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BUSINESS ANALYST WORLD

FUTURE FORWARD

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GREETINGS FROM THE CONFERENCE VICE PRESIDENT & EVENT MANAGER



FUTURE FORWARD

Project Managers and Business Analysts are pivotal roles in any business. You are tasked with managing multiple strategies, diverse teams and changing job descriptions.

You need the forethought of a seer and the practicality of an accountant, not to mention the ability to make snap judgements after studying trends for months. Our conferences are determined to make you shine at these very demanding tasks. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

Through classroom-style sessions with recognized experts, innovators and peer-to-peer casual conversations, the learning process will be natural and above all, fun!

Aside from being forward thinking, attendees can claim one credit for every hour of education, up to 22 in total over 4 days, which goes a long way to renewing your certification.

As conference Vice President and Event Manager, we would like to invite you to experience this opportunity and challenge yourself to making a choice to improve your position.

Amy Ruddell | Vice President, Business Unit
ProjectWorld*BusinessAnalystWorld
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Jenn White | Event Manager
ProjectWorld*BusinessAnalystWorld
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2021 KEYNOTE SPEAKERS



STRATEGY IN A WORLD OF DISRUPTION

SHAWN KANUNGO
INNOVATION STRATEGIST

Monday, December 13 | 8:30AM - 9:45AM

The business world has fundamentally changed. Competition today is unforgiving and ruthless - no one is spared. On the flip side, customer expectations and behaviours have changed more in the last 10 years than in the last 100 years combined. Disruptive innovation is forcing everyone to reimagine their entire organizations. How do we survive? How do we disrupt ourselves before someone else does? How do we deliver better experiences to our clients? Today, we need to be bold, brave and experimental. In this awe-inspiring talk, Shawn Kanungo provides a bold roadmap for the future. He explores how we can take unexpected approaches to innovation to remain competitive and relevant.



RELENTLESS ADAPTATION IN THE AGE OF COVID-19: 4 LESSONS TO THRIVE IN CHAOS

AMBER MAC
CO-HOST OF MARKETING DISRUPTED AND THE AI EFFECT

Tuesday, December 14 | 8:30AM - 9:45AM

In this dynamic presentation, Amber Mac will take audiences on a visual journey to demonstrate how our world is changing during today's pandemic and why that's fueling an acceleration of technology that will change the future forever. No matter what industry you're in, that means that rapid digitization is a must. While this presentation is eye-opening, it also includes practical lessons and invaluable tools that are critical for success.

