TRANSFORMING BUSINESS EXCELLENCE

REGISTER NOW TO RECEIVE THE EARLY BIRD PRICING

Don’t Miss Out

- Earn up-to 26 PDUs & CDUs
- Early Bird Pricing, until August 18, 2017
- PMI & IIBA Endorsed Education Provider
Welcome to a challenge and an opportunity. Our team would like to offer both, while sharing some insight on one of the most unique combinations of sessions and workshops available to you across North America.

“Transforming Business Excellence” is more than our conference theme – it’s about establishing a long-term mindset that enables us to achieve, believe and deliver.

As a project or business analysis professional, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, while understanding the importance of the bottom line.

ProjectSummit®BusinessAnalystWorld Boston is designed to create circumstances that deliver these breakthrough skill-set learning situations. Whether it’s through recognized experts and innovators in the fields of Project Management and Business Analysis or peer-to-peer casual conversations, the learning process will be natural and, often neglected, fun!

It’s important to remind you that we are a PMI and IIBA Endorsed Education Provider. Attendees earn 1 credit for every hour of education – 26 in total over 4 days, which goes a long way to renewed certification.

Our innovative keynote speakers include: Kupe Kupersmith (Applying Improvisation to Your Team); Hans Eckman (Becoming the Best Version of YOU!); Eric Bloom (Leadership and Soft Skills that Drive Project Success); and Rhonda Scharf (Transforming Business Excellence).

I encourage you to take a moment from your busy day to review this concept of gathering/sharing insight and make an informed decision on what this opportunity might mean to you and your team.

Amy Ruddell | Senior Portfolio Director
PS®BAWorld Boston
Email: aruddell@divcomevents.com
Phone: 1 888-443-6786 ext. 2236
WHY ATTEND:

1. Earn up to 26 PDUs & CDUs

2. Top Quality Education at Competitive Prices

3. Regional Advisory Board that targets local issues

4. Unique Conference Model PMBA COMBINED

5. NETWORKING Unlimited Networking Opportunities with Your Peers

6. Local & Convenient Location

PROJECTSUMMIT*BAWORLD BOSTON ADVISORY BOARD

<table>
<thead>
<tr>
<th>Gina Abudi</th>
<th>Abudi Consulting Group, LLC</th>
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<td>Yobran Colon</td>
<td>Hartford IIBA Chapter, Travelers</td>
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<tr>
<td>Brian Frazier</td>
<td>Sunlife, IIBA Greater Boston Chapter</td>
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<tr>
<td>Debra Giancursio</td>
<td>Blue Cross Blue Shield</td>
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<td>Debbie Granelli</td>
<td>Independent, IIBA Albany Chapter</td>
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<td>Jamie Hennessy</td>
<td>John Hancock</td>
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<td>George Hresko</td>
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<td>Steve Jones</td>
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<td>Barb Koenig</td>
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<td>Monica Lussier</td>
<td>Interactive Data</td>
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<td>Rita Read</td>
<td>State Street</td>
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<td>Peter Schwalm</td>
<td>National Grid</td>
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<td>TJ Williams</td>
<td>The Hanover Insurance Group, IIBA-Greater Boston Chapter</td>
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<td>Sheryl Zarozny</td>
<td>Ninestone Corporation</td>
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FOLLOW US! #PSBAWbos
To accomplish anything, you need the help of others and others need your help. Successful teams have members that are continually improving how they interact and communicate with each other. Collaboration, creativity, and results grow out of an environment that is positive and affirming. In this highly interactive and fun session, Kupe, an improvisational actor, focuses on key improvisation lessons that will help you be a more attentive and flexible team member. You will walk away with lessons to help you stay in the present, temporarily suspend judgment, keep conversations moving forward and listen generously. These skills are needed to build positive, trust based, results oriented teams. With Kupe’s background he will be able to help you directly apply these skills to your job.

Project Managers, Business Analysts, Scrum Masters and Product Owners alike, need specialized skills such as leadership, negotiation, team building, influence and more. They must also have the ability to think strategically, resolve conflicts, facilitate change, communicate effectively with multiple professional disciplines, and perform other related activities.

Based on my analysis of the PMI Triangle, IIBA BABOK, Agile/Scrum and ITIL, this talk outlines the specific types of leadership, interpersonal and business skills needed to enhance team harmony, maximize productivity and facilitate the teamwork needed to ensure project success and enrich professional growth.
2017 KEYNOTE SPEAKERS

**HANS ECKMAN**
Eckman Guides

**OCTOBER 17TH, 2017**
**8:30AM - 9:45AM**

**BECOMING THE BEST VERSION OF YOU!**

We all have dreams and aspirations for something better. A better job, more recognition, experience in a new domain, a happier life, or maybe just a new hairstyle. So I can’t offer much help on hair styling, but I can share some tips and stories on how to exploit your uniqueness to create the very best possible version of YOU.

