

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](http://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<sup>st</sup> BA-DAY in May 2018 had 125 attendees from 15+ countries, from St. Petersburg to Toronto
- 2<sup>nd</sup> 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<sup>th</sup> with six half-day workshops in 3 tracks
- Conference day May 15<sup>th</sup> 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



Opening Keynote

# 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 halfday workshops in 3 tracks

Pre-Conference Workshops

**Thursday, May 14<sup>th</sup>, 2019**

*6 half-day workshops in 3 tracks*

- INTRODUCTION TO SCALED AGILE FRAMEWORK (SAFe)
- BUSINESS ANALYSIS FOR SERVICE DESIGN
- THE MINDFUL BA – HOW MINDFULNESS HELPS KEEP THE BALANCE
- THE ROADMAP TO THE DIGITAL TRANSFORMATION OF YOUR BUSINESS MODEL
- INITIATION TO #HOLISTICBUSINESSANALYSIS
- HOW TO PLAN AND EXECUTE AN ADAPTIVE, DATA-INFORMED PRODUCT DEVELOPMENT STRATEGY



## Digital Portfolio Imperative

Agile Portfolio Management

Conference Day Track #1

**Friday, May 15<sup>th</sup>, 2019**

- 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.



## Driver Artificial Intelligence

AI as main driver of the Digital Transformation

Conference Day Track #2

**Friday, May 15<sup>th</sup>, 2019**

- 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.



## Communication and Cultures

Closing Communication Gaps

Conference Day Track #3

**Friday, May 15<sup>th</sup>, 2019**

- 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

# Announcing some of the 2020 Speakers...



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



**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*



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



**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

“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/>

„Der Anlass war sehr gut und professionell organisiert. Alle drei parallelen Veranstaltungen wurden in nebeneinanderliegenden Räumen durchgeführt, so dass die Veranstaltung kompakt war. Leckerer 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/>

Here are highlights from the 1st European BA Day. Excellent conference, flawless in its execution, great speakers, food, and networking!  
<http://ow.ly/2l4z30ket7l> - E. Larson, USA

Source: [https://twitter.com/e\\_larson/status/1001490271333502983](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](mailto:papers@ba-day.com)

# Ticket pricing\*

<p>Early bird price 549,-</p> <p><b>WORKSHOP DAY PASS</b> <b>590.00 EUR</b></p> <p><i>Workshop Day Access</i> <i>May 14th, 2020</i></p> <p><b>BOOK NOW</b></p>	<p>Early bird price 449,-</p> <p><b>CONFERENCE DAY PASS</b> <b>490.00 EUR</b></p> <p><i>Conference Day Access</i> <i>May 15th, 2020</i></p> <p><b>BOOK NOW</b></p>	<p>Early bird price 889,-</p> <p><b>TWO DAY PASS</b> <b>990.00 EUR</b></p> <p><i>Workshop Day May 14th, 2020</i> <i>Conference Day May 15th, 2020</i></p> <p><b>BOOK NOW</b></p>
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# 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