OTHER CONFERENCES



PROJECT SUMMIT
BUSINESS ANALYST WORLD

PROJECT WORLD*
BUSINESS ANALYST WORLD

BUSINESS ANALYST WORLD

Schedule at-a-glance

Monday, December 13

8:30 am - 9:45 am			Shawn Kanungo Innovation Strategist				STRATEGY IN A WORLD OF DISRUPTION		8:30 am - 9:45 am
9:45 am - 10:15 am	Sponsor Showcase				Sponsor Showcase				9:45 am - 10:15 am
	PROJECT MANAGEMENT	PROJECT MANAGEMENT	BUSINESS ANALYSIS	BUSINESS ANALYSIS	SHARED SKILLS	SHARED SKILLS	AGILE		
10:15 am - 11:15 am	Projects Deliver Products; Products Deliver Strategy! Peter Monkhouse MonkArt Joanna Tivig NewGenP	Santa Claus and the North Pole PMO Dave Davis OhioHealth	Five Characteristics Needed to be a Great Leader Judy Alter Judy Alter Speaker & Business Analysis Services LLC	The Big Picture BA Priyanka Agrawal TransLink	How do I cultivate a culture of psychological safety within a virtual team? Kiron Bondale World Class Productivity Inc.	Managing Management: How to take charge of your relationship with your higher ups Allison Straker Info-Tech Research Group	Agile, Covid and Working Through a Pandemic! Eli Rizk JEM Consulting	10:15 am - 11:15 am	
11:30 am - 12:30 pm	Artificial Intelligence: Does it Really Enhance the Role of the Project Manager? Marcus Udokang Westhills Toastmasters	Focus on Managing People and Not Just the Project Abe Patricio Stantec Consulting	What's in your BA Prioritization Toolbox? Jennifer Forrest Brazen	Details available shortly	Transforming Unconscious Biases into an Inclusive Culture: Incorporate Conscious Leadership Practices That Will Promote High-Trust, High-Performance, and High-Happiness Among a Diverse Workforce Suzanne F. Stevens YouMeWe Social Impact Group Inc.	Details available shortly	7 Agile and DevOps Insights I Wish I Knew Earlier Hans Eckman Info-Tech Research Group	11:30 am - 12:30 pm	
LUNCH									
1:45pm - 2:45pm	Creating a process improvement team from ground up Banu Raghuraman Info-Tech Research Group	Are you using your data to pivot your business? Paul Twigg NTT DATA	It's a User Story. It's a Requirement. No! It's Super BA! Be a superhero when managing your requirements Jennifer Bedell ariner Innovations	GoT LinkedIn? From the Starks to the Targaryens, how to stand in your value and build online alliances so you can lead the Iron Throne of professional platforms Leslie Hughes PUNCH media	Building a Culture of Continuous Improvement: A Tragedy in Three Acts Vince Mirabelli Love the Process Academy	Cyber Privacy: Unintended Consequences Christine Aykac Acuna Consulting Amalia Barthel Managed Privacy Canada	When will you be done? Talking to managers and others about this in Agile work Ryland Leyton Cognizant Microsoft Business Group	1:45pm - 2:45pm	
3:00 pm - 4:00 pm	ProjectWorld*BusinessAnalysystWorld Networking Reception and Sponsor Showcase							3:00 pm - 4:00 pm	



Schedule at-a-glance

Tuesday, December 14

8:30 am - 9:45 am			<h2>Amber Mac</h2> <p>Co-host of Marketing Disrupted and The AI Effect</p>				<h2>RELENTLESS ADAPTATION IN THE AGE OF COVID-19: 4 LESSONS TO THRIVE IN CHAOS</h2>		8:30 am - 9:45 am
9:45 am - 10:15 am	Sponsor Showcase				Sponsor Showcase				9:45 am - 10:15 am
	PROJECT MANAGEMENT	PROJECT MANAGEMENT	BUSINESS ANALYSIS	BUSINESS ANALYSIS	SHARED SKILLS	SHARED SKILLS	AGILE		
10:15 am - 11:15 am	<p>Design Thinking & Project Management Bruce Gay UPMC Enterprises</p>	<p>The Dark Arts of Project Management: Influence and Politics Joe Perzel JPerzel Inc and Surescripts, LLC</p>	<p>Career Planning for Your Business Analysis Team Scott Bennett IIBA</p>	<p>IT Business Analysis (BA) and Requirements Engineering (RE) In an Agile World: Turning Agile Requirements into Accepted Value Howard Podeswa Noble Inc.</p>	<p>Conversation as the Core Business Process for Project Managers & Business Analysts (PMs/BAs) Mark Hollingworth 5i Strategic Affairs</p>	<p>Tango with a Bear: Dancing with Conflict to Innovate Paul Crosby The Uncommon League - The Uncommon Foundation</p>	<p>Disruptive Change & Agility Rich Batchelor Capillary Consulting</p>	10:15 am - 11:15 am	
11:30 am - 12:30 pm	Details available shortly	Details available shortly	<p>Story Maps that Work – Hands on Creating a Story Map Jennifer Battan Out of the Box BA/ The Uncommon League</p>	<p>#KonMari your Backlog: Tidying up those PBIs Jennifer Forrest Brazen</p>	<p>Building Emotional Fitness to Lead During Difficult Times Hans Eckman Info-Tech Research Group</p>	<p>Negotiation Skills for PMs and BAs Rhonda Scharf On The Right Track</p>	<p>Like a Dr. Who Regeneration, Agile is Being Supplanted by Infinite Flow Dave Davis OhioHealth</p>	11:30 am - 12:30 pm	
LUNCH									
1:45pm - 2:45pm	<p>Look At Those Fries! Is This A Question Of Quality or A Question of Value? Daniel Simon Where's Your Road, LLC</p>	<p>PM Also Stands for People Manager Jason Scriven The Accidental Manager</p>	<p>Using Business Analysis to Build a Digital Strategy Priyanka Agrawal TransLink</p>	<p>From Sideburns & Mulletts to Stakeholders & Milestones: How Rock-n-Roll can Help Save Your Project and Keep you Singing! Jennifer Bedell Mariner Innovations</p>	<p>Compass For Team Building: 5 Easy Ways To Leading Teams To Success Jimmy Godard Bank of America</p>	<p>Tell your Career Story and give STAR answers! Ryland Leyton Cognizant Microsoft Business Group</p>	<p>Agile pitfalls to avoid Charan Atreya Eruditus Management Consulting, Inc.</p>	1:45pm - 2:45pm	



