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BUSINESS ANALYST WORLD

FUTURE FORWARD

VANCOUVER, BC

SEPTEMBER 19-21, 2022
JW MARRIOTT PARQ

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IIBA® Endorsed Conference
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- 1** EARN UP TO **17 PDUs AND CDUs** over 3 days
- 2** **TOP QUALITY EDUCATION** AT COMPETITIVE PRICES
- 3** REGIONAL ADVISORY BOARD THAT TARGETS **LOCAL ISSUES**
- 4** UNIQUE CONFERENCE MODEL **PMBA COMBINED**
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GREETINGS FROM THE CONFERENCE VICE PRESIDENT

FUTURE FORWARD

Are you ready for a challenge and an opportunity? As conference Vice-President, my team and I would like to offer both. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

As Project Managers and/or Business Analysis Professionals, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, all while understanding the importance of the bottom line. Our conference, ProjectWorld*BusinessAnalystWorld is designed to create scenarios that deliver these skill-set enhancing situations.

Whether it's through classroom-style sessions by recognized experts and innovators or peer-to-peer casual conversations, the learning process will be natural and above all, fun!

Along with gaining knowledge and making new acquaintances, it's important to remind you that attendees can claim one credit for every hour of education, up to 17 in total over 3 days, which goes a long way to renewing your certification.

I encourage you to take advantage of all the learning and networking opportunities this event provides. Please do not hesitate to contact me directly if you have any questions!

Amy Ruddell | Vice-President, Business Unit
ProjectWorld*BusinessAnalystWorld
aruddell@macgregorcom.com

2022 KEYNOTE SPEAKERS



KEYNOTE

**Communication, Collaboration,
Improvisation...Oh My!**

KUPE KUPERSMITH

PRESIDENT, KUPETALKS

SEPTEMBER 19 | **8:30AM - 9:45AM**

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 suspend judgment, keep conversations moving forward, listen generously, and take collaboration to new levels. With Kupe's project management, business analysis and business background, he will be able to help you directly apply these skills on the job. Why is this so important? The speed of business today requires teams to decide fast, learn fast and gain buy-in from all stakeholders involved. In Daniel Pink's book, *To Sell is Human: The Surprising Truth About Moving Others*, he highlights improv skills as a necessary competency for everyone. This quote sums it up. "In improv, you never try to get someone to do something. That's coercion, not creativity," Salit says. "You make offers, you accept offers— and a conversation, a relationship, a scene, and other possibilities emerge." Your role is to help move others to accomplish agreed upon goals. Using the critical and communication skills learned you'll see how your job just got easier!



KEYNOTE

Your Personal Power of 3: Traits of Self-Aware, Successful Project Professionals

JENNIFER BATTAN

CSM, CSPO, CBAP®, COFOUNDER,
CHIEF CREATIVITY OFFICER, THE UNCOMMON LEAGUE

SEPTEMBER 19 | **2:30pm - 3:30pm**

There are times in life when something resonates with you. Something connects and it elevates us to what we know to be our critical path in our career. What if we could elevate that path sooner? You can; tap into your power of 3. Every decision and step along the path of discovering who you are and who you want to be has an impact to your career trajectory. Do you want to play it safe near the ground or gain some altitude without getting air sickness? Or maybe, rocket into a career worthy of the stars! Let's come together to learn the power of 3: the traits that will transform you into a self-aware, successful project professional. Learn which decisions and actions change the course of your career trajectory, and how you can pull from your very own power of 3 to create a unique, amazing and deserving career.



KEYNOTE

**Purple Cow Leadership:
Stand Out as An Effective Leader**

SABY WARAICH

PMP CSM, CIO | CISO, CCC

SEPTEMBER 20 | **8:30am - 9:45am**

What does it take to be a Stand Out leader? Leadership isn't the easiest path, but it is a meaningful and potentially rewarding one. How can you lead through your actions - with or without an authority? What makes some leaders stand out from the crowd? The Purple Cow Leader has willing followers. Create positive morale, energy, and successful projects. Learn how to become the best leader you can be. It's not good enough these days to be a great leader, be a stand-out leader.



