

PMBA  GLOBAL

FUTURE FORWARD

VIRTUAL CONFERENCE

JUNE 20-23, 2022

Earn up to 29 PDUs & CDUs
Early Bird Pricing until May 13, 2022



Macgregor
Communications



IIBA® Endorsed Conference
Producer™

WHY ATTEND:

- 1** EARN UP TO **29 PDUs AND CDUs**
- 2** LEARN FROM INDUSTRY EXPERTS AND INNOVATORS
- 3** INCREASE PRODUCTIVITY AND EFFECTIVENESS
- 4** ACQUIRE NEW SKILLS, STRATEGIES AND BEST PRACTICES
- 5** CONNECT AND EXPAND YOUR PROFESSIONAL NETWORK



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GREETINGS FROM THE CONFERENCE VICE PRESIDENT & EVENT MANAGER



FUTURE FORWARD

On behalf of the entire team at Macgregor Communications, I'd like to welcome you to the Spring edition of the PMBA Virtual Global Conference!

Project Managers and Business Analysts are pivotal roles in any business, especially now. You are tasked with managing multiple strategies, diverse and virtual teams, changing job descriptions, and all the new challenges the pandemic has introduced. This conference program is designed to assist you in navigating the new face of work. The conference speakers are determined to help you shine and excel at these very demanding tasks. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

I encourage you to take the opportunity to meet and connect with as many people as possible via our networking app! Participate in group discussions, ask questions, strike up conversations with other attendees, the speakers and staff. Some of the most important take-aways you'll leave with are not what you learned in the classroom, but in the connections you will make.

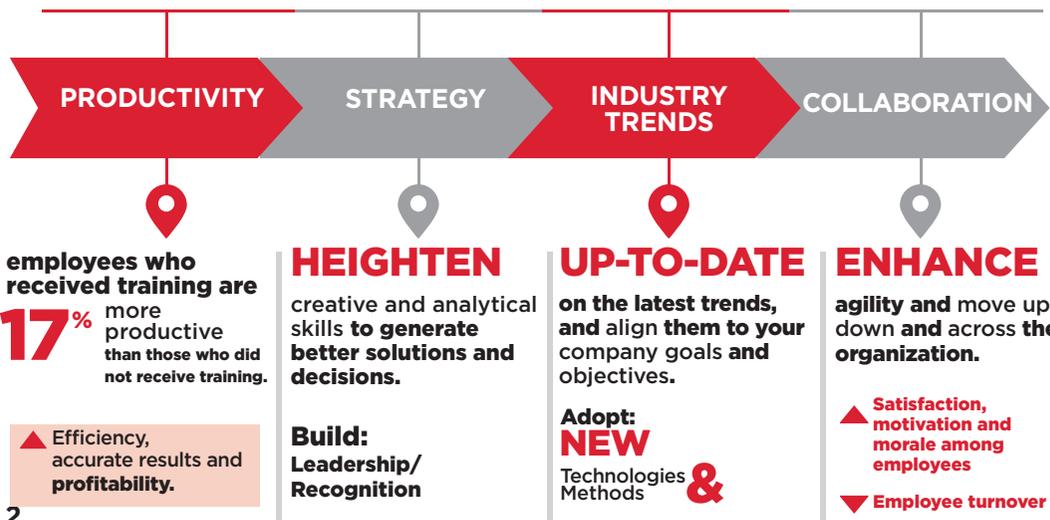
I hope you will join us. Let's forge Future Forward together!

Amy Ruddell | Vice President, Business Unit
ProjectSummit*BusinessAnalystWorld
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Jenn White | Event Manager
ProjectSummit*BusinessAnalystWorld
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BUILD A CASE FOR ATTENDING PMBA GLOBAL

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT



KEYNOTE SPEAKERS



KEYNOTE

GRITTY BY DESIGN: A Culture of High Performance built on Purpose, Practice, and Process

BRUCE KIRKBY

ACCLAIMED EXPLORER | WRITER | PHOTOGRAPHER

JUNE 20 | 12:00PM - 1:00PM

In a world where disruption, volatility, uncertainty, and change never cease, GRIT is more critical than ever. Recent studies show no other trait to be more predictive of success, or career satisfaction than GRIT. Yet it remains an elusive quality—ephemeral and grossly misunderstood. In the face of challenge, most teams and organizations turn instinctively to willpower. They GRIND. This is the hustle culture: late nights, skipped meals, exhaustion. GRIND ultimately leads to burnout and is not a long-term success strategy. Contrary to popular belief, GRIT is akin to a flow state, aligned more with joy and grace than suffering and dogged determination. If teams and individuals learn to focus on a few simple fundamentals – Purpose, Practice and Process – their inner GRIT will flourish, naturally. True GRIT lives within us all. Having led teams through unthinkable challenges (high-altitude storms, debilitating injuries, helicopter crashes, hostage takings), Bruce Kirkby’s entertaining and visually stunning Keynote is peppered with stories of high adventure—a powerful reminder of the GRIT that lies within.