After working and consulting for over 25 years, I’ve learned that the secret to happiness isn’t being the best in your field (or even a happy wife), but fulfilling your potential. Together we’ll explore why leveraging your strengths is far better than trying to fix weaknesses. We’ll experience inspirational examples of how you can overcome fears that are holding you back. We’ll play “Where’s Waldo?” to discover how personal branding is the key to opening doors. You don’t want to miss this fun, engaging and possibly politically incorrect session.

**RHONDA SCHARF**
On the Right Track

**OCTOBER 17TH, 2017**
**3:45PM - 5:00PM**

**TRANSFORMING BUSINESS EXCELLENCE**

Business Transformation consists of Innovation, Delivery, and Performance. Your ability to implement all three areas will determine your success in creating your individual business excellence. How will you be innovative with the information you learn while here? Have you looked at how you deliver your message or yourself?

Your performance is up to you. Together we will review the highlights of our conference. Through laughter, a unique perspective, and collaboration, you will walk away with clear steps you will need when you return to your workplace. Together we will transform your business excellence.
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<tr>
<th>Time</th>
<th>PMs TO THE RESCUE</th>
<th>PMs TO THE RESCUE</th>
<th>LEADERSHIP &amp; SHARED SKILLS</th>
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<tr>
<td>10:00 AM</td>
<td>Linking Strategy, Leadership and Culture for Project Success Lawrence Suda Palatine Group / Management Worlds, Inc.</td>
<td>Pulling your project scope and a plan out of thin air... Ron Torres ICE Data Services</td>
<td>Nine Skills That Will Send Your Career Soaring Uri Galimidi The Will To Change, Inc.</td>
<td>The Entreprenurial BA Richard Larson Watermark Learning</td>
<td>Elevating Business Analysis Competency Jennifer Battan Out of the Box BA</td>
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<tr>
<td>12:15 PM</td>
<td>TBA Uri Grimaldi PM Providers</td>
<td>Thinking Outside The Project Box Cole Cioran Blueprint</td>
<td>50 BA/PM Life Hacks in 50 minutes Paul Mulvey Sage</td>
<td>Getting the BA Work Plan to Work for You Jennifer Battan Out of the Box BA</td>
<td>The Journey to Creating Testable Requirements Bharti Rupani Agile Coach</td>
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*All sessions are subject to change.*
SCHEDULE AT-A-GLANCE
TUESDAY, OCTOBER 17TH

7:00AM
NETWORKING BREAKFAST

8:30AM
- PMs TO THE RESCUE
  No Fumbles: Handing Off from Projects to Maintenance
  Martin Fenelon
  CGI Group, Inc.

9:00AM
- PMs TO THE RESCUE
  A Project Manager’s Bridge to Agility
  Anjali Leon
  Pragmatic Project Leadership, LLC

11:00AM
- LEADERSHIP & SHARED SKILLS
  How Business Analysts and Project Managers Benefit from Emotional Intelligence Skills
  JoAnn Becker
  Achieving Results from Change, Inc.

11:15AM
- BA & BEYOND
  The Agile BA
  Bob Prentiss

12:15PM
- BA & BEYOND
  Leveraging the Ninja - The BA Value Proposition
  Paula Bell
  Paula A Bell Consulting, LLC

12:15PM
NETWORKING LUNCH

1:30PM
- Wake Me Up When the Data Is Over: Using stories To Influence Stakeholders
  Lori Silverman
  Partners for Progress

2:00PM
- Aligning the Project Portfolio to Corporate Strategy
  Columbus Brown
  WAZA Consulting, LLC

2:45PM
- A 5 Step Process to Improve All Meetings - So People Stop Talking about Meetings that Waste their Time
  JoAnn Becker
  Achieving Results from Change, Inc.

3:45PM
- Bulletproof Business Cases: 5 Critical Things Every Project Proposal Needs
  Richard Larson
  Watermark Learning

4:45PM
- Architecting in the Agile World
  Joanne Dong
  JDstream Management Consulting

5:00PM
- PANEL DISCUSSION: The Future of Business Analysis
  Bob Prentiss
  Hans Eckman
  Kupe Kupersmith

8:30AM
- NETWORKING BREAKFAST

8:55AM
- PMs TO THE RESCUE
  Leader or a Manager? The Art of Balancing Both to Achieve Success
  Vijay Verma
  TRIUMF

10:00AM
- Can the Zombie Apocalypse help you survive your projects?
  Hans Eckman
  Eckman Guides

11:15AM
- High Impact Presentation Skills
  Rhonda Scharf
  On The Right Track

12:15PM
- Lessons Learned Building a Business Analysis Practice
  Stephanie Vineyard
  Sarah Park
  Excella

12:15PM
- Writing the Right User Stories Right
  Robin Goldsmith
  Go Pro Management, Inc.