KEYNOTE

**Building Emotional Fitness
to Lead During Difficult Times**

HANS ECKMAN

PRINCIPAL RESEARCH DIRECTOR,
INFO-TECH RESEARCH GROUP

SEPTEMBER 20 | **2:30pm - 3:30pm**

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.

Schedule at-a-glance

Monday, September 19

7:30 am - 8:30 am	Networking Breakfast			
8:30 am - 9:45 am	 Kupe Kupersmith President, Kupetalks COMMUNICATION, COLLABORATION, IMPROVISATION...OH MY!			
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS	AGILE
10:00 am - 11:00 am	Beware of the Dog, but Don't Underestimate the Cat Dave Davis OhioHealth	Unexpected Tragedy, Organizational Needs & Leading Change Chris Edgelow Sundance Consulting Inc	10 Productivity Hacks to Keep Your Going No Matter Where Your Office Is! Jamie Champagne Champagne Collaborations	Even Large Enterprises Have to Learn to be Agile Rochelle Tan Chevron
11:15 am - 12:15 pm	Handling complexity: what sports teams and universities teach us about complexity Dave Sharrock Increment One Consulting Ltd.	Employee Engagement - Is it the Meeting Place for Digital Transformation and Innovation? Tad Haas edison365	Writing Successful Business Cases Amidst a Pandemic - Tips From the Field Priyanka Agrawal TransLink	Delivering Projects from Idea to Customer Using the Disciplined Agile Toolkit Klaus Boedker PMI
12:15 pm - 1:15 pm	Networking Lunch			
1:15 pm - 2:15 pm	A Beginner's Guide to Avoiding an AI Apocalypse Asif Masood Amazon	Driving Innovation: When the BA and the PM are in the Driver's Seat Lesley Sutton CGI Inc. Amanda Scarbro CGI Inc.	Rolling out Multi-Factor Authentication (MFA) across the BC Gov't Ian Frazer IPF Consulting Inc.	Kanban or Scrum? Which One to Choose? Guillermo Garcia Systemlabs Consulting
2:30 pm - 3:30 pm	 Jennifer Battan Chief Creativity Officer, The Uncommon League YOUR PERSONAL POWER OF 3: TRAITS OF SELF-AWARE, SUCCESSFUL PROJECT PROFESSIONALS			
3:45 pm - 5:00 pm	Networking Reception and Sponsor Showcase			

Schedule at-a-glance

Tuesday, September 20

7:30 am - 8:30 am	Networking Breakfast			
8:30 am - 9:45 am	 Saby Waraich PMP CSM, CIO CISO, CCC PURPLE COW LEADERSHIP: STAND OUT AS AN EFFECTIVE LEADER			
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS	AGILE
10:00 am - 11:00 am	10 Best Practices of Project Management Darren Mann Simon Fraser University	Overcoming the Hurdles of Distraction Jimmy Godard Bank of America	Oh Please! Not Your Parents' Business Process Models Again! Edmund Metera Canadian Western Bank, Northern Alberta Institute of Technology, ProcessModelingAdvisor.com	7 Agile and DevOps Insights I Wish I Knew Earlier Hans Eckman Info-Tech Research Group
11:15 am - 12:15 pm		Leader or Manager? The Art of Balancing Both to Achieve Success Vijay Verma University of British Columbia and Samanda Enterprises Inc.	Technical Requirements, Digital Transformation & The Future of Business Analysis Jennifer Battan The Uncommon League	Awesome, Amazing and Adventurous World of Agile Analysis! Jamie Champagne Champagne Collaborations
12:15 pm - 1:15 pm	Networking Lunch			
1:15 pm - 2:15 pm	The Future Project Leader: Learning to leverage your authority to build trust and foster collaboration Amber McMillan Rogers Society	Blockchain Technology Sheila Harris Capstone Ridge Group	Compass For Team Building: 5 Easy Ways To Leading Teams To Success Jimmy Godard Bank of America	Weaving Agile into a Waterfall World PJ Janson BCLBB Manami Calvo BC Liquor Distribution Branch Mark Knauf-Nakamura Mind Movers
2:30 pm - 3:30 pm	 Hans Eckman Principal Research Director, Info-Tech Research Group BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES			

Workshop Schedule at-a-glance

Wednesday, September 21 | 9:00am - 4:00pm

ANALYZE YOUR POLITICAL LANDSCAPE FOR PROJECT SUCCESS: SWIMMING WITH SHARKS WITHOUT BEING EATEN ALIVE

Vijay Verma
PMI Fellow, PMP, MBA, P.Eng, TRIUMF, University of British Columbia and Samanda Enterprises Inc.