Workshop Descriptions

Wednesday, December 15 | 9:00am - 4:00pm

A COMPASS TO LEADING IN UNCERTAIN TIMES	Jimmy Godard MCIS, MBA, PMP, ITIL, Senior Change Manager, Service Delivery Manager, Program Manager, Bank of America
Leaders face challenges that set the tone for their entire organization. These uncertain times are painful, devastating, and have tested many organizational leaderships. How leaders respond can make all the difference to future success. Throughout this presentation, you	will have a unique opportunity to learn how to lead in uncertain times. Explore behaviors you should demonstrate, practices for acting despite uncertainty, and gain tools to exercise effective leadership both within organizations and society.

BADASS ANALYSIS TECHNIQUES: PART 2	Jennifer Battan CSM, CBAP, Cofounder, Chief Creativity Officer, Out of the Box BA/The Uncommon League
Badass Business Analysis Techniques has been the biggest selling workshop in the history of Project Summit, Project World and Business Analysis World. It only makes sense that it is time for part 2! There are 100's of techniques that we use for customer experience, business analysis, project management and more.	In the first class we shared 20 new modern techniques. Well let's learn 20 more! This dynamic, fun and interactive workshop has one goal. You will learn and actively practice over 20 new techniques to help you elicit, analyze, facilitate, and more that you can employ immediately back on the job.

LEADING AND WORKING ON VIRTUAL PROJECTS: LET'S MEET: PUTTING AN END TO ZOOM FATIGUE AND INEFFECTIVE VIRTUAL COLLABORATION	Paul Crosby PMP, Co-Founder & CEO, The Uncommon League - The Uncommon Foundation
Endless video conference meetings are frustrating enough without taking into consideration of dealing with bad video/audio connections ("Can you hear me now?" And the poplar "You're on mute"), home distractions ("Is that a gerbil singing?"), and the pressures of the moment ("The deadline was yesterday - you're late") . We need to build consensus faster and make decision more quickly in a world of chaos and distractions. Our new hybrid world of virtual and in-person working needs skills that can bring a team together faster to create more robust solutions for effective elicitation	of requirements. Let's talk about connecting with people virtually, encouraging them to transparently deliver their point of view, how to engage participants, plan a virtual meeting for success, and leading a meeting with empathy. We'll look at different types of virtual meetings, tools and techniques to use in those meetings, and how to get from point a to point b faster with less stress. And perhaps understand once and for all why your gerbil not only can sing, but why he knows the words to the song "Who Let the Dogs Out".

STRATEGIC DECISION-MAKING FOR PMS & BAS	Mark Hollingworth, President, 5i Strategic Affairs
Strategic decisions are the decisions that keep you up at night. The consequences of making the right decision (or not) are high. It is easier to procrastinate, to enter "analysis paralysis", to not take a decision, than to stick your neck out and say "We are going to do this. And,	if we are going to do this, it means we are not going to do that." Such decisions can be career-enhancing, or career-ending. This workshop will help you take better strategic decisions in the future - and will help you get a better nights sleep!

THE AGILE EXPERIENCE	Ryland Leyton, Senior Business Analyst
The Agile Experience introduces Agile to you in a friendly, learning-by-doing, gamified environment. No matter who you are or what your background is, you'll leave this session understanding why	businesses often chose to work in Agile ways, how Agile teams operate, and what benefits and challenges this presents to an organization.

PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED	AGILE
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THE ART AND SCIENCE OF REQUIREMENTS ELICITATION AND ANALYSIS	Priyanka Agrawal CBAP, ITIL, IIBA-AAC, Prosci Change Mgt, Specialist, TransLink
In this workshop, you will learn the art and the science of performing requirements elicitation and analysis. You will identify various requirement elicitation techniques and model appropriate soft skills. You will be provided an opportunity to apply and evaluate your own	skills as a BA and receive feedback to further align with best practices and standards. In this workshop, we will share real life examples and tips and traps learned from the field of consulting when performing elicitation and analysis techniques in various settings.

THE DARK ARTS OF PROJECT MANAGEMENT: INFLUENCE AND POLITICS	Joe Perzel, PMP, Program Manager, JPerzel Inc and Surescripts, LLC
Successful journey from start to finish of a project is not linear, clean, forecastable or easy. Your interest is to deliver the project on time, on budget with a smile on everyone's face, but others have conflicting interests. Armed with your System Development Life Cycle (SDLC), a planning tool of your choice and the innocence that always comes at the start of a project you think you are set to go. Then the plan that you have worked so hard to perfect shows a flaw, falls behind schedule or budget, gets amended or completely thrown out altogether. How you minimize these occurrences and provide the best chance to survive the project intact. This presentation will start with the Top 10	Keys to Success which include Communicate, Communicate, Communicate; Managing Change and Expectations; Pace, Perfection and Price - pick 3. We then discuss how to become a Master Magician covering topics such as Winning at Politics; Controlling outcomes through Influence; Communicating & Motivating and Marketing your Project. While it takes less than 8 hours to learn how to use a tool to manage a project it takes a lifetime to learn the art of successfully delivering a project. This presentation will focus on the soft-side of project management, having fun with the topic and using audience participation and exercises to share the community's intelligence.

THE PROJECT MANAGER'S TOOLBOX 2021	Daniel Simon PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC
The modern-day Project Manager needs to wear many different hats simultaneously. Why? Because being a Project Manager encompasses a myriad of challenges and opportunities daily; and requires an advanced skill set in communicating with a wide variety of stakeholders, vendors, and customers - both internal and external. Beyond the hallowed Triple Constraints, and the expanded constraints that include quality, risk, resources, and customer service, there are an abundance of skills that need to be present and functional in the Project Manager's Toolbox. These tools are those that will get you through project inception, creating the charter, planning the work, identifying tasks and creating the WBS, assessing & mitigating risk, executing, monitoring & controlling progress, and documenting lessons learned for closing. This workshop will delve into the practical - and yet, sometimes elusive - set of	tools every Project Manager needs to tackle the ever-expanding constraints, with an awareness of stakeholder communications, and then some. The intangible concepts of communication & soft skills you utilize, along with articulating the vision, make your project a tangible success. The inner workings of process skills, negotiating, and creating buy-in help you to plan and execute your project. Software skills and technical skills build your expertise, and the expertise of your project team. Developing your organizational awareness may also mean the difference between project stagnation and success. Now that we are all spending more time leading and managing projects in the virtual world through email, conference & video calls, and safe-distance meetings, these skills are even more valuable to your skill set. You need them in your daily toolbox!

Workshop Descriptions

Wednesday, December 15 | 9:00am - 4:00pm

WHAT'S NEXT FOR THE BA? OSCILLATING MULTIPLE SKILL SETS

Dave Davis, PMP, PgMP, PBA, ACP, DASSM, MC-HA, CSM, PMI-ATP, Senior Program Manager, OhioHealth

This workshop will be a fantastic adventure into the future skills required for a Business Analyst. The future holds a combination of acquiring new skills, refining existing skills, and implementing new ways to demonstrate value. This workshop will have practical

exercises to drive this conversation and be a tool to facilitate discussion. Most importantly, this workshop will give you the tools and background to have a practical dialog in your organization about value and what is required to define and measure it across the enterprise.

WOWING SENIOR LEADERSHIP BY CRAFTING IMPACTFUL PRESENTATIONS

Bruce Gay, PMP, Senior Program Manager, UPMC Enterprises

Do you want to “wow” senior leadership with your presentation skills? If yes, this workshop will help you learn and practice a proven 7-Step presentation preparation process that will set you up for success to deliver presentations to an executive audience. Practice strategies

for avoiding and addressing challenges that may arise during your presentation. Leave the workshop with a solid understanding of the 7-Step process to craft impactful executive presentations.

