5TH EUROPEAN BA-DAY 2024

16 May 2024
BUSINESS ANALYSIS IN AI-DRIVEN CHANGES

Value Proposition for Speakers

The motto of the 5th European Business Analysis Day:

BUSINESS ANALYSIS IN AI-DRIVEN CHANGES

European Business Analysis Days

- 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 2018 had 125 attendees from 15+ countries

- **2nd BA-DAY** in 2019 had 180 attendees and 70 of them in the half-day workshops on Thursday

- There was no BA-DAY in 2020 due to the fatal COVID-19. We remember all deceased and condole the bereaved.

- **3rd BA-DAY** in 2021 had up to 150 Business Analysts, Product Owners, Business Owner, Requirements Engineers, Project Managers and other professionals dealing with various BA topics

- **4th BA-DAY** in 2022 had more than 100 Business analysis professionals from all over the world. It was the first time in hybrid format with off-line and on-line speakers and participants

- **5th BA-DAY** will take place virtually in 2023, bringing together speakers and attendees from around the globe. We expect to get more than 200 participants this year

Track themes 2024

Track (1)

How AI creates new CONTEXTs

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Track themes 2024

Track (2)

New AI tools and techniques for business analysis professionals

Track themes 2024

Track (3)

Cybersecurity is more crucial than ever in the age of AI

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Sketch Notes and Visual Scripting…

www.michaela-kuehn.com

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/

Here are highlights from the 1st European BA Day. Excellent conference, flawless in its execution, great speakers, food, and networking! http://ow.ly/2I4z30ket7l – E. Larson, USA

Source: https://twitter.com/e_larson/status/1001490271333502983

„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/

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Value Proposition for Speakers

Global Exposure: Share your knowledge and experience with a diverse audience of professionals from all over the world. As a speaker, you'll not only lead the conversation in your area of expertise but also set the tone for how Business Analysis continues to evolve in the face of AI-driven change.

Complimentary Webinar Hosting: Prior to the conference, you'll have the opportunity to host a free webinar, fully promoted by the BA-Day organizers. This is your chance to preview your insights, build anticipation for your session, and establish a rapport with attendees.

Social Media Engagement: Gain increased visibility through our dedicated social media channels. We will re-share your posts within our closed groups, amplifying your content to a targeted audience of Business Analysis professionals before and six month after the conference.

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Value Proposition for Speakers

Post-Conference Content Ownership: After your successful presentation, you'll receive a video of your speech. After six months following the conference, you are free to use this video to enhance your portfolio, share with your network, and continue spreading your message.

Promotional Opportunities: Before and throughout the conference, we will actively promote your social media profiles or other professional resources. This will allow you to expand your professional network, increase your following, and connect with potential collaborators or clients.

Engage and Network: As a speaker, you'll be at the heart of the conference's discussions and networking opportunities. Engage with other thought leaders, industry experts, and practitioners in the field, fostering valuable connections that go beyond the conference.

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Lean Call-for-papers process

The conference is soliciting literature review, survey, business case study and research papers and comments from the following areas of interest

- How AI creates new CONTEXTs

- New AI tools and techniques for business analysis professionals

- How AI affects cybersecurity and business analysis role in it

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

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Your focal points – simply call us for more information!

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