



***FASTER THAN A SPEEDING SCOPE EXPLOSION... STRONGER THAN ASSUMED CONSTRAINTS...
ABLE TO SPOT PROCESS REDUNDANCIES IN A SINGLE GLANCE...
IT'S A PM! IT'S A SME! IT'S SUPER BA!***

Sixth Annual
Business Analyst Professional
Development Day
April 8, 2015

\$129 for IIBA MSP Members (until 2/28/15)
\$159 for IIBA Members
\$199 for Non-Members
\$179 'Bring the Team'

Every BA has a BA Super Power. Find yours and maybe develop a couple of new ones at the 6th Annual Business Analyst Professional Development Day. Don't delay-- due to attendee feedback, seating will be limited to 550 attendees. Once we're sold out, even Professor X won't be able to get a ticket.

You'll learn from nationally recognized speakers and business analysis practitioners as we explore the range of skills business analysts need to hone to ensure project and personal success. IIBA MSP is proud to offer hands-on workshops from engaging industry experts.

EVENT SCHEDULE

Time	LOAD UP YOUR UTILITY BELT	THRIVING IN THE AGILE DIMENSION	HONING YOUR TECHNIQUES	YOUR BACKSTORY AND LEGACY	BEYOND THE NEWSREEL
7:00 – 8:15 a.m.	Registration & Networking				
8:15 – 9:30 a.m.	Opening Remarks & Keynote Presentation Topic to be Announced Craig Valentine				
9:30 – 9:45 a.m.	Room Change & Networking Break				
9:45 – 10:45 a.m.	Badass Business Analysis Techniques Bob Prentiss, CBAP®	Save Your Team from the Template Zombie Apocalypse Angela Johnson	BA Jedi Master Leadership Academy Heather Mylan-Mains	Avoid the dark, dead-ended rabbit holes: A thin slice of Problem Analysis Adrian Reed	Marketing Yourself for a Better Career Hans Eckman
10:45 – 11:00 a.m.	Room Change & Networking Break				
11:00 – 12:00 p.m.	The Value of Business Rules: A Grassroots Movement Shawna Anderson, CCBA®	Practical Agile in Use Clinton Ages	Utilizing Customer Empathy in Solution Design Barb Spurway	Life of a Requirement Jesse Freese	BAs Need to Up Their Marketing Game Samir Penkar
12:00 – 1:00 p.m.	Lunch & Networking				
1:00 – 2:00 p.m.	BABOK v3 Overview and New Techniques Angela Wick, PMP, CBAP®	Presentation Title to be Announced Mike Stuedemann	Requirements Elicitation for BAs Lynn McElin	Trust: The New Workplace Currency Nan Russell	You ARE in Sales-Advocating for Business Analysis Adrian Reed
2:00 – 2:15 p.m.	Room Change & Networking Break				
2:15 – 3:15 p.m.	The Scope Checklist: An innovative way to Scoping your next Project Barbara Corkenord	Writing Better User Stories Jeffrey Davidson	Presenting with Power: Storytelling for the BA Renee Saint-Louis	Organizational Change Management - role of the BA Stacey Ferguson	Tale of the Phoenix: Creating a Center of Excellence in an Unfriendly Environment Hans Eckman
3:15 – 3:30 p.m.	Room Change & Networking Break				
3:30 – 4:30 p.m.	Keynote Presentation Topic to be Announced Sinikka Waugh				
TBD	NEW! Happy Hour – Networking Event and Workshop with Craig Valentine This event will require a separate ticket. Details coming soon.				

* We are working with speakers to bring you the best program possible. As speakers and their topics are confirmed, we will make updates to the web site. Scheduled speakers and presentations may change.