14/15th May 2020
FRANKFURT ON THE MAIN

EUROPEAN BA-DAY

CLOSING WITH BUSINESS ANALYSIS THE GAPS

Value Proposition for Speakers and Sponsors
The motto of the 3rd European Business Analysis Day:

CLOSING WITH BUSINESS ANALYSIS THE GAPS
3rd European Business Analysis Day
May 14th/15th, 2020, Frankfurt (May 14th Workshop Day, May 15th Conference Day)

- The BA-Day (www.ba-day.com) is the hot-spot for Business Analysis, Business Agility, Product Owner matters, Scaling Agile and Requirements Engineering in Europe, hosted by masVenta Business GmbH
- International and national approach for the BA and RE community
- 1\textsuperscript{st} BA-DAY in May 2018 had 125 attendees from 15+ countries, from St. Petersburg to Toronto
- 2\textsuperscript{nd} BA-DAY in May 2019 had 150 attendees and 70 of them in the half-day workshops on Thursday
- Expecting 2020 up to 180 Business Analysts, Product Owners, Business Owner, Requirements Engineers, Project Managers and other professionals dealing with various BA topics
- Located in Frankfurt am Main, one of Europe’s financial headquarters
- Leading workshop day May 14\textsuperscript{th} with six half-day workshops in 3 tracks
- Conference day May 15\textsuperscript{th} with 3 tracks and more than 25 international speakers
- Know-how from the experts: European Industry Case Studies, Best Practices in BA and RE, Leading Associations and Certification Know-How
THE IMPORTANCE OF HUMAN-HUMAN INTERFACES IN THE DIGITAL AGE

Sudan Jackson

...has been working in REWE Digital's technology division since 2016, where he is responsible for cultural and organisational development. Sudan has over 20 years of experience in IT, Digitalisation and Transformation, a certified coach and trainer, and a welcome speaker at conferences.
Closing Keynote

ANTHROPOLOGY AS A TOOL

Patricia Salgado

...is project director of The Walker Research Company with more than 10 years of experience working in digital marketing in digital agencies as OMD, Nurun or Flat101 among others, doing analysis for McDonalds, Dockers, Levi’s, Monster, Desigual...

Her keynote will close the event showing different cases studies using the anthropology as main tool for business
**Track themes 2020**

**WORKSHOP DAY**
Six half-day workshops in 3 tracks

<table>
<thead>
<tr>
<th>Pre-Conference Workshops</th>
<th>Conference Day Track #1</th>
<th>Conference Day Track #2</th>
<th>Conference Day Track #3</th>
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</thead>
<tbody>
<tr>
<td><em>Thursday, May 14th, 2019</em></td>
<td><em>Friday, May 15th, 2019</em></td>
<td><em>Friday, May 15th, 2019</em></td>
<td><em>Friday, May 15th, 2019</em></td>
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<tr>
<td>INTRODUCTION TO SCALED AGILE FRAMEWORK (SAFe)</td>
<td><em>Nowadays, every company needs a digital strategy for its portfolio. This imperative forces companies to look at appropriate portfolio management techniques. Decisions are increasingly influenced by new factors; markets, trends and expectations of digital customers shape modern and agile management approaches.</em></td>
<td><em>Artificial Intelligence (AI) has become one of the main drivers for the Digital Transformation. More and more customer processes are being equipped with “thinking machines”. AI projects in particular require a carefully calculated cost-benefit ratio, since investments in cutting-edge technology must also pay off.</em></td>
<td><em>Communication is the fuel for the development of companies, different cultures are the most important challenges for required changes. Closing communication gaps between the different parties makes projects definitely more successful.</em></td>
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<tr>
<td>BUSINESS ANALYSIS FOR SERVICE DESIGN</td>
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<td>THE MINDFUL BA – HOW MINDFULNESS HELPS KEEP THE BALANCE</td>
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<td>THE ROADMAP TO THE DIGITAL TRANSFORMATION OF YOUR BUSINESS MODEL</td>
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<td>INITIATION TO HOLISTIC BUSINESS ANALYSIS</td>
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<tr>
<td>HOW TO PLAN AND EXECUTE AN ADAPTIVE, DATA-INFORMED PRODUCT DEVELOPMENT STRATEGY</td>
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**Digital Portfolio Imperative**
Agile Portfolio Management

**Driver Artificial Intelligence**
AI as main driver of the Digital Transformation

**Communication and Cultures**
Closing Communication Gaps
Announcing some of the 2020 Speakers...

- **ALMUDENA RODRIGUEZ PARDO**
  Business Agility Consultant, Rodriguez Pardo & Assoc.

- **SUDAN JACKSON**
  Organisational & Cultural Development, REWE Digital

- **ELIZABETH LARSON**
  Consultant Watermark Learning/Project Management Academy

- **HOWARD PODESWA**
  CEO, Noble Inc, Toronto

- **TANJA SCHLESINGER**
  VP OneSource, DB Regio AG

- **PATRICIA SALGADO**
  Project Director, Walker Research Company

- **STEFAN BOSSUWÉ**
  CBAP®, President IIBA® Brussels Chapter

- **TOMÁŠ KONÍČEK**
  Product Owner, Česká spořitelna

- **BERENICE KOCH**
  Business Analysis Manager, Freshfields Bruckhaus Deringer LLP
Some 2019 Impressions
Sketch Notes and Visual Scripting...
Feedback

