

**PROJECT  SUMMIT
BUSINESS ANALYST WORLD**

FUTURE FORWARD

ORLANDO, FLORIDA

APRIL 22-24, 2024

DOUBLETREE BY HILTON ORLANDO AT SEAWORLD

ON-LINE BROCHURE



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ADVISORY BOARD: WHY ATTEND:

John Bodner	Palm Beach County Constitutional Tax Collector
Rob Ervin	Brambles
Tony Green	CHEP
AJ Hawley	Trendsparency
George Hresko	Travelers
Casey Myers	University of Illinois
Andrew Kulp	Compudata
Sherry Traficante	Citizens Bank

- 1** EARN UP TO **18 PDUs** over **3 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, ProjectSummit*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, attendees can claim one credit for every hour of education, up to 18 in total over 3 days, which goes a long way to earning 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
ProjectSummit*BusinessAnalystWorld
aruddell@macgregorcom.com

2024 KEYNOTE



KEYNOTE

Fry Your Chickens!

PHIL BARTH

PMP, SPEAKER / AUTHOR,
GREAT THINGS HAPPEN, LLC

APRIL 22 | **8:30AM - 9:45AM**

There's something inside of us that stands between all of us and success at work, success at home and success in life. It is a flock of chickens. Chickens like fear, negativity and self doubt. Every time Phil Barth wanted to accomplish anything worth accomplishing, he had to fry a chicken. As a result of frying chickens... -Phil won \$32,000 on Who Wants to Be a Millionaire. -Phil got that first date with the woman who became his wife. -Phil was even able to ride a roller coaster with his son for two minutes without throwing up. It would have been perfect... if only the roller coaster ride hadn't been 2:20. You will laugh for an hour. And you will leave this Keynote with homework: One chicken that you are going to fry. One step that you will take toward making a dream come true.



KEYNOTE

PM & BA: the tandem that closes the strategy-execution gap

FILIP HENDRICKX

FOUNDER, ALTERSHAPE

APRIL 22 | **3:45pm - 4:45pm**

Up to two-thirds of organisations struggle with turning their strategies into results, missing out on a potential performance increase of 60 to 100%. Yet without successful execution, strategy is pointless. Indeed, strategy = execution. Where should strategy become reality? In change projects. Where project management and business analysis can work perfectly in tandem to connect the dots from theory to practice, from idea to solution.

SPEAKERS



KEYNOTE

The Future of Work with Artificial Intelligence

FABRÍCIO LAGUNA
CONSULTANT AND TRAINER

APRIL 23 | **8:30AM - 9:45AM**

The advancement of AI technology will have an impact on all organizations. What does that mean for all professionals play a role in improving business outcomes? What is new and showing promise? Will these tools help encourage or hinder human connections? As an article writer and YouTuber, Fabrício Laguna has been one of the leading voices on the BA and PM community demonstrating the possible usage of ChatGPT as a tool for improving work productivity. In his articles, he demonstrates how AI can be used as a tool to create nimble organizations. On video, he talks to ChatGPT as if it was a real person throw an avatar created by Synthesia, another AI tool. But AI has also limitations and its usage raises technical, legal, and ethical questions that must take place in the strategic planning of any organization. The content of this presentation answers the most common questions and concerns about AI and brings insights into this rapidly evolving technology field focusing on what it means for you and your organization. The format in which it is presented with video interactions, live dancing and storytelling involves the audience who is filled with energy as in a theatrical performance.



KEYNOTE

Starting From the Top: How Leaders Can Advance Equity

SAMRA ZAFAR
INTERNATIONAL DEI, MENTAL HEALTH, SOCIAL JUSTICE EXPERT & AWARD-WINNING AUTHOR

APRIL 23 | **3:45pm - 4:45pm**

A lack of inclusive practices in any environment can lead to adverse implications that stretch beyond individuals to affect families, workplaces, and the global economy as a whole. It's only through learning how to build spaces of belonging can we truly be inclusive of culturally diverse and neurodiverse perspectives. Allyship is the key, and Samra Zafar will show audiences how to become true allies and combat unconscious bias in the workplace and foster genuine and productive connections that advance equity for all. This comprehensive keynote guides audiences through: - Identifying and recognizing privilege to make way for better collaboration. - How to exhibit true allyship through deliberate action. - Equitable solutions that foster workplace inclusion. - Science and evidence-based routes to uprooting deep-seated unconscious biases. - Strategic ways to equitably lead diverse teams.

