

Value Proposition for Speakers and Sponsors

**4TH EUROPEAN
BA-DAY
2023**

SUSTAINABILITY



The motto of the 4th European Business Analysis Day:

SUSTAINABILITY

**IN DISRUPTIVE
DIGITALISATION**

23-3-23



4th European Business Analysis Day

March 23rd/24th, 2023, Frankfurt (March 23rd is the Conference Day, 24th for Workshops!)

- 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 Central Europe, hosted by masVenta Business GmbH
- 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.
- 3rd BA-DAY 2021 took place in September with a restricted number of people due to the ongoing pandemic
- In order to leave the Corona crisis hopefully completely behind us, we will leave out 2022
- Expecting in March 2023 for the 4th BA-DAY up to 200 professionals dealing with various BA topics
- **Starting this time with the Conference day, Thursday, March 23rd** with 3 tracks and more than 25 international speakers
- Larger Evening Event with catering, entertainment and great opportunities to meet all people and reflect the day
- Followed by the Workshop day March 24th with six half-day workshops in 3 tracks

Opening Keynote

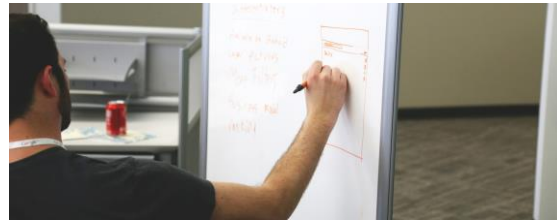
HOW SUSTAINABILITY DRIVES THE ECONOMY

Dr. Thomas Schlaak

As a partner at Deloitte, Dr. Thomas Schlaak is responsible for the Power, Utilities & Renewables practice and Sustainability Consulting Lead. He advises leading companies in the energy industry. Dr. Schlaak brings years of experience in the conception of corporate and divisional strategies to his consulting projects. These also often include organizational development, cost reduction and post-merger integrations. In recent years, he has focused in particular on issues relating to the digital transformation of energy companies, from innovations and product developments to the conversion and new development of digital competencies at the customer interface and the automation of business processes.



Track Themes 2023



Disruptive Digital Services

Game Changer Digital Innovation

Conference Day Track #1

Thursday, March 23rd, 2023

- With new and innovative digital services, things can change dramatically. Is "being disruptive" the decisive success factor or can complementary services or partial digitalization have a comparable potential and impact? In any case, digitalization is unstoppable, the pace is constantly increasing. Reason enough to make it a No. 1 topic



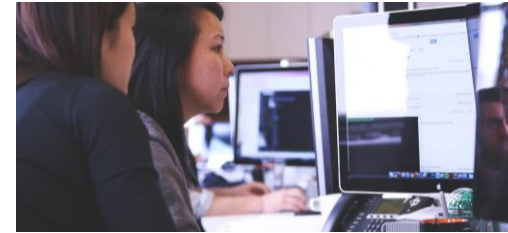
Analogue Mindfulness in a Digital World

Responsibility over Profitability!?

Conference Day Track #2

Thursday, March 23rd, 2023

- Digital technology must be used responsibly. However, when it comes to profit maximization, responsibility and mindfulness have certain difficulties to survive. How can new, digital services be developed for people in this area of tension, without profit alone dictating the direction?



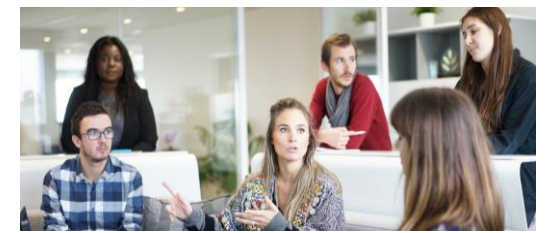
Disruptive vs. Sustainable Communication

How to place the message right

Conference Day Track #3

Thursday, March 23rd, 2023

- Different communication styles can lead to a successful reception of messages. There must be a perfect balance between the emotional impact on the addressees and gaining trust. Depending on the target group, communication must be carefully tailored to achieve the desired effect.



Post-Conference

Six half-day workshops in 3 tracks

Friday, March 24th, 2023

WORKSHOP DAY 6 half-day workshops in 3 tracks

Some 2021 Impressions



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 March 24th, 2023</div> <div>BOOK NOW</div>	<div>Early bird price 449,-</div> <div>CONFERENCE DAY PASS 490.00 EUR</div> <div>Conference Day Access March 23rd, 2023</div> <div>BOOK NOW</div>	<div>Early bird price 889,-</div> <div>TWO DAY PASS 990.00 EUR</div> <div>Conference Day March 23rd, 2023 Workshop Day March 24th, 2023</div> <div>BOOK NOW</div>
--	--	--

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 2021

#BADAY2021 - Thanks to our Sponsors!



