

PROJECT  WORLD™
BUSINESS ANALYST WORLD

FUTURE FORWARD

VANCOUVER, BRITISH COLUMBIA

NOVEMBER 13-15, 2023

PINNACLE HOTEL HARBOURFRONT

ON-LINE BROCHURE



Macgregor
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IBA® Endorsed Conference
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WHY ATTEND:

- 1** EARN UP TO **17 PDUs** over 2 days
- 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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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 2 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

2023 KEYNOTE



KEYNOTE

Invisible Leadership: Discovering the Secret Impact of Transformational Leaders

VICTOR NICHOLS II

COACH VIC, STRATEGIC PARTNERSHIPS AND
ENGAGEMENT LEAD, GENENTECH

NOVEMBER 13 | **8:30AM - 9:45AM**

In this keynote, Coach Vic shares key insights and anecdotal experiences cultivated to close gaps and improve performance from his many years of serving as an Executive Coach to leaders across the spectrum, including C-suite executives. This powerful message is designed to leave every audience feeling inspired to reshape their behaviors in pursuit of becoming a more dynamic and transformative leader.



KEYNOTE

Productivity Hacks... and ways to clear the clutter

JAMIE CHAMPAGNE

PMP, SPEAKER / AUTHOR, GREAT THINGS HAPPEN, LLC
BUSINESS ANALYST, CHAMPAGNE COLLABORATIONS

NOVEMBER 13 | **2:30pm - 3:30pm**

Is there too much clutter preventing you from accomplishing your goals? Does the day come and go with you feeling like nothing was completed? Let's clear the mess and work some productivity back into the routine! Let's get out of the meeting overload and back to managing our projects! Let's actually have time for quality analysis that provides valuable solutions! Let Jamie walk you through how simple productivity hacks can bring more time in your day for meaningful work. And of course, let's have some fun as we shift from being busy to being productive and getting things done!

SPEAKERS



KEYNOTE

Say WHAT?! Assertive Communication Skills to Step into Your Power

GLYNIS DEVINE

PRESIDENT AND CHIEF EMPOWERMENT OFFICER (CEO)
SHE-SUITE LEADERS

NOVEMBER 14 | 8:30am - 9:45am

Do you find that what you say to some people is definitely NOT what they hear?! While others, could finish your sentences for you - like they 'get you'? Communication... it's the root of all relationships - and challenges! In a world where leaders are continuously being asked to do more, with less, effective respectful, assertive communication has never been MORE necessary for collaboration and high performance. As a Purpose expert, I start at the core.. Core Motive. It's the science behind why we do what we do. When we understand the motive behind someone's message, we can: Reduce conflict Engage advocacy Increase effectiveness Influence change Reduce bottlenecks - and stress! Shift mindsets Primary Learning Objectives The five 'dirty words' that take away your power Two effective acronyms in an alphabet soup mess Assertive body language that aligns with your power How to upwards delegate, assertively, effectively, and respectfully How to say 'no' - and when you should This is a highly interactive sessions for participants who have healthy motives and need to communication skills to effect positive change!



KEYNOTE

"What If I Don't" : Challenge Your Mindset And Prioritize What You Value Most

AJ HAWLEY



PSM1, PRINCIPAL CONSULTANT, TRENDSPARENCY

NOVEMBER 14 | 2:30pm - 3:30pm

How familiar does this scenario sound? Looking over your calendar for the day, you see a blue wall of meetings. "How does anyone ever get any work done!?" you wonder. "What if I Don't attend?" you think to yourself as you prepare for the onslaught anyway. We spend too much time doing tasks that are tedious, pointless, lack creativity and frankly don't spark joy. Not to mention the hours we spend in aimless meetings that seem to always result in additional meetings. This session is built to inspire each of us to challenge the standard, outdated business norms and find meaning, value and satisfaction in what we do.