Thursday, December 16 | 9:00am - 4:00pm

IMPROVING YOUR CREATIVE AND CRITICAL THINKING

Vince Mirabelli
Principal, Love the Process Academy

“If nothing changes, then nothing changes” The world of business, and by extension Project Management and Business Analysis, has changed dramatically in recent years, with new tools, techniques and technologies replacing old, obsolete ones. So why do we cling then to outdated ideas and approaches to problem solving? In “Improving Your Creative and Critical Thinking”, participants will learn how to define a problem, along with several new techniques for lateral thinking and complex

problem solving (and a quick revisit to some traditional ones), which allow them to improve on their decision-making capabilities, through critical thinking, structured reasoning and creative problem analysis. Learn how to balance logic with invention, by understanding the principles behind critical thinking and the tools used to arrive at the best solution, achieving maximum value for you, your projects and your organization.

PROJECT 911: HOW TO PREVENT HAVING TO RECOVER

Bruce Gay, PMP, Senior Program Manager, UPMC Enterprises
Daniel Simon, PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC

Experience “Project 911”, a day-long project recovery simulation. Workshop participants will be engaged in learning and exercising key leadership methods by working through realistic project recovery scenarios. Learn tips on how to

manage risky situations via a business challenge that sets up project recovery scenarios. How will the team react? How you will help lead them to success? Choose carefully to determine the project's destiny!

THE AGILE GUIDE TO BUSINESS ANALYSIS AND PLANNING

Howard Podeswa, CEO, Noble Inc.

This is a hands-on workshop in Agile Business Analysis by a leading BA author, based on over 15 years working with iterative and Agile teams. In this workshop, you'll learn how to carry out Business Analysis responsibilities on an Agile

project using best practices drawn from today's leading frameworks and guidance. As you work through a case study, you'll learn which techniques to use when - and how to use them to optimize value delivery.

PROJECT MANAGEMENT

BUSINESS ANALYSIS

SHARED

RISE AGAINST THE MACHINES – RETURNING HUMANITY TO OUR STORIES

Jennifer Battan, CSM, CBAP, Cofounder, Chief Creativity Officer, Out of the Box BA/The Uncommon League

For far too long we have allowed technology, systems, and tools to define our processes and strategy. Not only are we constrained and frustrated by technology, we are even forced to use machines to communicate with each other. We have lost our ability to tell compelling stories that define our future whether in Agile or any other framework. It's time to learn how to take back our processes and strategies, tell compelling narratives, and rise up against our machine overlords! We're pulling lessons from the greatest movie makers of all time. How

does this relate back to analysis, strategy, or projects? It's not just about User Stories! Just like movie genres there are many types of stories to tell: stories about project, product, strategy, history, risk, reward, business value, technology, perspectives... and many more. You will learn how to apply Hollywood's billion-dollar box office formula with collaborative techniques that will help you create compelling stories and effective narratives that reach every audience. Hasta la vista baby, the rise against the machines is starting!

THE AGILE PROJECT MANAGER

Paul Crosby
PMP, Co-Founder & CEO, The Uncommon League - The Uncommon Foundation

Has your organization been swinging around the Agile magic wand trying to make project management disappear? Are you getting pressure to be more Agile, but your projects are more chaotic? Using the Agile framework on projects doesn't make a PM obsolete. Learn

new techniques to build a strong agreed upon vision, planning sprints and releases by using the Story Map, create parallel delivery paths with multiple Agile teams, apply risk mitigation strategies, and manage resource allocations.

THE EMPOWERED LEADER

Rhonda Scharf, CSP, HoF, President, On The Right Track

Being an empowered leader means acting so others are moved to action by your influence without authority. Being an empowered leader starts with you - having the self-esteem, vision, mindset, and skills to lead. To be an empowered leader you must be able to organize, coordinate,

understand motivations, and be a catalyst for action in the workplace. Join us to learn how to align your influence to achieve goals, gain support and motivate others, and get positive results even without authority.

