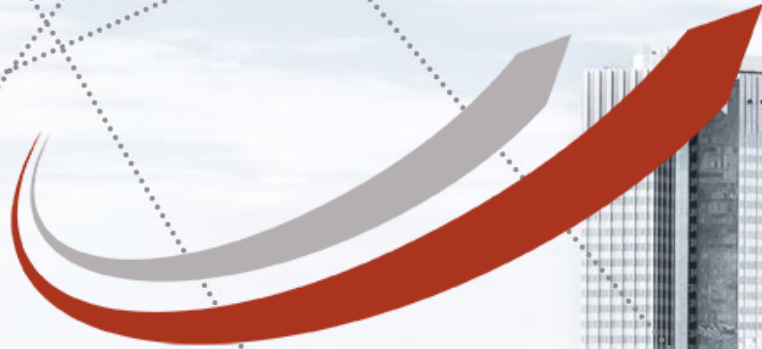


Value Proposition for Speakers and Sponsors

3RD EUROPEAN BA-DAY

**September
23rd and 24th
2021**

EUROPEAN
BA-DAY



The motto of the 3rd European Business Analysis Day:

CLOSING
WITH BUSINESS ANALYSIS
THE GAPS



3rd European Business Analysis Day

September 23rd/24th, 2021, Frankfurt (23rd Workshop Day, 24thh 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
- 1st BA-DAY in May 2018 had 125 attendees from 15+ countries, from St. Petersburg to Toronto
- 2nd BA-DAY in May 2019 had 150 attendees and 70 of them in the half-day workshops on Thursday
- There was no BA-DAY in 2020 due to the fatal Corona virus. We remember all deceased and condole the bereaved.
- Expecting 2021 up to 150 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 Sep 23rd with six half-day workshops in 3 tracks
- Conference day Sep 24th 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

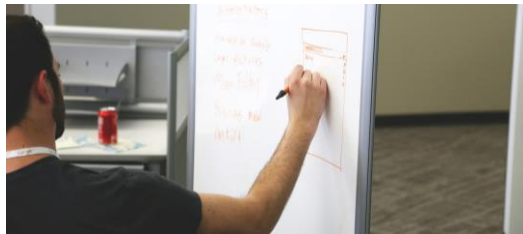
Patricia Salgado

...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 2021



WORKSHOP DAY

Six halfday workshops in 3 tracks

Pre-Conference Workshops

Thursday, Sep 23rd, 2021

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



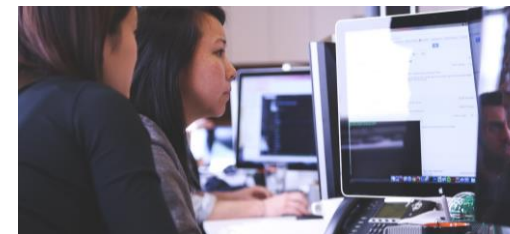
Digital Portfolio Imperative

Agile Portfolio Management

Conference Day Track #1

Friday, Sep 24th, 2021

- 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, Sep 24th, 2021

- 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, Sep 24th, 2021

- 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 2021 Speakers...



PATRICIA SALGADO

*Project Director,
Walker Research Company*



SUDAN JACKSON

*Organisational & Cultural
Development, REWE Digital*



FELIX WRAGE

*Process Improvement Advisor at
Vattenfall's BU Offshore Wind*



HOWARD PODESWA

*CEO, Noble Inc,
Toronto*



TANJA SCHLESINGER

*VP OneSource,
DB Regio AG*



CORINNA PRANGE

*VP Marketing Data,
Uniper SE*



ALMUDENA RODRIGUEZ PARDO

*Business Agility Consultant,
Rodriguez Pardo & Assoc.*



STEFAN BOSSUWÉ

*CBAP® - President IIBA®
Brussels Chapter*



KATHY BERKIDGE

*Independent BA Professional,
Australia*



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



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*

<div>Early bird price 549,-</div> <div>WORKSHOP DAY PASS 590.00 EUR</div> <div>Workshop Day Access Sep 23th, 2021</div> <div>BOOK NOW</div>	<div>Early bird price 449,-</div> <div>CONFERENCE DAY PASS 490.00 EUR</div> <div>Conference Day Access Sep 24th, 2021</div> <div>BOOK NOW</div>	<div>Early bird price 889,-</div> <div>TWO DAY PASS 990.00 EUR</div> <div>Workshop Day Sep 23th, 2021 Conference Day Sep 24th, 2021</div> <div>BOOK NOW</div>
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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 October 2021

Excellent Networking Opportunities for Sponsors



#BADAY2021 - Thanks to our Sponsors!



