

PROJECTWORLD™
BUSINESS ANALYST WORLD

VANCOUVER, BC

OCT. 30-NOV. 2, 2017 | VANCOUVER CONVENTION CENTRE - EAST BUILDING



**TRANSFORMING
BUSINESS EXCELLENCE**

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Project Management Institute
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GREETINGS FROM THE CONFERENCE DIRECTOR

TRANSFORMING BUSINESS EXCELLENCE: A NEW WAY OF THINKING

PW*BAW Vancouver is part of the largest conference series in North America specifically designed for Project Managers and Business Analysts. As a trusted education provider of the IIBA and PMI, our industry-leading and highly influential events feature industry experts from all over the country. Attendees can **earn up to 26 PDUs and CDUs** over the course of the 4 day conference, which assists in attaining or renewing a designated certification.

Transforming Business Excellence is more than just a conference theme, it's establishing a new mindset that enables us to believe, achieve and deliver. Like your favourite super hero, we equip you with a toolbelt armed with all necessary skills and tools to conquer any business challenge.

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. This conference is designed to create circumstances that deliver 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!

ProjectWorld*BusinessAnalystWorld creates a space where both Project Managers and Business Analysts are able to work and learn together, share experiences and collaborate in an engaging environment.

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.

We look forward to seeing you at ProjecWorld*BAW Vancouver!



Erin Poredos | Conference Director
PW*BAWorld Vancouver
Email: eporedos@divcomevents.com
Phone: 1 888-443-6786 ext. 2254

WHY ATTEND:

1
Earn up to
26 PDUs & CDUs



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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

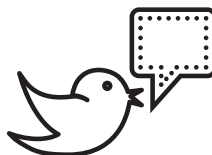
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2017 KEYNOTE SPEAKERS



KUPE KUPERSMITH
KupeTalks

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

APPLYING IMPROVISATION TO YOUR TEAM

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.



ERIC BLOOM
Manager Mechanics

OCTOBER 30TH, 2017
3:45PM - 5:00PM

LEADERSHIP AND SOFT SKILLS THAT DRIVE PROJECT SUCCESS

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 31ST, 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 31ST, 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.

SCHEDULE AT-A-GLANCE

MONDAY, OCTOBER 30TH

7:00^{AM}
8:30^{AM}

NETWORKING BREAKFAST

8:30^{AM}
9:45^{AM}



APPLYING IMPROVISATION TO YOUR TEAM

KUPE KUPERSMITH
KupeTalks

10:00^{AM}

11:00^{AM}

	PMs TO THE RESCUE	PMs TO THE RESCUE	LEADERSHIP & SHARED SKILLS	BA & BEYOND	BA & BEYOND
	Influence and Project Management How to Advise and Motivate for Successful Project Results Dave Davis Ohio Health PMO	Slump City: What to Do When Project Fatigue Sets In Vicky Ryan PIECE it Together Consulting	Speed Networking Extravaganza Tamisha Parris Parris Consulting	Look on my Application State Diagram, ye Mighty, and Despair Richard Jordan Avocette	Real World Elicitation Jamie Champagne Mana'olana International, LLC
	Project "Blunder" - How Stakeholder Mismanagement can be Disastrous Glenn Kerridge 6920586 Canada Ltd	Streamlining Your Project Delivery Practice: Getting Back to Basics Paula Maychruk Sovereign General Insurance	Practical, Fun and Innovative Techniques Jamie Champagne Mana'olana International, LLC	Getting the BA Work Plan to Work for You Jennifer Battan Out of the Box BA	The Agile Business Analyst Bob Prentiss Bob the BA

11:15^{AM}

12:15^{PM}

12:15^{PM}

1:15^{PM}

NETWORKING LUNCH

1:30^{PM}

2:30^{PM}

2:45^{PM}

3:45^{PM}

	How Fostering a Culture of Diverse and Inclusive Workplaces Can Enrich Project Management Dr. Rob Hershorn RJ Consulting	Project Managing your Privacy Requirements Matt Reed BC Government	Poor Man's Future Search Vicky Ryan PIECE it Together Consulting	Bulletproof Business Cases: 5 Critical Things Every Project Proposal Needs Richard Larson Watermark Learning	Requirements Analysis and Design Definition: A Practical Perspective Paula Maychruk Sovereign General Insurance
	Is the Program Portfolio Management Model Broken? Ian Frazer BC Pension Corp	The Success Factor - Why Most Project Projects Deliver Successfully but still Fail Paul Crosby Bob the BA - League of Analysts Inc	If You Build It They Won't Come Nicholas Cioran Blueprint	Cindy Brady and the Art of Escalation Jennifer Battan Out of the Box BA	We Need Business Analysts! Establishing Consistency and Achieving Success with Business Analysts Margaret Latonio Hawaii Medical Service Association

3:45^{PM}

5:00^{PM}



LEADERSHIP AND SOFT SKILLS THAT DRIVE PROJECT SUCCESS

ERIC BLOOM
Manager Mechanics

5:00^{PM}

6:00^{PM}

COCKTAIL RECEPTION & NETWORKING

All sessions are subject to change.