WRITING USE CASES

Priyanka Agrawal, CBAP, ITIL, IIBA-AAC, Prosci Change Mgt, Specialist, TransLink

Use case specification is a power tool in Requirements Analysis. Writing effective use cases not only improves the clarity on user interface design, functional and non functional features sets, but also improves the quality of testing. Including use cases in a requirement specification can increase the depth and breadth

of the clarity on requirements and increase the value of the requirement specification. In this one-day workshop we introduce the nomenclatures, procedures, tips and techniques to create an effective use case specification. In this workshop, we will provide hands-on use case modelling practice and feedback.

YES, AND... ADVANCED NEGOTIATIONS IN A PROJECT WORLD

Joe Perzel, PMP, Program Manager, JPerzel Inc and Surescripts, LLC

Everyone needs the ability to effectively negotiate, especially Project Managers, Staff Managers and Business Analysts. They are continually challenged with the need to negotiate with their stakeholders around

managing project scope, resource utilization, executive stakeholder involvement, funding or a host of other topics. This presentation will cover the principals of negotiations and the keys to a win-win outcome.

REGISTER TODAY

Register Before November 12 to Save 10%!

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PACKAGES	EARLY BIRD Until November 12		REGULAR Until December 16	
	INDIVIDUAL	GROUPS OF 3+	INDIVIDUAL	GROUPS OF 3+
4 Day Pass <small>(Includes 2 Symposia days and 2 Workshops)</small>	\$2,614.14	\$2,352.73	\$2,904.60	\$2,614.14
3 Day Pass <small>(Includes 2 Symposia days and 1 Workshop)</small>	\$2,002.32	\$1802.09	\$2,224.80	\$2,002.32
2 Day Pass <small>(Includes 2 Symposia days)</small>	\$1,219.01	\$1,097.10	\$1,354.45	\$1,219.01
2 Day Workshop <small>(Includes 2 Workshops)</small>	\$1,575.90	\$1,418.31	\$1,751.00	\$1,575.90
2 Day Combo Pass <small>(Includes 1 Symposia day and 1 Workshop)</small>	\$1,469.30	\$1,322.37	\$1,632.55	\$1,469.30
1 Day Symposium Pass <small>(Includes 1 Symposia day)</small>	\$706.37	\$635.74	\$784.86	\$706.37
1 Day Workshop Pass <small>(Includes 1 Workshop)</small>	\$954.81	\$859.33	\$1,060.90	\$954.81

All registrations are on an individual basis. Badge sharing is not allowed.
 Prices listed above do not include tax. HST (13%) will be added at the time of registration.
 NOTE: Continental breakfast, breaks and lunch are included with registration!

CORPORATE PROGRAM GROUP BENEFITS

- 1 SAVE ADDITIONAL 10% OFF**
- 2 FLEXIBLE BILLING OPTIONS**
- 3 SPECIALIZED GROUP REPORTS**



Organizations registering 3 or more attendees receive group discount rates. If your company is interested in this special offer, please contact me directly!

Jenn White

E: jwhite@macgregorcom.com

Include "PW*BAW Toronto Group Inquiry" in the subject line.

BUILD A CASE FOR ATTENDING PROJECTWORLD*BAWORLD TORONTO

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT

- 1 Productivity**
 Employees who received training are **17% more** productive than those who did not receive training.
 ▲ Efficiency, accurate results and profitability
- 2 Strategy**
 Heighten creative and analytical skills to generate better solutions and decisions.
 Build: Leadership/Recognition
- 3 Industry Trends**
 Up-to-date on the latest trends, and align them to your company goals and objectives.
 Adopt: **NEW Technologies & Methods**
- 4 Collaboration**
 Enhance agility to move up, down and across the organization.
 ▲ Satisfaction, motivation & morale among employees
 ▼ Employee turnover



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Exhibiting at our conferences provides you with the opportunity to showcase your products and services directly to our attendees. We know how crucial face-to-face meetings are to your business so rather than making hundreds of sales calls, you can accomplish that and much more with a booth on our exhibitor floor. We encourage attendee/sponsor interaction with tried and tested activities.



Amy Ruddell
 Vice President,
 Business Unit

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