Schedule at-a-glance

Monday, November 13

8:30 am - 9:45 am	<div>  <div> <h3>Victor Nichols II</h3> <p>Coach Vic, Strategic Partnerships and Engagement Lead, Genentech</p> <p>Invisible Leadership: Discovering the Secret Impact of Transformational Leaders</p> </div> </div>			
	PROJECT MANAGEMENT	SHARED	BUSINESS ANALYSIS	AGILE
10:00 am - 11:00 am	Lost in Translation? Successful Strategies to turn Out-of-Sync Stakeholders into Cohesive Collaborators JD Johnson Propeller Consulting	Fry Your Chickens! Phil Barth Great Things Happen, LLC	The Future of Business Analysis Eno Eka Business Analysis School	Climbing The Leadership Ladder Sunny Dhillon Develop4Agility Consulting
11:15 am - 12:15 pm	Business Case Realization: The Goal of Mature Project Management Practice Kevin Aguanno Procept Associates Ltd.	Life's a Pitch: Communication Strategies for the Trailblazing Analyst Mitchell Wong T-Mobile	Optimizing Value Creation and Business Agility Krishan Jogia Evolve & Amplify	Are we there yet? Hard to know without transparency Dave Sharrock IncrementOne
12:15 pm - 1:15 pm	Lunch			
1:15 pm - 2:15 pm	Integrated Strategic Project Management A Methodology for Sustainable Competitive Advantage Edwin Ferrer ProVivoX Inc.	Stop Being Owls and Start Being Leaders Jennifer Bedell Mariner Innovations	The Secrets to Modern, Sound Business Process and Workflow Structures Edmund Metera ProcessModeling Advisor.com	Disruptive Change & Agility Rich Batchelor Capillary Consulting
2:30 pm - 3:30 pm	<div>  <div> <h3>Jamie Champagne</h3> <p>Business Analyst, Champagne Collaborations</p> <p>Productivity Hacks... and Ways to Clear the Clutter</p> </div> </div>			
3:30 pm - 5:00 pm	Networking Reception			

Schedule at-a-glance

Tuesday, November 14

8:30 am - 9:45 am	 Glynis Devine President and Chief Empowerment Officer (CEO), She-Suite Leaders Say WHAT?! Assertive Communication Skills to Step into Your Power			
	PROJECT MANAGEMENT	SHARED	BUSINESS ANALYSIS	AGILE
10:00 am - 11:00 am	How we shook up Business and IT using Agile and Lean Portfolio Management Pam Clavier Karim Ismael WorkSafeBC	Number One Priority in Successful Change Projects Judy Alter Judy Alter Speaker & Business Analysis Services LLC	Hammer it Home! Update Your BA Toolbox Jennifer Bedell Mariner Innovations	Are You Ready to Rumble: Scrum vs Kanban - Its NOT What You Think! Sunny Dhillon Develop4Agility Consulting
11:15 am - 12:15 pm	Everything I Needed to Know about Project Management, I Learned While Wearing Adult Diapers Phil Barth Great Things Happen, LLC	Hack Your Job: Applications and Tips to Increase your Productivity by Doing Less Work! AJ Hawley Trendsparency	Intersection between Business Architecture and Organizational Change Management Krishan Jogia Evolve & Amplify	Awesome, Amazing and Adventurous World of Agile Analysis! Jamie Champagne Champagne Collaborations
12:15 pm - 1:15 pm	Lunch			
1:15 pm - 2:15 pm	A (More) Complete Project Delivery System for Delivering Value is Crucial to your projects. Learn Why! Jim Brosseau Clarrus Consulting Group Inc.	After 2000+ projects, I have learned a thing or two Ian Frazer IPF Consulting Inc.	Business Architecture: How is It Relevant to Business Analysts? Li Yang iACT Consulting	The Case for Business Analysts on Agile Teams Judy Alter Judy Alter Speaker & Business Analysis Services LLC
2:30 pm - 3:30 pm	 AJ Hawley PSM1, Principal Consultant, Trendsparency “What if I Don’t”: Challenge Your Mindset And Prioritize What You Value Most			
3:30 pm - 5:00 pm	Networking Reception			