SCHEDULE AT-A-GLANCE

TUESDAY, OCTOBER 31ST

7:00AM - 8:30AM **NETWORKING BREAKFAST**

8:30AM - 9:45AM **BECOMING THE BEST VERSION OF YOU!**
HANS ECKMAN
 Eckman Guides



	PMs TO THE RESCUE	PMs TO THE RESCUE	LEADERSHIP & SHARED SKILLS	BA & BEYOND	BA & BEYOND
10:00AM - 11:00AM	Leader or a Manager? The Art of Balancing Both to Achieve Success Vijay Verma TRIUMF	What's Your problem? Modern Problem-Solving Techniques to Focus Your Projects on Lasting Results! Paul Crosby Bob the BA - League of Analysts Inc	Powerful Communications: The Cornerstone for Gaining Commitment to Your Change Project Siobhan Brown TidalShift	Building Blocks and Bolstering Trust as a BA: Tips from The Field in Consulting Priyanka Agrawal CCI	The Life of a Business Rule: Enabling Impact Analysis through Traceability Kristen Seer Business Rule Solutions, LLC
11:15AM - 12:15PM	Can the Zombie Apocalypse Help You Survive Your Projects? Hans Eckman Eckman Guides	How Mindfulness Creates Resiliency in Tough Projects Wendy Quan The Calm Monkey	High Impact Presentation Skills Rhonda Scharf On The Right Track	What's Hot and What's Not: 2018 Trends in the World of Business Analysis Elizabeth Larson Watermark Learning	Stop Writing User Stories and Start Doing Analysis Nicholas Cioran Blueprint

12:15PM - 1:15PM **NETWORKING LUNCH**

1:30PM - 2:30PM	Linking Strategy, Leadership and Culture for Project Success Lawrence Suda Palatine Group / Management Worlds, Inc	Portfolio Management Implementation: What You Need to Know Christine Aykac & Meral Altinbilek	Leading a Multi-Generational Project Team Siobhan Brown TidalShift	Is Agile Design and Architecture an Oxymoron? Timothy Guay AgileWorks	Bulletproof Business Cases: 5 Critical Things Every Project Proposal Needs Richard Larson Watermark Learning
2:45PM - 3:45PM	Preventing Post-Implementation Blues- Avoiding User Resistance After Implementation Catherine Deluca Avocette	Are Your Tools and Processes Creating Zombie Project Managers? Dave Davis Ohio Health PMO	7 Leadership Secrets from Ender Wiggan (Ender's Game) Hans Eckman Eckman Guides	Discovery Lead: Could This Be The Role You Have Been Waiting For? Explore The Competencies Needed to Deliver Just-in-Time Innovative Strategic Insight into a Fastpaced Workflow Kupe Kupersmith Kupetalks	Impact Mapping - How to Make Value-Driven Prioritization a Reality Mathias Eifert Excella Consulting

3:45PM - 5:00PM **TRANSFORMING BUSINESS EXCELLENCE**
RHONDA SCHARF
 On The Right Track



**All sessions are subject to change.*

WORKSHOPS SCHEDULE AT-A-GLANCE

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

WEDNESDAY, NOVEMBER 1ST

PM SKILLS

BA SKILLS

SHARED SKILLS

8:30AM	Leadership Bootcamp	Rhonda Scharf, On The Right Track
4:30PM	Facts Tell, Stories Sell: How to Storify Data and Information to Get Your Point Across	Lori Silverman, Partners for Progress
	Bringing Design Thinking into Your Practice	Kupe Kupersmith, KupeTalks
	PMI Triangle Soft Skills Training Class	Eric Bloom, Manager Mechanics, LLC
	Badass Business Analysis Techniques!	Bob Prentiss, Bob the BA

THURSDAY, NOVEMBER 2ND

8:30AM	Change Management for Project Management Success	Richard Batchelor, Capillary Consulting
4:30PM	Proven Ways to Enhance Strategic Thinking in Yourself and Others	Lori Silverman, Partners for Progress
	Lean Business Analysis with Decision Making	Kupe Kupersmith, KupeTalks
	The Art of Positive Politics (A Key to Delivering Successful Projects)	Vijay Verma, TRIUMF
	How to be a Business Analyst in an Agile Environment	Bob Prentiss, Bob the BA

WORKSHOP DESCRIPTIONS

WEDNESDAY, NOVEMBER 1ST, 2017 | 8:30AM - 4:30PM

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.