KEYNOTE

You First: How You Can Change Your Team for the Better

LIANE DAVEY

EXPERT ON BUILDING EFFECTIVE TEAMS, IMPROVING COMMUNICATION, AND INCREASING LEADERSHIP EFFECTIVENESS

JUNE 21 | 12:00PM - 1:00PM

Organizations of all sizes depend on teams for productivity, growth, and innovation. Unfortunately, even with the most talented teams, dysfunction is the norm, not the exception. To make things worse, most teams are doing little to make it better, either because they aren’t aware of the problem or because they’re waiting for “someone else to fix it.” The good news is that you don’t have to wait. You don’t need the jerk to get fired, your boss to move on, or a pricey consultant to turn your team around. In this Keynote, you’ll learn how you can change your team from any seat at the table and take steps to help your team get along and get stuff done. Audiences will learn how to:

- Proactively identify toxic behavior before it results in lost revenue or customers.
- Discover how your attitudes, choices, and behaviors are affecting the dynamic of your team.
- Learn the five things you can do immediately to help your team be happier, healthier, and more productive.



KEYNOTE

Building Emotional Fitness to Lead During Difficult Times

HANS ECKMAN

PRINCIPAL RESEARCH DIRECTOR,
INFO-TECH RESEARCH GROUP

JUNE 20 | 4:30PM - 5:30PM

Imagine: Your company is preparing for a merger and 40% of positions will be eliminated. Within several short weeks, the entire world shuts down as another pandemic takes hold. Your manager decides to get ahead by taking credit for the team’s work and diverting blame to teammates. You are walking back to your car after a late dinner and notice a group of people quickly change direction, coming between you and your car. You answer your phone and hear, “I’ve been in an accident.” You probably feel it already. Your pulse increases, your muscles tighten, you start to feel nauseous, and maybe tears start forming. During times of stress, uncertainty, or trauma, our bodies seem to work against us, but we can take back control. We can retrain our evolutionary responses to danger to not only survive, but to thrive. Emotional Fitness is our mental and physical toolbox to overcome challenges and lead where others may fail. By understanding common patterns of stress, we can develop strategies to reduce anxiety and face these challenges from a more grounded perspective. You’ll learn how to improve your resiliency using situational awareness, rehearsal, support networks, and social scripts. Disasters will continue to happen, but by preparing and training ourselves ahead of time, we will emerge as leaders during troubling times.

OTHER CONFERENCES



www.pmbaconferences.com

Schedule at-a-glance

Monday, June 20

<p>12:00pm - 1:00pm</p>  <p>Bruce Kirkby Acclaimed Explorer Writer Photographer</p> <p>GRITTY BY DESIGN: A CULTURE OF HIGH PERFORMANCE BUILT ON PURPOSE, PRACTICE, AND PROCESS</p>			
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
<p>1:30pm - 2:15pm</p> <p>Emerging Trends in Project Management</p> <p>Ytevia Watts Cenergistics Consulting Group, LLC</p>	<p>How IT Executives Drive Project Success through Project Alignment, Process Reinvention, and Leadership Excellence</p> <p>Phil Weinzimer Strategere Consulting</p>	<p>Easy Bake Oven Security: Recipes to Design Security Into Products and Services</p> <p>Joy Toney ALSAC</p>	
<p>2:30pm - 3:15pm</p> <p>Artificial Intelligence: Does it Really Enhance the Role of the Project Manager?</p> <p>Marcus Udokang Aivaz Consulting</p>	<p>The Agile Requirement</p> <p>Fabricio Laguna The Brazilian BA</p>	<p>What's Hot - AI Trends in Business Analysis</p> <p>Elizabeth Larson Watermark Learning/PMA</p>	
<p>3:30pm - 4:15pm</p> <p>Change Management: Thriving Through Uncertainty</p> <p>Bruce Gay UPMC Enterprises</p>	<p>The Productivity Challenge: Achieving the Flow State at Work</p> <p>Mark Hollingworth Si Strategic Affairs</p>	<p>Product Ownership: Beyond the Backlog</p> <p>Dave Saboe Mastering Business Analysis</p>	
<p>4:30pm - 5:30pm</p>  <p>Hans Eckman Principal Research Director, Info-Tech Research Group</p> <p>BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES</p>			