Venue



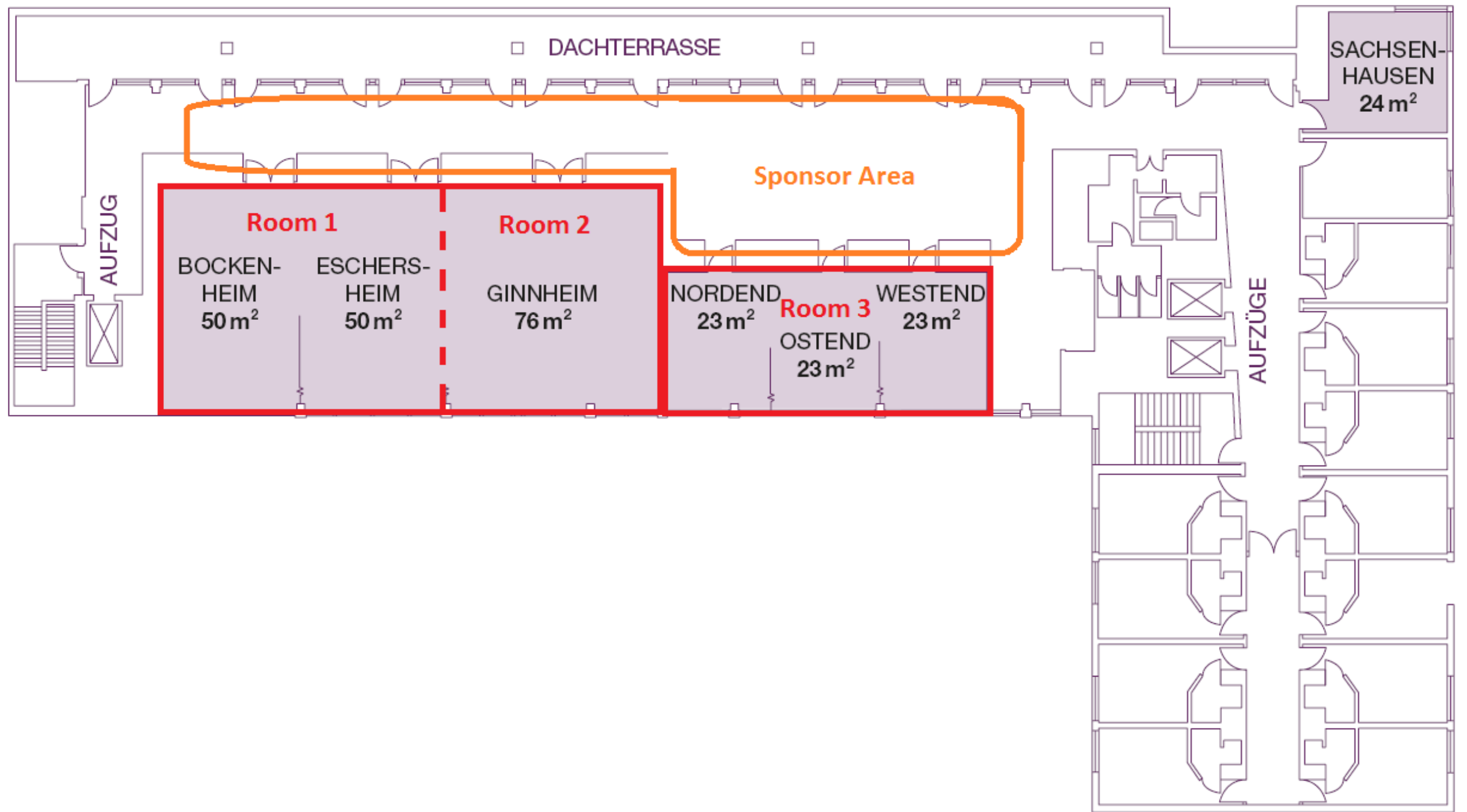
MERCURE HOTEL FRANKFURT ESCHBORN HELFMANN PARK

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 and additionally at the Evening Event	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
Marketing Campaign – Webinar/Interview featured in Social Media and Newsletter	Yes	Yes	No	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!

masVenta Business GmbH

Fon +49 2404 91391- 0

Fax +49 2404 91391- 31

von-Blanckart-Str. 9

52477 Alsdorf

Germany

crm@masventa.de

www.masventa.de



Sabine Ostlender
Managing Director

+49 (171) 812 7333

sabine.ostlender@masventa.de



Rainer Wendt, CBAP, PMP, PMI-ACP, PMI-PBA
Managing Director

+49 (175) 26 13 148

rainer.wendt@masventa.de