Ignoring the external and internal politics surrounding your project can be hazardous. The more power you have and know how to use effectively, the better you can navigate organizational politics. Analyze your political landscape effectively for swimming with sharks without being eaten alive. Most project managers have enormous responsibility but limited direct authority. Successful project managers must understand the dynamics of power and politics and the importance of managing stakeholders through leadership and influence. They must analyze the political landscape in their organizations to identify three political positions (naïve, sharks, and politically sensible). In this

highly interactive workshop, you will understand the important keywords for positive and negative politics, identify three political positions, and increase your leadership effectiveness. You will learn how to stop being naïve, protect yourself from "sharks," learn to be politically sensible, and convert your adversaries and opponents into allies. You will learn many practical tips to become politically sensible and 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 and minimizing the negative impact of politics.

GAME-CHANGING COMMUNICATION: THE POWER OF INFLUENCE

Amber McMillan
PMP AHPP OTF PROSCI CVA EQP Master NLP, Chief Visionary Officer, Rogers Society

As professionals, we have a responsibility to communicate with clarity to ensure the message moves forward. But, communication is the MOST difficult practice we undertake. It is complex and the tools and techniques at our disposal to adjust, amend and create messages often fall short at reaching the people we are trying to communicate with. We must recognize the

variables and filters that surround communication and consider new ways to make the messages we send meaningful; what can we do to ensure our message is received? This session will propose game-changing communication techniques the focus on building authentic messages, inspiring passion, and collaborating to ensure we are heard and understood.

HARRY POTTER AND THE WORKSHOP OF LEADERSHIP SECRETS

Hans Eckman
Principal Research Director, Info-Tech Research Group

What does it take to become a great leader? In J.K. Rowling's amazing book series, Harry Potter finds himself rejoining the wizarding world only to discover he has a legend to live up to. Each year Harry and his friends faced a new series of challenges they had to overcome. They rise to achieve their full potential and become heroes of their own stories. Your own has arrived. Accept your invitation to harness the secrets of leadership,

teamwork, and personal growth from the book series that changed the world. Using the strategies and approaches that Harry used to overcome He Who Must Not Be Named, we will help you define and exploit your uniqueness, leverage your network, and overcome the battles in your life. You will keep a personal journey map to apply these seven lessons to your professional journey and personal growth.

PROJECT MANAGEMENT

BUSINESS ANALYSIS

SHARED

THE BIG PICTURE BA

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

Do you often find yourself engrossed in the details of business analysis often losing touch with the overall picture or goals? Alternatively, are you so abstract and high level that you can find it challenging to relate back the tactical information to the high level scenarios? Fear no more. The 'Big Picture BA' is a happy medium! This workshop will