Schedule at-a-glance

Monday, April 22

<p>8:30 am - 9:45 am</p>	 <p>Phil Barth PMP, CEO, Great Things Happen LLC Fry Your Chickens!</p>		
	<p>PROJECT MANAGEMENT</p>	<p>SHARED</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>Current Trends, Future Strategies for Project Teams Dr. Jimmy Godard Global Compass, LLC</p>	<p>The Four Pillars of Digital Transformation: A Blue Print for Businesses in the 21st Century Frank Quintana Independent Consultant</p>	<p>The Neuroscience Behind the BA Mindset. The Human Thinking Processes Applied Trent Leopold Analyst, CoD Fabricio Laguna The International Institute of Business Analysis</p>
<p>11:15 am - 12:15 pm</p>	<p>I Have Been Told I Have a Great BOT Diane Buckley-Altwies Core Performance Concepts</p>	<p>When Projects Give You Lemons - Prevent Scurvy: Analyzing Project Problems to Ensure You Solve the Right Concerns AJ Hawley Trendsparency</p>	<p>Backlogs Reimagined: Creating Dynamic Stakeholder Documentation James Bruno Marriott Vacations Worldwide</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Agile gets back to the office only to find waterfall still there and waiting. How do you reconcile Agile with other project management processes? Chris Vandersluis HMS</p>	<p>Create Extraordinary Teams: Go from Conflict to Connection Amy Yackowski Painted Porch Strategies</p>	<p>Hammer it Home! Update Your BA Toolbox Jennifer Bedell Mariner Innovations</p>
<p>2:30 pm - 3:30 pm</p>	<p>Creating Client Satisfaction Surveys for Projects Neal Whitten The Neal Whitten Group</p>	<p>Panel Discussion: Understanding the singularity and AI's impact on IT Hans Eckman & Friends</p>	<p>Just Beyond the Horizon: What's Next for Business Analysis? Vincent Mirabelli Info-Tech Research Group</p>
<p>3:45 pm - 4:45 pm</p>	 <p>Filip Hendrickx Founder, Altershape PM & BA: the tandem that closes the strategy-execution gap</p>		

Schedule at-a-glance

Tuesday, April 23

<p>8:30 am - 9:45 am</p>	 <p>Fabrício Laguna CBAP, AAC, CPOA, PMP, MBA, Senior Advisor for the President and CEO, IIBA - The International The Future of Work with Artificial Intelligence</p>		
	<p>PROJECT MANAGEMENT</p>	<p>SHARED</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>Big Data and Project Management - There is a Point! Dr. Jimmy Godard Global Compass, LLC</p>	<p>Guide Path: Career Paths - What will our roles look like in the future? Hans Eckman Info-Tech / Eckman Guides</p>	<p>Unlocking the Potential of your Inherited Backlog Kevin Haines Online Business Systems Carla Janzen Online Business Systems</p>
<p>11:15 am - 12:15 pm</p>	<p>Project Manager to C-Suite: A Roadmap for PMs to Reach the Top NK Shrivastava RefineM</p>	<p>A Bias for All Occasions! Steer Human Nature and Drive Your Own Decisions and Conversations Purposefully Mindy Bohannon Excella</p>	<p>Leveraging organization's Business Analysis Office to advance your career Roman Sakharov EPAM Systems</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Everything I Needed to Know about Project Management, I Learned While Wearing Adult Diapers Phil Barth Great Things Happen LLC</p>	<p>The Customer is Always Right? - Build Better Products By Understanding Customer Needs AJ Hawley Trendsparency</p>	<p>BAZINGA! Big Bang Techniques (No Joke!) Jennifer Battan The Uncommon League</p>
<p>2:30 pm - 3:30 pm</p>	<p>Are You Too Soft? Neal Whitten The Neal Whitten Group</p>	<p>Stand Out with your Brand Out: 5 ways you can leverage the learning from this conference so you can obtain more opportunities and visibility at work Leslie Hughes PUNCH!media</p>	<p>The asinine project: real life BA disasters (& how to fix them) Jamie R Champagne Champagne Collaborations</p>
<p>3:45 pm - 4:45 pm</p>	 <p>Samra Zafar Social Justice Expert & Award-Winning Author Starting From the Top: How Leaders Can Advance Equity</p>		

Workshop Descriptions

Wednesday, April 24 | 9:00am - 3:00pm

COMMUNICATION IS EASY. WHY IS IT SO HARD?

