

2<sup>ND</sup> EUROPEAN  
BUSINESS  
ANALYSIS  
DAY

17 May 2019  
FRANKFURT ON THE MAIN

THE DIGITAL CHANGE –  
EVERYTHING REMAINS  
**DIFFERENT**

**Value Proposition  
for Speakers and  
Sponsors**

*New  
Advertisement  
Sponsor Level*

# The motto of the 2nd European Business Analysis Day:

17 May 2019

FRANKFURT ON THE MAIN

THE DIGITAL CHANGE –

EVERYTHING REMAINS

**DIFFERENT**



# 2nd European Business Analysis Day

May 17th, 2019, Frankfurt (May 16th Workshop Day)

- The **BA-Day** ([www.ba-day.com](http://www.ba-day.com)) is the hot-spot for Business Analysis 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
- Expecting 2019 up to 200 Business Analysts, 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 16<sup>th</sup> with six half-day workshops in 3 tracks
- Conference day May 17<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

# Re-Imaging the Future in the Age of Digital Transformation

Prof. Dr. Christoph Meinel

President and CEO of the Hasso Plattner Institute (HPI) for IT Systems Engineering at the University of Potsdam in Germany, and a professor for Internet Technologies and Systems.

[https://en.wikipedia.org/wiki/Christoph\\_Meinel](https://en.wikipedia.org/wiki/Christoph_Meinel)

<https://youtu.be/Un0Zbn3-Lpc>



## Closing Keynote

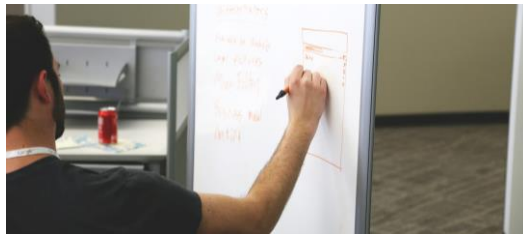
# Listening to your digital customer! Exploring Agility at the Fashion company Desigual

Fernando Sánchez Márquez

is the Head of Innovation at the Spanish fashion brand Desigual, responsible for delivering Desigual's innovation strategy and securing Desigual's leadership position.



# Track themes 2019



## WORKSHOP DAY

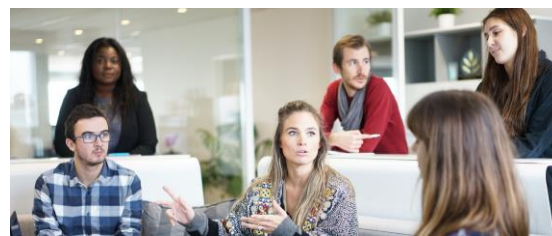
Half- and full-day workshops in 3 tracks

Pre-Conference Workshops

**Thursday, May 16<sup>th</sup>, 2019**

6 half-day workshops in 3 tracks

1. Introduction to LeSS Framework
2. Team Thinking für die Digitalisierung
3. Design Thinking for Innovation
4. Product Management for BAs
5. System Thinking - A crucial skill
6. Introduction to SAFe



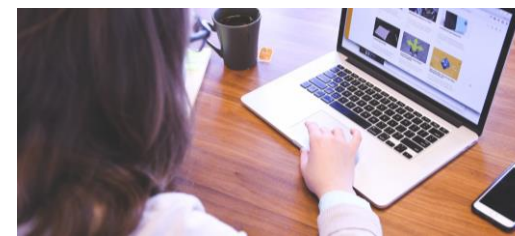
## SCALING AGILE

Agility in Programs and Portfolios

Conference Day Track #1

**Friday, May 17<sup>th</sup>, 2019**

- Agile practices can be found in each company; what has started in software development projects with Scrum is currently being transferred to other levels like programs and portfolios. Since a couple of years, new frameworks are emerging to address the challenges coming with *Scaling Agile*.



## HUMANIZING CUSTOMER EXPERIENCE

The Human Factor in CX

Conference Day Track #2

**Friday, May 17<sup>th</sup>, 2019**

- Social bindings are important factors in customer management, what is said in social networks and public ratings can sometimes be more influential than the quality of products and services itself. How companies are *Humanizing Customer Experience* in the digital age is presented in this track



## CHANGING ORGANIZATIONS

Agile Business Processes

Conference Day Track #3

**Friday, May 17<sup>th</sup>, 2019**

- Agile Business Processes are made for continuous changes, the required flexibility is an inherent attribute. This track to learn how companies manage their business processes in an agile way



# 2019 Speakers so far..



**CHRISTOPH MEINEL, PHD.**  
CEO, Hasso Plattner Institute  
(HPI)



**FERNANDO SÁNCHEZ  
MÁRQUEZ**  
Head of Innovation at Desigual



**BORIS GLOGER**  
CEO borisgloger professionals  
gmbh



**COLIN HOOD**  
Colin Hood Systems Engineering  
GmbH



**ADRIAN REED**  
Blackmetric Business  
Solutions Ltd.



**ALMUDENA RODRIGUEZ PARDO**  
Business Agility Consultant,  
improvement21



**WOLFGANG RICHTER, PHD.**  
CEO, JIPP.IT GmbH



**BART HOITINK**  
CEO of NIMO Project  
Management Institute



**KEVIN BRENNAN**  
Straiteis Consulting Inc.



# Some 2018 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 great kick-off in 2018, the BA-DAY is now becoming 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 16th, 2019</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 17th, 2019</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 16th, 2019</i> <i>Conference Day May 17th, 2019</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 2019



# Excellent Networking Opportunities for Sponsors



# Sponsors 2019 so far

The Premium Sponsor  
Slot is still available!



