improved techniques for understanding their clients' requirements and domain needs.

**Group Booking Discounts: 2-3 delegates 10%,
4-5 delegates 20%, 6 + delegates 25%**

What You Will Learn

- ▶ What the main trends and opportunities are in Business Analysis
- ▶ How the discipline of Business Analysis has matured and how it is likely to evolve in the future
- ▶ How to adapt approaches to requirements definition in an innovative environment
- ▶ How to run effective workshops and virtual meetings
- ▶ Ways of ensuring that Business Analysts and Project Managers can work together to ensure success in the enterprise
- ▶ How to effectively apply a range of Business Analysis techniques
- ▶ What the relationship is between Business Analysts and other roles such as Business Architect
- ▶ Why it is important for BAs to model data as well as processes
- ▶ How to ensure that coherent business change is implemented successfully
- ▶ How to set up and maintain a BA community and a centre of BA excellence
- ▶ Which qualifications are relevant throughout a Business Analyst's career
- ▶ How to define requirements to a clear and robust way
- ▶ Why Business Analysis is such a vital discipline in challenging times
- ▶ How to ensure good requirements gathering in multidisciplinary teams
- ▶ What to do to benefit from participative analysis and user centred design

Pre-Conference Workshops

How Business Analysts Can Be Innovative when Gathering Requirements:

The role of the BA is more than a "stenographer's task" where the BA passively records the stakeholders' needs. Experience tells us that useful products come from innovation. In this tutorial James, Neil and Suzanne will explain how to use innovation techniques to bring about more useful, usable and competitive systems, services and products. James and Suzanne Robertson are co-authors along with fellow principals of the Atlantic Systems Guild of Adrenaline Junkies & Template Zombies: Understanding Patterns of Project Behaviour. Neil Maiden is Professor of Systems Engineering and Head of the Centre for Human-Computer Interaction Design at City University. He has published over 120 peer-reviewed papers in journals, conferences and workshops, and is editor of the IEEE Software's Requirements column.

Running a Successful Workshop:

It doesn't take much for a workshop to turn from an opportunity into a problem, often undermining the success of the whole initiative. The reason workshops can go wrong usually boils down to some basic mistakes made by the facilitator/workshop leader. This session is designed to help you to avoid them by explaining how to get buy in from the start and create a positive atmosphere; how to set up topics for discussion so there is clarity and commitment from the start; tools for breaking the ice and getting off to a flying start and more. Michael Brown has been a training consultant for 12 years, running events in blue chip organisations around the world. His specialist area is behavioural analysis, with a particular emphasis on Conflict Handling.

Using Ethnography to Create Optimum Customer Experience:

Mark will use a case study to establish the understanding of what Ethnographic Research is and why it's the most effective way to understand Service Users their motivations and behaviour; how standing in the customers' shoes helps create better experiences for both service users and staff; and why visual navigation is the simplest way to make complex information easy to find. Mark is CEO of Quickheart Ltd., previously a Board Director of Saatchi & Saatchi, Chairman of a web production company.

Implementing People Centric Change - The Difference Between Success & Failure In A Downturn:

Past recessions show that successful organisations are those that implement strategies better than their competitors. Business Analysts can make a real difference by applying a people centric approach to business change. Kevin and Caroline will share why key professional bodies, including the IIBA®, BCS and CIPD are working to create a Special Interest Group (SIG) to promote cross profession capabilities in business change. They will explain how to create a people-centric approach to change and how this can make a real difference to benefit realisation. Kevin Johns is currently responsible for BT's Professional Services capability in the UK. Caroline Paxton is Head of Client Services for Changefirst Limited, developers of the people change management methodology People-Centred Implementation (PCI®) which is used by organisations globally to build their internal change implementation capabilities.

Facilitated Sessions:

Panel Discussion On "The Role Of The BA: What Is Expected And What Is Delivered – Is There A Difference?":

This session will take a 'Question Time' format and will look at different perspectives on the role of the BA. The panel for this discussion will consist of specialists from a range of professional disciplines, including a BA Head of Practice, a BA recruitment specialist, a project sponsor and IT manager. The panel will be presented with questions examining the different aspects of business analysis and will respond with their experiences and opinions. Consensus amongst the panel members, whilst desirable, cannot be guaranteed.

Panel Discussion on "Establishing a BA Community":

There is no right way to go about establishing and strengthening your BA Community, but it is something that many organisations need to be focusing on. In this "Question & Answer" session, four leaders of BA Communities will share insights into the successful (but different) approaches they have adopted in establishing a BA community within their organisations.