Schedule at-a-glance

Tuesday, June 21

<p>12:00pm - 1:00pm</p>  <p>Liane Davey Expert on Building Effective Teams, Improving Communication, and Increasing Leadership Effectiveness</p> <p>YOU FIRST: HOW YOU CAN CHANGE YOUR TEAM FOR THE BETTER</p>			
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
<p>1:30pm - 2:15pm</p> <p>5 Critical Skills Needed for Project Success</p> <p>Elizabeth Larson Watermark Learning/PMA</p>	<p>Don't FUD it Up! Handling Fear, Uncertainty, and Doubt Constructively</p> <p>Paul Crosby The Uncommon League</p>	<p>BA Strategy</p> <p>Russell Mears ASTRAZENECA.COM</p>	
<p>2:30pm - 3:15pm</p> <p>Leading Strategic Initiatives: Managing Innovation Through Culture Change</p> <p>Joe Perzel JPerzel Inc/Surescripts LLC</p>	<p>The business case for knowing more about the brain: Neuroscience for BAs and PMs</p> <p>Scott Helmers Harvard Computing Group</p>	<p>Root Cause Shouldn't Hurt Like a Root Canal: Five Proven Techniques for Understanding Business Needs</p> <p>Richard Larson Larson and Larson Consulting</p>	
<p>3:30pm - 4:15pm</p> <p>The DOs and DON'Ts of Virtual Agile</p> <p>Vili Mileva Yankova Fulbright Bulgaria</p>	<p>Creativity - What Is It and How Do I Get Some?</p> <p>James Polk Sqaureone Coaching</p>	<p>The Many Faces of Retrospectives</p> <p>Mindy Bohannon Excella Consulting</p>	



Workshop Schedule at-a-glance

Wednesday, June 22

<p>BUSINESS AGILITY FAST TRACK - THE DYNAMICALLY ADAPTABLE BUSINESS</p>	<p>Fabricio Laguna CBAP, AAC, CPOA, PMP, MBA, Consultant and Trainer, The Brazilian BA</p>
<p>Business Agility depends more on the type of architecture your solution is built than on your solution development methodology. The fast</p>	<p>track to business agility teaches how to explore your requirements management process to build dynamically adaptable solutions.</p>
<p>EFFECTIVE COMMUNICATION STRATEGIES FOR TODAY AND TOMORROW: DEALING WITH COMMUNICATION CHALLENGES, BIAS, AND TEAM CONFLICT</p>	<p>Beverly Beuermann-King CSP, Stress and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart</p>
<p>Communication can be a significant hurdle to convey during stressful times, and even more critical during chaos, crisis, and uncertainty. How do you ensure that you are delivering your key messages in a way that can be heard and understood by your team as you move forward</p>	<p>today and tomorrow? Discover how to effectively communicate. Address your communication biases. Choose the most effective strategies that will help your team stay engaged, balance the uncertainty, and build resilience.</p>
<p>HOW IT EXECUTIVES DRIVE PROJECT SUCCESS THROUGH PROJECT ALIGNMENT, PROCESS REINVENTION, AND LEADERSHIP EXCELLENCE</p>	<p>Phil Weinzimer MBA, President, Strategere Consulting</p>
<p>This workshop will provide you with a new Strategic Project Governance Model 2.0, methodology framework, case study examples,</p>	<p>maturity assessment tool, and an implementation approach to improve your strategic project governance competency.</p>
<p>INTRODUCTION TO PROJECT MANAGEMENT</p>	<p>Ytevia Watts Managing Partner, Cenergistics Consulting Group, LLC</p>
<p>Introduction to Project Management As we continuously evolve the way we work, the discipline of project management is becoming increasingly embraced and need in a variety of management/ leadership positions. This course is for anyone interested in learning, enhancing, or refreshing their core project management techniques. We will utilize real-life projects from your corporations</p>	<p>to increase learning and comprehension that is targeted to allow tools and concepts to quickly be implemented upon return to your environments. Who should attend this Introduction to Project Management Course? This course is for Project Managers, Project Team Members, and functional and senior leadership of all disciplines.</p>
<p>POWER AND INFLUENCE IN PROJECT MANAGEMENT</p>	<p>Vijay Verma Group Leader (Planning Dept), University of British Columbia</p>
<p>The more power you have, the better you are able to get the job done. Ignoring the external and internal politics surrounding your project can be hazardous. Most Project Managers have enormous responsibility but not enough formal authority. They cannot succeed without the proper understanding of power and how to use it effectively. Successful Project Managers recognize the need to evaluate power, dynamics of politics, and the importance of</p>	<p>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.</p>
<p>STEPPING UP TO PRODUCT OWNERSHIP</p>	<p>Dave Saboe Enterprise Agile Coach, Mastering Business Analysis</p>
<p>A great Product Owner can help organizations achieve amazing outcomes for their customers. As more organizations transform to an Agile way of working, many Business Analysts have the opportunity to step up to a Product Owner role. A</p>	<p>Product Owner needs many of the same skills as Business Analysts, but it also requires additional skills and a mindset shift. Will you be ready for this next step in your career?</p>