# Venue



## **MERCURE HOTEL FRANKFURT ESCHBORN HELFMANN PARK**

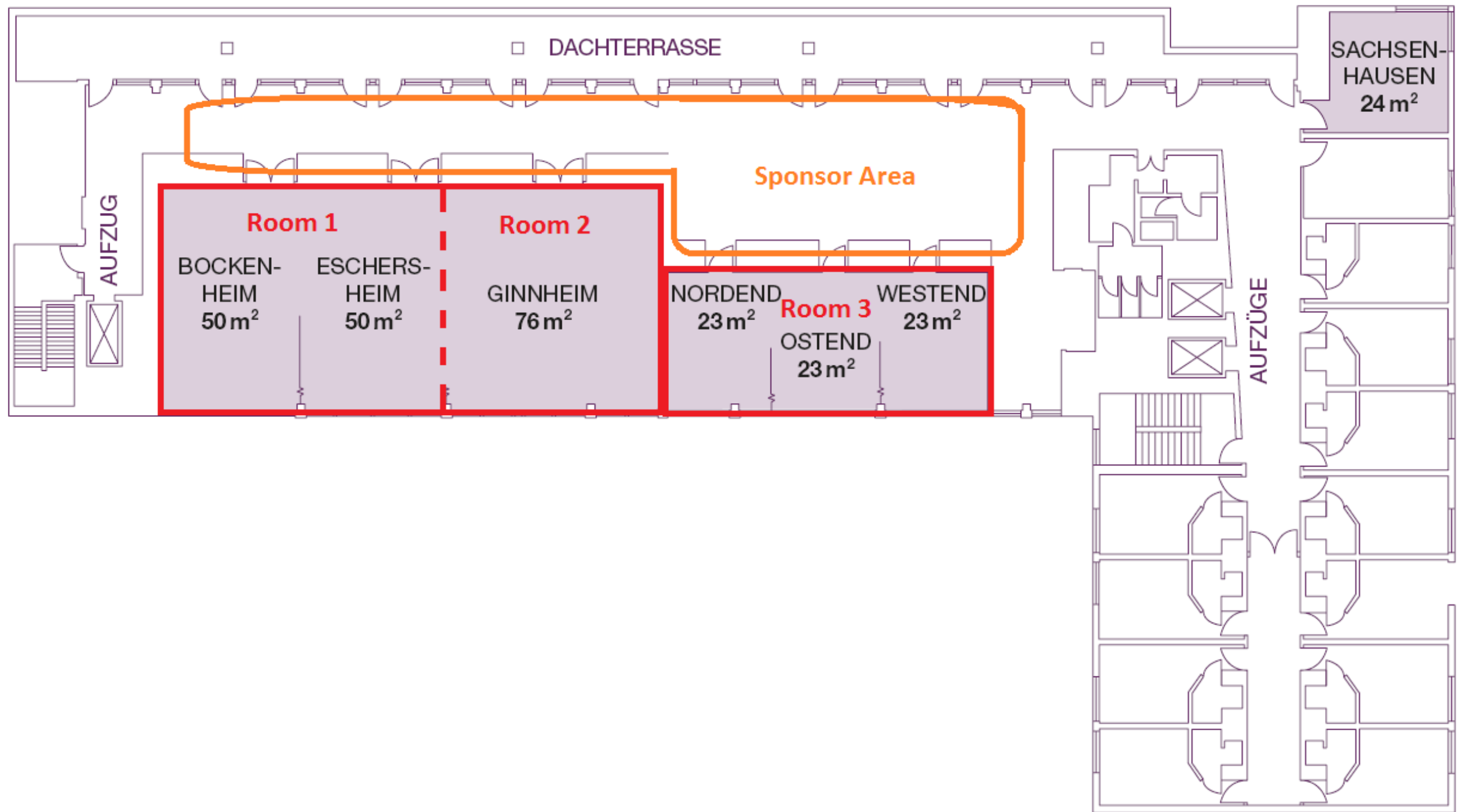
*Helfmann-Park 1, 65760 Eschborn, Phone: +49 6196 96970*



Services for Sponsors	Premium Sponsor	Classic Sponsor	Basic Sponsor	Advertisement Sponsor
Number of Sponsors	Limited to. 1	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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