Qualification Clinics:

The Business Analysis qualifications and career clinic will provide the opportunity for conference delegates to discuss their own and their team's concerns regarding qualifications and have their questions answered regarding BA and related qualifications with experts and representatives of the main awarding bodies. Delegates may wish to discuss:

- ▶ Individual career path and qualification progression routes
- ▶ The relationship with qualifications and competency frameworks such as SFIA
- ▶ Where BA qualifications fit with recognised qualifications from other disciplines
- ▶ The structure of key examination paths such as the CBAP® and those from ISEB
- ▶ The equivalence and exemptions of various qualifications with others
- ▶ The various application processes for the main qualifications available
- ▶ Next steps, including progression to Chartered professional status

Prior to the conference, delegates will be able to send in their individual questions and where appropriate book a clinic appointment with an advisor.

Agenda

For detailed descriptions of all of these sessions visit www.irmuk.co.uk/ba2009

Group
Discounts Available
- see page 2 for details

Keynotes:

Leadership Mastery For Business Analysts, David Taylor, The Naked Leader

David Taylor has been inspiring individuals and businesses for over twenty years, working with people from all walks of life, from CEO's to professional golfers and international leaders. He is also one of Europe's most dynamic and sought-after speakers on the subject of leadership and personal development. David will make delegates appreciate the new opportunities that exist for Business Analysts in both the present turbulent business world and equally important when we come out of the recession. David is the author of the fastest selling business book in the world, "The Naked Leader", and two global best-selling follow-ups, and is also the Professor of Leadership at Warwick University Business School. As a speaker, over 250,000 business people have attended a David Taylor event.

Why are you doing this to us? Technology Change as Friend and Foe, Mark Harrison, Creative Lead for Technology and Innovation, BBC

We're in the middle of a new industrial revolution. Nowhere is this more the case than the media sector: digitally-enabled audiences are requiring broadcasters to make more content, in different ways, for less money. A complete retooling of the production process is required – but it's proving difficult to achieve. In this presentation Mark Harrison explores why creative people are so threatened by change. He argues that the pain associated with technology innovation will not be reversed until organisations take a fundamentally different approach from the ones used by most consultants and analysts. Mark has worked in media for over 20 years – both for the BBC and the independent sector. Mark is now the Creative Lead for Technology and Innovation at the BBC.

Defining Professionalism for Business Analysis, David Clarke, Chief Executive, BCS

As business and society becomes more dependant on information and technology it is vital that recognised professional standards are in place. David will provide insight into how this can be achieved and the dangers of failing to do so. David is ideally placed to suggest how the discipline of Business Analysis can raise its profile as a respected profession for the future. David has been instrumental in moving the profession forward, particularly in the areas of raising professionalism and widening the scope of the discipline to incorporate the role that IT plays in driving and enabling effective business change.

Bringing Technology and Business Together During a Time of Recession, Paul Coby, CIO and Head of Financial Shared Services, British Airways

Paul Coby, CIO of British Airways, is the BA Director responsible for technology, IT-enabled business change and financial shared services across the airline. Paul's business principle is – 'there are no IT projects, only business projects'. Over the last seven years he has reduced the cost of running BA's IT operation by 45%, enabling the Airline's investment in industry revolutionising 'customer and employee enabled' systems. BA's successful IT investments include the award winning ba.com with on-line check-in. Paul will discuss how he is bringing technology and business together during these difficult times.

Monday 28 September 2009 – PRECONFERENCE WORKSHOPS

08:30-09:30	Registration	
09:30-13:00	How Business Analysis Can Be Innovative When Gathering Requirements James & Suzanne Robertson, The Atlantic Systems Guild & Neil Maiden, City University	Running a Successful Workshop Michael Brown, Michael Brown Training
13:00-14:00	Lunch	
14:00-17:30	Using Ethnography To Create Optimum Customer Experience Mark Sinclair, Quickheart	Implementing People Centric Change - The difference between Success and Failure in a Downturn Kevin Johns, BT Global Professional Services & Caroline Paxton, Changefirst