“Der Anlass war sehr gut und professionell organisiert. Alle drei parallelen Veranstaltungen wurden in nebeneinanderliegenden Räumen durchgeführt, so dass die Veranstaltung kompakt war. Leckeres Essen, und eine schöne Terrasse mit Blick ins Grüne und auf die Skyline von Frankfurt in der Ferne boten optimale Voraussetzungen fürs Lernen, Netzwerken und sich Wohlfühlen – Patrick Steiger, CH”

Source: https://www.infometis.ch/1st-european-business-analysis-day/

“So, he [Ruediger Suess] suggested to call it better lessons applied instead of lessons learned which sounds more universal but, indeed, it is not as it is a subject experience of individual people in a certain situation. My big thanks for this take away – Robert Baumgartner, D”

Source: https://www.pmicc.de/1st-european-ba-day-2018/

Here are highlights from the 1st European BA Day. Excellent conference, flawless in its execution, great speakers, food, and networking!
http://ow.ly/2I4z30ket7I  - E. Larson, USA

Source: https://twitter.com/e_larson/status/1001490271333502983
Value Proposition for Attendees and Speakers

- Professionals, company representatives and consultants will meet the international and national Who-is-Who in Business Analysis, Requirements Engineering and Project Management
- You will meet plenty of German company managers
- Business Analysis practitioners from all over the world are sharing the experiences on this conference
- Due to the central location in one of Europe’s financial headquarters, Frankfurt am Main, this event will attract national, international and internationally working people
- After the second event 2019, the BA-DAY is has become the definitive meeting hub for all English-speaking professionals who have stakes in Business Analysis and who are working in central Europe.
Lean Call-for-papers process

The conference is soliciting literature review, survey, business case study and research papers and comments including, whilst not limited to, the following areas of interest:

- Agile Practices
- Applied Techniques
- Best Practices
- Business Analysis
- Business Analysis Maturity
- Business Processes
- Business Rules
- Collaborative Work
- Customer Experience
- Customer Journey
- Eliciting Techniques
- Feasibility Studies
- Financial Analysis
- Industry Experiences

- Intercultural Aspects
- Modelling and Visualization
- Moderation and Facilitation
- Process Mining
- Process Performance
- Requirements Engineering
- Requirements Management
- Research Results
- Roles & Responsibilities
- Success and Failure
- User Experience

READY TO SUBMIT PAPERS?
All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers in electronic (DOC or PDF) format. Simply send your application to papers@ba-day.com.
Ticket pricing*

Early bird price 549,-

WORKSHOP DAY PASS
590.00 EUR

Workshop Day Access
May 14th, 2020

BOOK NOW

Early bird price 449,-

CONFERENCE DAY PASS
490.00 EUR

Conference Day Access
May 15th, 2020

BOOK NOW

Early bird price 889,-

TWO DAY PASS
990.00 EUR

Workshop Day May 14th, 2020
Conference Day May 15th, 2020

BOOK NOW

*) all prices net, add 19% German VAT for gross
Value Proposition for Sponsors

- Recruiting Business Analysts on the BA-DAY is very focused and effective. Directly get in touch with the BA experts at Europe’s leading BA spot.
- Business Analysts are often consulting decision makers - on the conference they will recognize your products and services.
- Business Analysts are conceptualizing solutions consisting of services, products and tools. They usually recommend those if they know them.
- Managers and HR responsible for Business Analysts are interested in personnel development plans.
- Your company and your products will be present on web pages, in newsletters, and in multi channel advertisements until June 2020.
Excellent Networking Opportunities for Sponsors
#BADAY2020 - Thanks to our Sponsors!
Venue

MERCURE HOTEL FRANKFURT ESCHBORN HELFMANN PARK
Helfmann-Park 1, 65760 Eschborn, Phone: +49 6196 96970
<table>
<thead>
<tr>
<th>Services for Sponsors</th>
<th>Premium Sponsor</th>
<th>Classic Sponsor</th>
<th>Basic Sponsor</th>
<th>Advertisement Sponsor</th>
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<td>Number of Sponsors</td>
<td>Limited to. 2</td>
<td>Limited to. 6</td>
<td>Limited to. 4</td>
<td>Unlimited</td>
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<tr>
<td>Provisioning of Information Materials</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo in slide show on big screens during the breaks</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Roll-up on the stage in the lecture rooms</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Exhibition stand, provided by Sponsor</td>
<td>Popup Exhibition stand or similar approx. 4 x 2m</td>
<td>Popup Exhibition stand or similar approx. 2 x 2m</td>
<td>1 Roll-up</td>
<td>No</td>
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<td>Furniture provided by Business Analysis Day</td>
<td>2 bar tables, 4 bar stools</td>
<td>1 bar table, 2 bar stools</td>
<td>1 bar table, 1 bar stool</td>
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<td>Banner on the start page of the conference website</td>
<td>Yes, emphasized</td>
<td>Yes</td>
<td>Yes</td>
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<td>Banner and company description on the conference website</td>
<td>1000 characters</td>
<td>750 characters</td>
<td>500 characters</td>
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<tr>
<td>Sponsor will be mentioned explicetely in the welcome speech</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Logo in all newsletters and advertising materials until the date of the conference</td>
<td>Yes</td>
<td>Yes</td>
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<td>Free tickets for the conference day</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>EUR*</td>
<td>4,900,-</td>
<td>2,900,-</td>
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Extra tickets for sponsors - EUR 300,- each, max. two per Sponsor. All prices net, add 19% German VAT for gross.
Your focal points – simply call us for more information!

masVenta Business GmbH

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