Workshop Schedule at-a-glance

Thursday, June 23

<p>"GIVE FEEDBACK LIKE A LEADER, NOT A CRITIC"</p>	<p>Joel Silverstone Senior Professional Skills Facilitator & Coach, The Great Canadian Training & Consulting Company</p>
<p>When feedback is done well, it changes the culture of an organisation. Trust, respect, and growth create more joyful and productive teams. In this session, we will use a feedback model that</p>	<p>will help you deliver meaningful feedback and preserve relationships. With this model, you will explore your own role in receiving feedback. Be ready to practice!</p>
<p>HARRY POTTER AND WORKSHOP OF LEADERSHIP SECRETS</p>	<p>Hans Eckman Principal Research Director, Info-Tech Research Group</p>
<p>What does it take to become a great leader? Harry Potter and friends faced a new series of challenges they had to overcome and rose to their potential to become heroes of their own stories. Accept your invitation to harness the secrets of</p>	<p>leadership, teamwork, and personal growth from the book series that changed the world. Using the strategies and approaches that Harry used, we will help you exploit your uniqueness, leverage your network, and win battles in your life.</p>
<p>HOW TO EFFECTIVELY LEAD CHANGE ON YOUR PROJECTS</p>	<p>Yvonne Akpoveta Ms, The Change Leadership</p>
<p>How can you effectively lead change, be prepared and responsive, as well as manage potential resistance to change on your projects or initiatives? This workshop will provide and equip you with the</p>	<p>practical skills, knowledge and tools to turnaround tough situations; and get buy-in from your leaders, peers and teams in order to successfully implement new ideas, processes and policies, and projects.</p>
<p>LEARN TO MANAGE YOUR REQUIREMENTS BEFORE YOUR STAKEHOLDERS MANAGE YOU</p>	<p>Jennifer Bedell Senior Business Analyst, Mariner Innovations AJ Hawley CRM Consultant - Business Analyst, Trendsparency</p>
<p>What's better than an organized list of requirements? An organized list of requirements with traceability and searchability that is prioritized to ensure your project delivers value. How do you make that happen? By spending a day with Jenn and AJ! Jenn Bedell and AJ Hawley will take you through best practices and recommended approaches to managing</p>	<p>requirements and user stories. Learn how you can bring an Agile approach to requirements, even if your project is waterfall (or if 'they' say it is Agile, but you know it isn't). They will take you through creating a requirements management plan, setting up traceability that manages itself, reporting that requires little effort and much more!</p>
<p>RECIPE TO DELIVER PROJECTS SUCCESSFULLY</p>	<p>NK Shrivastava PMP, ACP, RMP & SPC4, CEO, RefineM LLC</p>
<p>What is the recipe to deliver projects successfully? It takes the right ingredients and proper amount of time to deliver a successful project. If you skip the crucial ingredients of a recipe it doesn't turn out perfect. If you use more than the required ingredients, then also it doesn't turn out perfect. So, where is the sweet spot? A right balance of ingredients and managing them throughout</p>	<p>the duration of cooking results in a perfect dish. The same is the case with project management processes. If you select the right processes and follow them consistently you end up with a successful Project. With these ingredients/ processes you can also turn around projects that have gone south and get them back to life.</p>
<p>THE BADASS BA GOES AGILE!</p>	<p>Jennifer Battan CSM, CSPO, CBAP, Cofounder, Chief Creativity Officer, The Uncommon League</p>
<p>Badass Business Analysis Techniques has been the biggest selling workshop in the history of Project Summit, Project World and Business Analysis World. If you've hesitated because you're working on an Agile team, this workshop is for you!</p>	<p>We've shared 35 analysis techniques in Badass BA Techniques Part 1 and Part 2. Well, we've been told we have 4 hours to teach as many Agile techniques as we can. That sounds like a challenge, so let's push for 12 ... OR MORE!</p>

REGISTER TODAY

Register before May 13, 2022 to save!

PACKAGES	EARLY BIRD Until May 13		REGULAR May 14 ONWARDS	
	INDIVIDUAL	GROUPS OF 3+	INDIVIDUAL	GROUPS OF 3+
Value Pass (Includes 2 Symposia days and 2 Workshops)	\$855.00	\$769.50	\$950.00	\$855.00
3 Day Combo (Includes 2 Symposia days and 1 Workshop)	\$720.00	\$648.00	\$800.00	\$720.00
2 Day Symposium (Includes 2 Symposia days)	\$382.50	\$344.25	\$425.00	\$382.50
2 Day Workshop (Includes 2 Workshops)	\$787.50	\$708.75	\$875.00	\$787.50
1 Day Workshop (Includes 1 Workshop)	\$450.00	\$405.00	\$500.00	\$450.00

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Jennifer White

E: jwhite@macgregorcom.com

Include PMBA Spring Group Inquiry in the subject line.