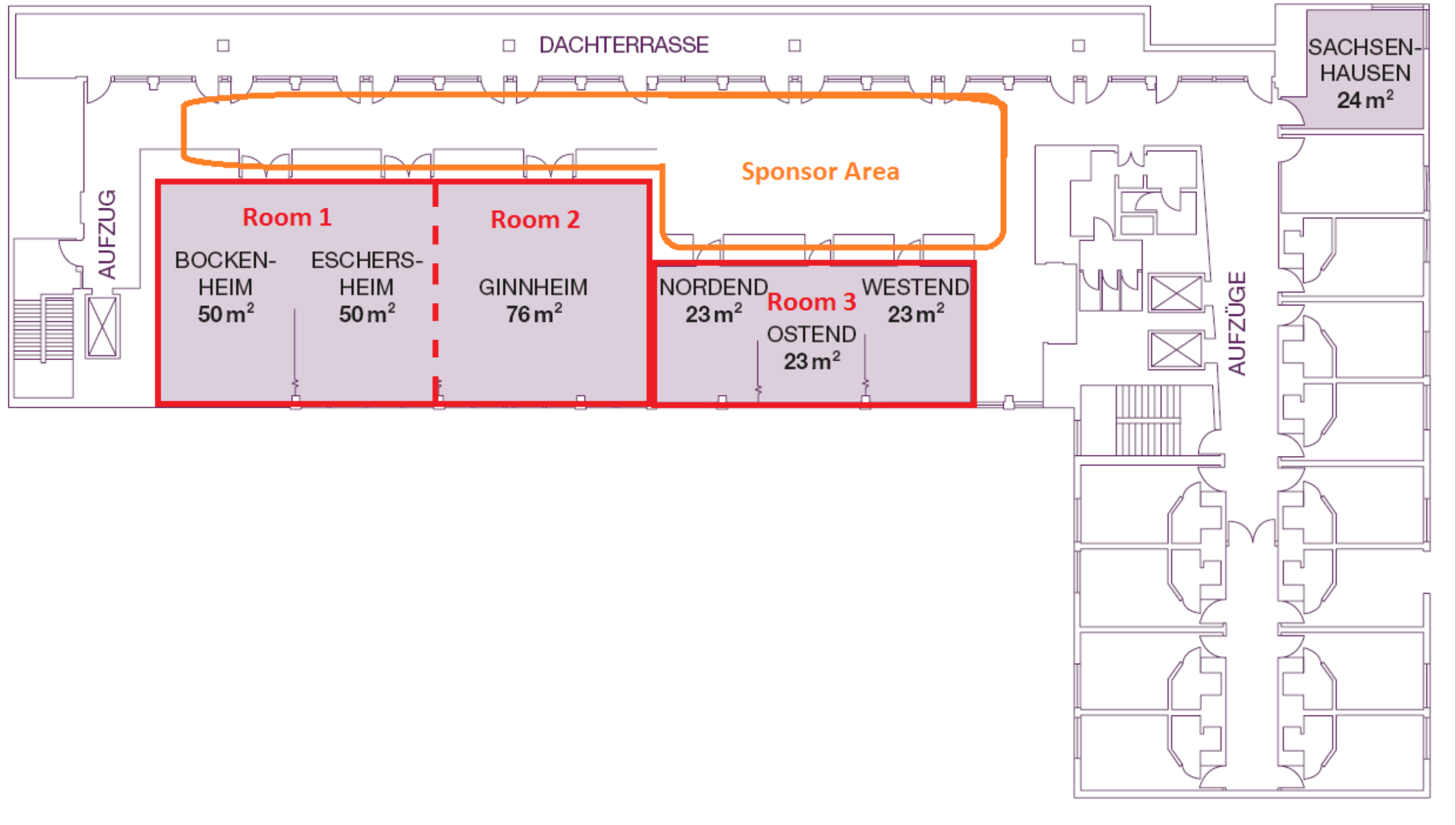
**MERCURE HOTEL FRANKFURT ESCHBORN HELFMANN PARK**

*Helfmann-Park 1, 65760 Eschborn, Phone: +49 6196 96970*

Services for Sponsors	Premium Sponsor	Classic Sponsor	Basic Sponsor	Advertisement Sponsor
<b>Number of Sponsors</b>	Limited to. 2	Limited to. 6	Limited to. 4	Unlimited
<b>Provisioning of Information Materials</b>	Yes	Yes	Yes	Yes
<b>Logo in slide show on big screens during the breaks</b>	Yes	Yes	No	No
<b>Roll-up on the stage in the lecture rooms</b>	Yes	No	No	No
<b>Exhibition stand, provided by Sponsor</b>	Popup Exhibition stand or similar approx. 4 x 2m	Popup Exhibition stand or similar approx. 2 x 2m	1 Roll-up	No
<b>Furniture provided by Business Analysis Day</b>	2 bar tables, 4 bar stools	1 bar table, 2 bar stools	1 bar table, 1 bar stool	No
<b>Banner on the start page of the conference website</b>	Yes, emphasized	Yes	Yes	No
<b>Banner and company description on the conference website</b>	1000 characters	750 characters	500 characters	500 characters
<b>Sponsor will be mentioned explicitly in the welcome speech</b>	Yes	No	No	No
<b>Logo in all newsletters and advertising materials until the date of the conference</b>	Yes	Yes	Yes	Yes
<b>Free tickets for the conference day</b>	6	4	2	1
<b>EUR*</b>	4.900,-	2.900,-	1.900,-	900,-



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!

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