Workshop Descriptions

Wednesday, November 15 | 9:00am - 3:00pm

PROFESSIONAL SCRUM FACILITATION SKILLS	Andreanna Marshall Professional Scrum Trainer, Scrum.org
<p>This interactive workshop is designed to help practitioners facilitate in an agile context. Strong facilitation skills enable better problem-solving, more effective Scrum events and greater team alignment, all leading to better outcomes. In this workshop practitioners develop a facilitator's mindset, proficiency in facilitation skills, and learn when and how to select effective techniques for various circumstances.</p>	<p>Learning Objectives</p> <ul style="list-style-type: none">• Develop facilitation skills and a facilitator's mindset• Learn the facilitation principles that experienced facilitators fall back on when interactions are difficult• Apply facilitation skills and techniques to improve the Scrum events and other interactions
PROJECT PORTFOLIO MANAGEMENT (PPM) - WHAT IS IT AND HOW TO IMPLEMENT IT?	Jen Skrabak PMP, PfMP, Vice President, Strategy+PM LLC
<p>Most organizations face the problem of too many projects and not enough resources to execute them successfully. There is a solution - Project Portfolio Management (PPM)! PPM can help an organization focus on selecting the right projects that is aligned to strategy, optimizing them to maximize value, and ensuring that the portfolio is managed holistically, adequately resourced, and governed. Research has shown that portfolio management can be an effective way to bridge the gap between strategy and execution, ensuring that the right projects are done. In this highly interactive workshop, learn the key principles of portfolio management, how to align it to your organization's current project management and Agile practices, and most importantly, walk away with an action plan to implement PPM in your organization.</p>	<p>Learning Objectives</p> <ul style="list-style-type: none">• Understand Portfolio Management and its relationship to Project Management, Program Management and Agile practices• Understand the 7 Keys of Portfolio Management and how to leverage those successfully• Create an Action Plan to implement Portfolio Management in your organization• Enhance professional knowledge around driving large & complex transformations.• Gain insight into complexities and challenges in a public sector technology project

PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED	AGILE
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Workshop Descriptions

Wednesday, November 15 | 9:00am - 3:00pm

<p>ROBOTIC REQUIREMENTS: BUILD YOUR OWN DIGITAL ASSISTANT</p>	<p>AJ Hawley PSM1, Principal Consultant, Trendsparency</p>
<p>As a Business Analyst, I want to build a digital assistant so that I can skip the tedious tasks, maximizing my influence across the business. That's exactly what this workshop will offer. We will be focusing on the Microsoft platform, using Microsoft Teams, SharePoint Lists, and a collection of Office365 applications to automatically create User Stories in Azure</p>	<p>DevOps. As analysts, we know that one elicitation method or process may not work for each team or project. At the end of the session you will have built several methods for not only procuring requirements but will have built automation to handle them all. Let the robot uprising begin! Requirements: Each individual will need to bring a laptop.</p>
<p>THE WHO, WHAT, WHEN, WHERE, WHY (AND HOW!) OF REQUIREMENTS</p>	<p>Jamie Champagne Business Analyst, Champagne Collaborations</p>
<p>Let's dive into requirements from a view you've probably never seen. Come explore all the shapes, forms, and evolutions that captured requirements can take. And let's get some hands on practice diving into HOW to pull out this information so that your facilitation session is never compared to a painful dental procedure! Join Jamie as she walks you through the very techniques you can immediately apply!</p>	<p>Learning Objectives</p> <ul style="list-style-type: none">• Understand the multiple facets of requirements (and what "required" actually means!)Learn techniques for eliciting and managing requirements• Gain tips and tricks to immediately apply to requirements in your own work



2023 CONFERENCE SCHEDULE

A poster for the Orlando conference featuring a background image of palm trees and a modern building. The text is in white, bold, sans-serif font.

ORLANDO
APRIL 3-5, 2023
DOUBLETREE AT UNIVERSAL STUDIOS

A poster for the Toronto conference featuring a background image of the Toronto skyline with the CN Tower. The text is in white, bold, sans-serif font.

TORONTO
MAY 15-18, 2023
METRO TORONTO CONVENTION CENTRE

A poster for the Washington conference featuring a background image of the US Capitol building. The text is in white, bold, sans-serif font.

WASHINGTON
JUNE 12-14, 2023
THE WESTIN ARLINGTON GATEWAY

A poster for the New Mexico conference featuring a background image of hot air balloons over a desert landscape. The text is in white, bold, sans-serif font.

NEW MEXICO
OCTOBER 2-4, 2023
HOTEL ALBUQUERQUE AT OLD TOWN

A poster for the Boston conference featuring a background image of a red brick building with an American flag. The text is in white, bold, sans-serif font.

BOSTON
OCTOBER 16-19, 2023
BOSTON MARRIOTT BURLINGTON HOTEL

A poster for the Vancouver conference featuring a background image of a city skyline with a large stadium. The text is in white, bold, sans-serif font.

VANCOUVER
NOVEMBER 13-15, 2023
PINNACLE HOTEL HARBOURFRONT

A poster for the Chicago conference featuring a background image of the Chicago skyline with the Willis Tower. The text is in white, bold, sans-serif font.

CHICAGO
NOVEMBER 27-29, 2023
HYATT REGENCY O'HARE

A poster for the Fall Global conference featuring a background image of a woman working at a desk with a computer. The text is in white, bold, sans-serif font.

FALL GLOBAL
DECEMBER 12-15