12:15PM
- NETWORKING LUNCH

1:30PM
- I Built It and They Didn’t Come - Addressing Technology Adoption
  Columbus Brown
  WAZA Consulting, LLC

2:00PM
- Maximizing Personal and Organizational Time Management
  Eric Bloom
  Manager Mechanics, LLC

2:45PM
- PANEL DISCUSSION: The Future of Business Analysis
  Bob Prentiss
  Hans Eckman
  Kupe Kupersmith

3:45PM
- The Entrepreneurial BA
  Richard Larson
  Watermark Learning

*All sessions are subject to change.*
### WORKSHOPS SCHEDULE AT-A-GLANCE

**WEDNESDAY, OCTOBER 18TH**

Wednesday-Thursday workshops run from 8:30am to 4:30pm

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<tr>
<td>8:30 AM - 4:30 PM</td>
<td>Facts Tell, Stories Sell: How to Storify Data and Information to Get Your Point Across</td>
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<td>Lori Silverman, Partners for Progress</td>
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<td></td>
<td>Power and Influence in Project Management</td>
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<td>Vijay Verma, University of British Columbia</td>
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<td>Badass Business Analysis Techniques!</td>
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<td>Bob Prentiss, Bob The BA</td>
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<td></td>
<td>Leadership Bootcamp</td>
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<td>Rhonda Scharf, On The Right Track</td>
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### THURSDAY, OCTOBER 19TH

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<tr>
<td>8:30 AM - 4:30 PM</td>
<td>Proven Ways to Enhance Strategic Thinking in Yourself and Others</td>
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<td>Lori Silverman, Partners for Progress</td>
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<td>PMI Triangle Soft Skills Training Class</td>
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<td>Eric Bloom, Manager Mechanics, LLC</td>
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<td>The Art of Positive Politics (A Key to Delivering Successful Projects)</td>
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<td>Vijay Verma, TRIUMF</td>
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<td>How to be a Business Analyst in an Agile Environment</td>
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<td>Bob Prentiss, Bob The BA</td>
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### WORKSHOP DESCRIPTIONS

**WEDNESDAY, OCTOBER 18TH, 2017 | 8:30AM - 4:30PM**

**FACTS TELL, STORIES SELL: HOW TO STORIFY DATA AND INFORMATION TO GET YOUR POINT ACROSS**

Lori Silverman, Partners for Progress

How do you effectively share a data-driven business case? How do you keep stakeholders engaged while sharing a bunch of numbers and figures? How do you turn a pile of statistics into something that’s meaningful? All data has a voice. Someone has to extrapolate meaning from it — and then transform this meaning into a compelling story that moves people to take action. In this workshop, you’ll learn how to storify data and information to more quickly get your point across to get the action that’s needed.

**POWER AND INFLUENCE IN PROJECT MANAGEMENT**

Vijay Verma, TRIUMF

The more power you have, the better you are able to get the job done. Successful project managers recognize the need to evaluate power, dynamics of politics, and the importance of managing stakeholders through influence. Identify eight forms of power and evaluate your own power level. Develop strategies to increase your total power and learn practical guidelines to influence successfully without formal authority. Analyze the political landscape in your organizations and learn about three political positions and five categories of stakeholders. The techniques and reminders covered in this highly interactive and engaging workshop will give you many practical tips that you can immediately use to understand the dynamics of power and politics and learn how to use your power effectively in your own organization.
WORKSHOP DESCRIPTIONS

WEDNESDAY, OCTOBER 18TH, 2017 | 8:30AM - 4:30PM

BADASS BUSINESS ANALYSIS TECHNIQUES!
Bob Prentiss, Bob the BA

Are you ready to learn and practise some new and very helpful techniques you have never heard of before? Are you ready to expand your frame of reference and re-look at how you facilitate? It does not take a Badass Business Analyst to learn these new techniques, but if you are willing, you are well on your way to becoming a Badass Business Analyst!