Steve Jones

Supervisor, Market Support Business Analysis, ISO New England

Jennifer Bedell

CBAP, SAFe POPM, FLMI, ACS, Community Manager, BA/QA, Mariner Innovations

If you're ready to tackle communication chaos or void like a pro, strap in because this workshop is for you! Delve into the complexities of communication and explore why effective communication can be challenging despite its apparent simplicity. Through interactive lessons and engaging exercises, participants will gain insights into building trust, influencing without authority, and resolving conflicts through effective communication strategies.

Learning Objectives

- Communicate more effectively by understanding the trust formula
- Influence stakeholders without formal authority
- Quickly resolve conflict using communication techniques

IMPLEMENTING HYBRID AGILE: TAKING THE BEST OUT OF BOTH WORLDS

NK Shrivastava

PMP, RMP, ACP, CSP, SPC4, ICP-ACC, CEO/Enterprise Agile Coach, RefineM

Many organizations now combine aspects of predictive/Waterfall project management with aspects of adaptive/Agile to get the benefits of what both have to offer. Learn about models and best practices for effective hybrid approaches in this webinar.

Learning Objectives

- Identify when to use a hybrid approach and which approach to use
- Understand the benefits of using a hybrid approach
- Begin developing a hybrid approach tailored to their projects

IN YOUR FACE: FACILITATION, ANALYSIS, COLLABORATION & ELICITATION TECHNIQUES

Jennifer Battan

CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, The Uncommon League

This interactive, highly hands on workshop not only teaches us how to use modern collaborative and interactive techniques for Facilitation, Analysis, Collaboration & Elicitation (FACE) but we'll also talk hybrid facilitation, agile vs plan-driven applications, and so much more. These tools will help improve the quality of your products and help you elicit requirements more effectively. You'll have everyone talking about how great YOU are as a Business Analyst leader.

Learning Objectives

- Learn & practice proven techniques for Facilitation, Analysis, Collaboration, & Elicitation
- Identify ways to modify your approaches whether you're working in plan-driven, agile, or some method in between
- Identify tools & approaches for virtual and hybrid scenarios

Workshop Descriptions

Wednesday, April 24 | 9:00am - 3:00pm

THE WHO, WHAT, WHEN, WHERE, WHY (AND HOW!) OF REQUIREMENTS

Jamie Champagne

CBAP, PMP, Business Analysis Professional Speaker and Trainer, Champagne Collaborations

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!

Learning Objectives

- 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

THE WONDERFUL WORLD OF POWER SKILLS: ACHIEVING EXCEPTIONAL PERFORMANCE

Neal Whitten

President, The Neal Whitten Group

Implementing some of these Power Skills may initially cause your palms to sweat and your heart to race. This workshop is for leaders, those who aspire to be leaders, and all employees who desire to take their performance to a higher level. This workshop identifies the most important Power Skills to master on projects and in the workplace to promote accountability and to learn how to think and act to achieve the success you most desire. Your personal limitations at work and across your life are directly impacted by your willingness and tenacity to deliberately embrace and execute on these Power Skills. The Power Skills discussed include manage daily to your top three priorities, break the rules occasionally, never avoid necessary confrontation, think for yourself, routinely

practice boldness and courage, make decisions as if you own the business, be a good actor, and so much more. Neal welcomes you to come along for a potentially transformative and game-changing ride in your personal pursuit of the adventure called life. Don't be surprised if the workshop has the effect of changing your life trajectory. This stuff really works!

Learning Objectives

- Identify Power Skills that can take your performance to a higher level
- Exercise: Questionnaire for self-assessing your mastery of the foundational Power Skills
- Determine your top 3 Power Skills of most importance for your focus



Two men are engaged in a conversation. The man on the left is wearing a grey blazer over a patterned shirt and has a name tag. The man on the right is wearing a blue shirt and a grey cap. They are in a conference setting with other people and tables visible in the background.

2024 CONFERENCES