Tuesday, 29 September 2009 - CONFERENCE DAY 1 & EXHIBITS

08:00-09:00	Registration	
09:00-09:10	Conference Welcome: Martyn Wilson, International Institute of Business Analysis (IIBA®)	
09:10-09:55	Keynote: Leadership Mastery for Business Analysts, David Taylor, The Naked Leader	
TRACKS	The Role Of The Business Analyst And How We Deliver Business Value	Business Analysis Tools And Techniques
10:00-10:55	What Would the World Be Like If There Were No Business Analysts? Paul Turner, Business & IS Skills	Conquering the Requirements Challenge - An Integrated Methodology for Cross-disciplinary Teams Brian Shaw, Deloitte
10:55-11:25	Networking Break & Exhibits	
11:25-12:20	More Important Than Ever: The BA Role in Agile Projects and Agile Transition Allan Kelly, Software Strategy	Getting to the Knowledge Inside: Clean Language As An Aid to Requirements Gathering Tony Bidgood, Independent Consultant & Judy Rees, X-Ray Listening
12:20-13:40	Lunch, Exhibits, & Qualification Clinics	
13:40-14:25	Keynote: Why are you doing this to us? Technology Change as Friend and Foe, Mark Harrison, BBC	
14:30-15:25	Working Successfully With Project Managers Elizabeth Harrin, Spire Healthcare	Why Business Analysts Should Model Data Keith Gordon, Gordon Blain Associates Limited
15:25-15:55	Networking Break & Exhibits	
15:55-16:40	Model Driven Development (MDD) – Empowering the Business Analyst Dr. Franco Civello, RDF Group	Sponsor Sessions TBC – Visit www.irmuk.co.uk/ba2009 for further details
16:45-17:40	Panel Discussion On "The Role Of The BA: What Is Expected And What Is Delivered – Is There A Difference?" Debbie Paul, AssistKD; Mike Hendry, Unum; Lawrence Darvill, Certes; Steven Forbes, Forbes-Hewitt Ltd; David Oliver, Scottish and Southern Energy	Five Secrets Of Successful Virtual Meetings Penny Pullan, Making Projects Work Ltd
17:40-19:00	Drinks Reception, Networking & Exhibits	

Wednesday 30 September 2009 – CONFERENCE DAY 2 & EXHIBITS

08:00-09:00	Registration	
09:00-09:45	Keynote: Bringing Technology and Business Together During a Time of Recession, Paul Coby, British Airways	
09:50-10:35	Keynote: Defining Professionalism for Business Analysis, David Clarke, BCS	
10:35-11:05	Networking Break & Exhibits	
TRACKS	The Role Of The Business Analyst And How We Deliver Business Value	Business Analysis Tools And Techniques
11:05-12:00	Being A BA In An Innovation Driven Environment Chris Marshall, AstraZeneca	Imagining The Future And Making It Happen James Archer, Royal Borough of Kensington & Chelsea
12:05-12:50	Concurrent Sponsor Session TBC – Visit www.irmuk.co.uk/ba2009 for further details	
12:50-14:10	Lunch & Exhibits	
14:10-15:05	From Business Analyst To Business Architect Chris Potts, Dominic Barrow	Panel Discussion On "Establishing a BA Community" Steve Danby, Prudential, Angela Mitchell, Deloitte, Simon Ward, Verizon Business, Simon Hartley, Skandia
15:05-15:35	Networking Break & Exhibits	
15:35-16:30	Coherent Business Change - Forget The Job Titles; It's The Results That Matter! Debbie Paul, AssistKD	Participative Analysis And User-Centred Design Nick de Voil, De Voil Consulting
16:35-17:05	Conference Closing Panel Discussion: Martyn Wilson and James Archer, IIBA®	

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28 - 30 September 2009 | Radisson SAS Portman Hotel | London UK

BA Business Analysis Conference London 2009

Registration Fees:

Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (15%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

Registration Fees

Entire Event (28 - 30 Sept 2009)

FEE: £1,445 plus VAT (£216.75) = £1,661.75

Conference Only (29 - 30 Sept)

FEE: £1,045 plus VAT (£156.75) = £1,201.75

Tutorial Only (28 Sept)

FEE: £695 plus VAT (£104.25) = £799.25

If you are unable to attend you will be able to purchase a set of the proceedings on CD Rom for £150.

Discounts

Group Discounts are available for group bookings of 2 or more delegates made at the same time - please see page 2 for details.

IIBA Discounts are available as follows:

IIBA members will receive a 10% discount. IIBA UK Chapter members will receive a 15% discount.

The above discounts can be taken in conjunction with each other. Contact IRM UK for more details.

The registration fee includes the conference lectures, documentation on CD ROM (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending this IRM UK conference will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending. **Non-UK Delegates:** Please check with your local tax authorities.

Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

Cancellation Liability:

In the unlikely event of cancellation of the conference for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of IRM UK, to change the content, timings, speakers, date and venue of the conference.

Conference Location:

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Hotel Accommodation Details:

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Registration Form

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Conference Only 29 - 30 Sept 2009 Tutorial Only 28 Sept 2009

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For this event we will share your postal data with the sponsors and they will be entitled to send to you just two mailings - one before the event and one after the event. If you prefer us not to do this please tick this box.

How to Register

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