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.

BRINGING DESIGN THINKING INTO YOUR PRACTICE

Kupe Kupersmith, KupeTalks

Design Thinking is an innovative approach to get your team in that high performing mode. There are too many studies to quote that discuss the things CEOs really care about. I will tell you, they are all saying we need a clearer, improved focus on the customer. Using Design Thinking approaches to your work is a way to get that clear focus. Design thinking has a long history...it is not new. Design thinking has evolved and has moved into your world. Join Kupe to experience problem solving in a different way (starting with the customer experience). Learn by doing and see how being part of a design team can get your team focusing on what the customer really needs. Design Thinking is about collaboration. We won't just talk about collocation in this session. You'll get to feel it.

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.

WORKSHOP DESCRIPTIONS

WEDNESDAY, NOVEMBER 1ST, 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, NOVEMBER 2ND, 2017 | 8:30AM - 4:30PM

CHANGE MANAGEMENT FOR PROJECT MANAGEMENT SUCCESS

Richard Batchelor, ACMP

Effective change projects demand heightened leadership and change management expertise to motivate and unite people behind the project vision and to ensure continuous alignment of teams with strategic goals. Understand key change management principles and their application to the discipline of project management. Engage in discussions to identify where and how change management activities are integrated across the full project life cycle. To broaden your understanding of the change manager and project manager role when executing change. Best practices, real world examples and content based materials will provide you with the knowledge, skills and steps to show how you too can integrate these two disciplines to achieve a greater level of success.

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.

LEAN BUSINESS ANALYSIS WITH DECISION MAKING

Kupe Kupersmith, KupeTalks

This workshop will take an in-depth look at how improved decision making helps increase project success. After all, one of the main responsibilities of a business analysis professional is to help others make better decisions. If decisions are not made during a project nothing can get accomplished. Easier said than done right? Making a decision, especially when there isn't consensus can be interesting, to say the least.

THE ART OF POSITIVE POLITICS (A KEY TO DELIVERING SUCCESSFUL PROJECTS)

Vijay Verma, University of British Columbia

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.

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.

REGISTER TODAY

TO RECEIVE THE EARLY BIRD PRICING,
REGISTER USING THE INVITATION CODE PROVIDED ON THE COVER

	EARLY BIRD Until September 8, 2017		REGULAR After September 8, 2017	
	Individual	Groups of 5 +	Individual	Groups of 5 +
4 Day Combo (All sessions and workshops)	\$2,392.20	\$2,152.98	\$2,658.00	\$2,402.00
3 Day Combo (Sessions or workshops any 3 days)	\$1,834.20	\$1,650.78	\$2,038.00	\$1,842.00
2 Day Combo (1 sessions and 1 workshop day)	\$1,344.60	\$1,210.14	\$1,494.00	\$1,350.00
2 Day Symposium (Sessions only 2 days)	\$1,115.10	\$1,003.59	\$1,239.00	\$1,120.00
1 Day Symposium (Sessions only 1 day)	\$648.00	\$583.20	\$720.00	\$651.00
2 Day Workshop (Workshops only 2 days)	\$1,440.00	\$1,296.00	\$1,600.00	\$1,445.00
1 Day Workshop (Workshops only 1 day)	\$877.50	\$789.75	\$975.00	\$880.00

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

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: mklajman@divcomevents.com

Include "PWBAW Vancouver Group Inquiry" in the subject line.



CORPORATE PROGRAM GROUP BENEFITS

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BUILD A CASE FOR ATTENDING PROJECTWORLD*BAWORLD VANCOUVER

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT

PRODUCTIVITY

STRATEGY

**INDUSTRY
TRENDS**

COLLABORATION

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



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

HEIGHTEN creative and analytical skills to generate better solutions and decisions
Build: **Leadership/Recognition**

UP-TO-DATE on the latest trends, and align them to your company goals and objectives.

Adopt: **NEW** Technologies & Methods

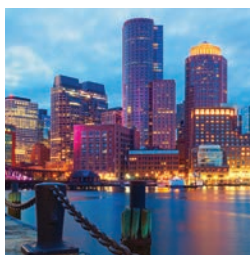
ENHANCE agility and move up, down and across the organization.

- ▲ Satisfaction, motivation and morale among employees
- ▼ Employee turnover

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



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DEC. 4 - 7, 2017

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