Venue



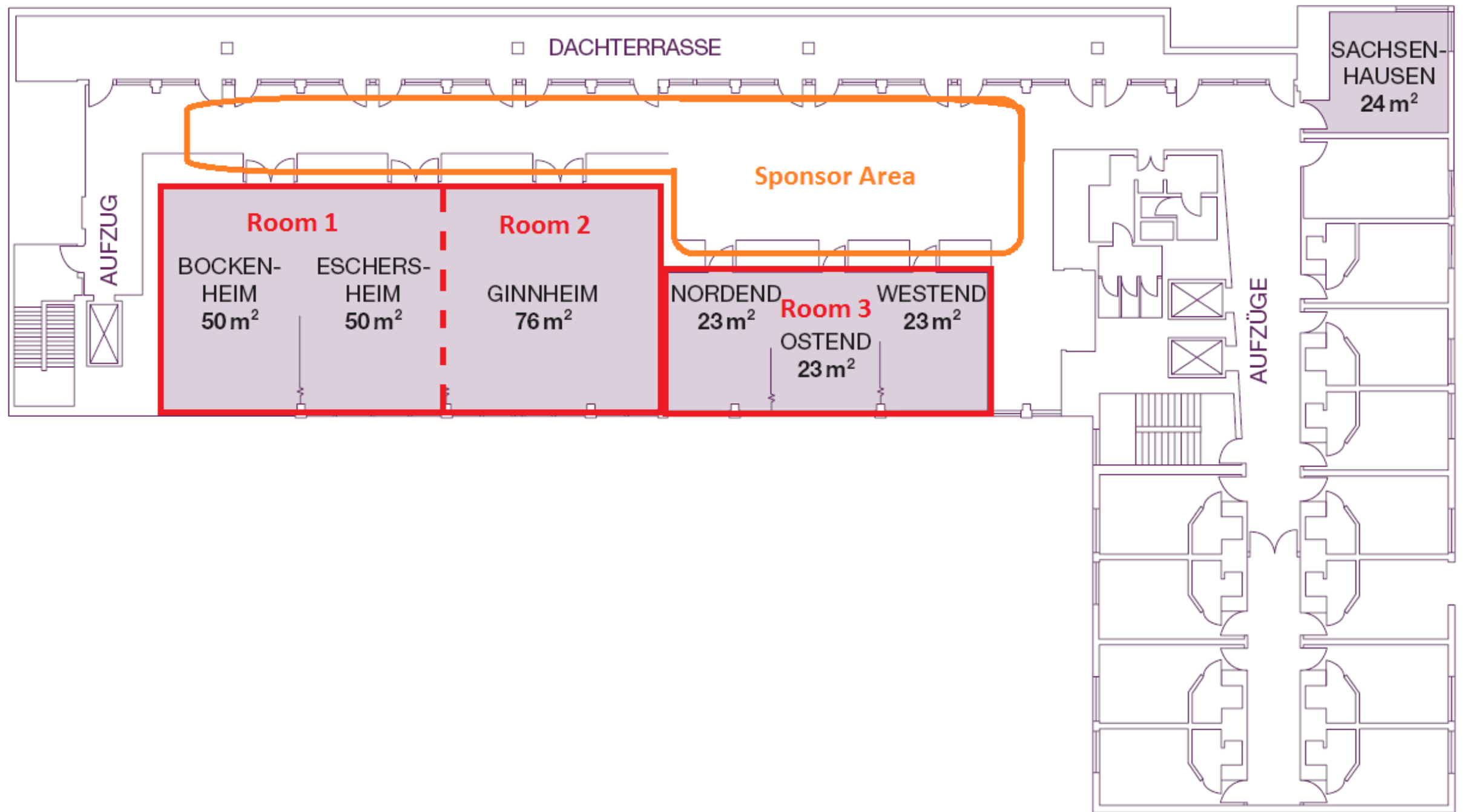
MERCURE HOTEL FRANKFURT ESCHBORN HELFMANN PARK

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

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