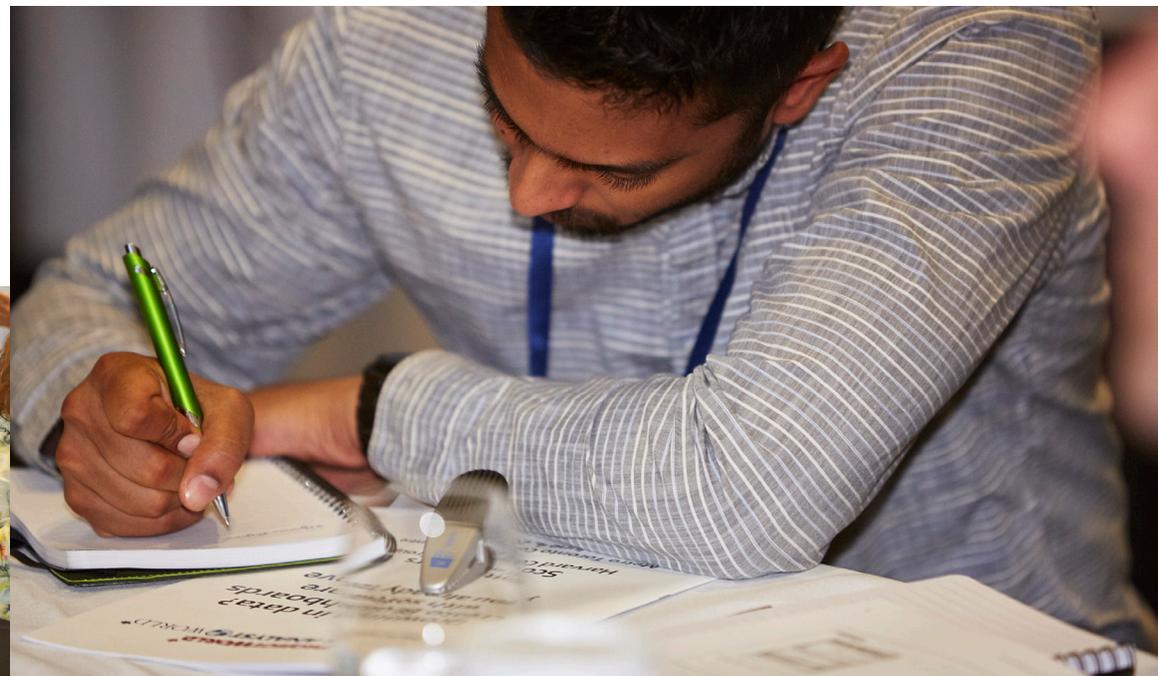
explain the key components and steps towards achieve big picture thinking. The workshop will devise components and techniques to tie tactical details to overarching goals and vice versa. This workshop also illustrates real life examples and proven tips and techniques to illustrate scenarios which will help you strike the right balance.

THE PRACTICAL, HOW-TO GUIDE TO HIGH QUALITY BUSINESS PROCESS MODELS

Edmund Metera
PMP, Program Manager, Instructor, Author, Canadian Western Bank, Northern Alberta Institute of Technology, ProcessModelingAdvisor.com

Business analysts, process analysts, process owners and consultants who undertake business process modeling journeys by trial and error or past experience alone are prone to fail. In this practical workshop, you'll learn how to elicit and prepare sound, modern process structures and documentation, using a proven, step-by-step approach, razor-sharp elicitation agendas and modern patterns. You will specifically learn HOW to elicit, model and document: • The mission of your process model in your project's lifecycle; • The scope of your business process(es); • Event/

outcome-oriented business process structure(s); • Normalized, unequivocally defined business activities; • Relevant logical model refinements and patterns; and • Key stakeholder validation, using clear quality criteria. Though not mandatory, you are more than welcome to bring and solve your own real-world domain/process example. The workshop is led by the author of the book: Universal Process Modeling Procedure, the Practical Guide to High Quality Business Process Models and tailored from the author's top-rated, IIBA-endorsed, polytechnic course.



REGISTER TODAY

Register Before July 8, 2022 to save!

PACKAGES	EARLY BIRD Until July 8		REGULAR July 9 Onwards	
	INDIVIDUAL	GROUPS OF 3+	INDIVIDUAL	GROUPS OF 3+
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 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 (5%) will be added at the time of registrations.

NOTE: Continental breakfast, snack breaks and lunch are included with registration!

CORPORATE PROGRAM GROUP BENEFITS



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

Jennifer White
E: jwhite@macgregorcom.com

Include PW*BAW Vancouver Group Inquiry in the subject line.

LOCATION AND ACCOMMODATIONS



JW MARRIOTT PARQ VANCOUVER

39 Smithe Street, Vancouver, British Columbia, V6B 0R3

Call +1 604-676-0888 and quote PW*BAW Vancouver 2022 or [click here](#) to book online.

Book by August 19, 2022 to secure the PW*BAW group rate.

Group Nightly Rate: \$319

COMMITMENT TO CLEAN

As we welcome you back to our hotels around the world, we are committed to providing you with a safe environment that aligns with expert protocols for working to defeat COVID-19. Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our Marriott Cleanliness Council is redefining our cleaning and safety standards. We will actively monitor and evolve our solutions to ensure a continued focus on the health and safety of our guests and associates.

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