THURSDAY, OCTOBER 19TH, 2017 | 8:30AM - 4:30PM

PROVEN WAYS TO ENHANCE STRATEGIC THINKING IN YOURSELF AND OTHERS
Lori Silverman, Partners for Progress

We live in a VUCA world. It’s easy to be consumed by short-term challenges posed by leaders, team members, and other stakeholders and only be tactical in our responses. To respond for the long haul, we must think strategically. We need to know when to stop analyzing and breaking apart data. We need to figure out how to create useful meaning from the uncertainties and trends that seem far out, but have begun to impact us. In this workshop, you’ll walk away with a variety of practical strategic thinking tools you can immediately apply.

THE ART OF POSITIVE POLITICS (A KEY TO DELIVERING SUCCESSFUL PROJECTS)
Vijay Verma, TRIUMF

Analyze the political landscape in your organizations and learn how to stop being Naïve, protect yourself from “Sharks”, learn to be politically sensible, and convert your adversaries and opponents into your allies. Understand the five categories of stakeholders and uncover ways to manage politics at the project level and at upper management levels. In this highly interactive workshop, you will understand the important keywords for positive and negative politics: identify three political positions; develop strategies to manage five categories of stakeholders; and increase your leadership effectiveness. You will learn many practical tips to create a climate of more collaboration, teamwork, synergy, commitment and motivation for getting things done and leading people to their peak performance by using the art of positive politics.

LEADERSHIP BOOTCAMP
Rhonda Scharf, On The Right Track

Come to our Leadership Bootcamp to find out what you need to know to lead through your actions - with or without authority. The best leaders have willing followers. Learn to create a tribe of people who want to be on your team. Learn to motivate them (and you) by changing just a few small traits. Create positive morale, energy, and successful projects. Leaders aren’t just born, they are created - learn how to become the best leader you can be.

PMI TRIANGLE SOFT SKILLS TRAINING CLASS
Eric Bloom, Manager Mechanics, LLC

This workshop specializes in the two PMI Talent Triangle areas, “Leadership” and “Strategic and Business Management” referred to in this quote. Its goal is to help you enhance your expertise in these two important PMI Talent Triangle dimensions. Topics include leading without authority (influence), strategic thinking and planning, conflict resolution and other valuable related areas.

HOW TO BE A BUSINESS ANALYST IN AN AGILE ENVIRONMENT
Bob Prentiss, Bob the BA

Confused by Agile? Don’t know how you fit in as a Business Analyst? There are many approaches to Agile but very few initially address how the Business Analyst fits into the approach. This 1-day course helps to identify how the Business Analyst performs their work giving them the essential skills to successfully navigate an Agile environment. In the workplace today, every person has more responsibility than ever before. It seems that Business Analysts and Project Managers always have too much to do and not enough time to do it, let alone share the information needed to work well within a Project Team. Stress levels are high, and communication is often lacking, misinterpreted or misunderstood.
TO RECEIVE THE EARLY BIRD PRICING, REGISTER USING THE INVITATION CODE PROVIDED ON THE COVER

All registrations are on an individual basis. Badge sharing is not allowed.

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<th>EARLY BIRD</th>
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<td>May 29-August 18, 2017</td>
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CORPORATE PROGRAM
Organizations registering 5 or more attendees receive group discount rates. If your company is interested in this special offer, please contact me directly!

Mark Klajman
Phone: 1-888-443-6786 ext 2246
Email: mklaufman@divcomevents.com
Include “PSBAW Boston Group Inquiry” in the subject line.

<table>
<thead>
<tr>
<th>Registration Rate</th>
<th>10%</th>
<th>FLEXIBLE BILLING OPTIONS</th>
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BUILD A CASE FOR ATTENDING PROJECTSUMMIT®BAWORLD BOSTON
TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT

**PRODUCTIVITY**

Employees who received training are **17%** more productive than those who did not receive training.

**Strategy**

- **Efficiency, accurate results and profitability.**

**Industry Trends**

- **Up-to-date** on the latest trends, and align them to your company goals and objectives.
- **Build:** Leadership/Recognition
- **Adopt:** NEW Technologies & Methods

**Collaboration**

- **Enhance** agility and move up, down and across the organization.
- **Satisfaction, motivation and morale among employees.**
- **Employee turnover**

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**2017 FALL SEASON EVENTS**

- **WINNIPEG, MB**
  - SEP. 18 - 21, 2017

- **BOSTON, MA**
  - OCT. 16 - 19, 2017

- **VANCOUVER, BC**
  - OCT. 30 - NOV. 02, 2017

- **CHICAGO, IL**
  - NOV. 13 - 16, 2017

- **MONCTON, NB**
  - NOV. 27 - 30, 2017

- **NEW YORK, NY**
  - DEC. 4 - 7, 2017