

PROJECT SUMMIT BUSINESS ANALYST WORLD

ORLANDO, FL

APRIL 16-18, 2018 | DOUBLETREE BY HILTON ORLANDO AT SEAWORLD



TRANSFORMING BUSINESS EXCELLENCE

TO RECEIVE THE EARLY BIRD
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INVITATION CODE: **DM1**

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Early Bird Pricing until February 9, 2018
PMI & IBA Endorsed Education Provider



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GREETINGS FROM THE CONFERENCE DIRECTOR

TRANSFORMING BUSINESS EXCELLENCE

Welcome to both a challenge and an opportunity. As conference director, my team would like to offer both, while sharing some insight on one of the most unique combinations of sessions and workshops available to you across North America.

“Transforming Business Excellence” is more than our conference theme – it’s about establishing a long-term mindset that enables us to achieve, believe and deliver.

As a crusader for project or business analysis professionals, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, while understanding the importance of the bottom line.

ProjectSummit*BusinessAnalystWorld Orlando is designed to create circumstances that deliver these breakthrough skill-set learning situations. Whether it’s through recognized experts and innovators in the fields of Project Management and Business Analysis or peer-to-peer casual conversations, the learning process will be natural and, often neglected, fun!

It is important to remind you that we are a PMI and IIBA Endorsed Education Provider. Attendees earn 1 credit for every hour of education – 19 in total over 3 days, which goes a long way to renewed 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 | Portfolio Director
ProjectSummit*BusinessAnalystWorld
aruddell@macgregorcommunications.com

WHY ATTEND:

1 Earn up to **19 PDUs & CDUs**



2 Top Quality Education at **Competitive Prices**

3 Regional Advisory Board that targets **local issues**

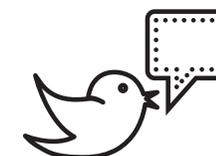
4 Unique Conference Model
PMBA COMBINED

5 NETWORKING
Unlimited Networking Opportunities with Your Peers

6 Local & Convenient Location

PROJECTSUMMIT*BAWORLD ORLANDO ADVISORY BOARD

Julee Bellomo	Agile Thought	Curtis Michaelson	MindsAlert/IIBA Central Florida
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2018 KEYNOTE SPEAKERS



GREGG BROWN
Greenline Conversations

APRIL 16TH, 2018
8:30AM - 9:45AM

**BUILDING LEADERSHIP RESILIENCE:
5 STRATEGIES FOR PM
S AND BAS TO INCREASE THEIR
EFFECTIVENESS DURING CHANGE**

Most change models don't address how to increase our capacity to handle change. Resilience does. Resilience is the ability to remain productive, particularly during change. Research has shown that resilience can be learned. We don't need to be born with it! In today's projectized world of large scale change, the BA and PM ability to display resilience is a critical element of success. Research has shown that resilience can be learned. We don't need to be born with it! Successful BAs and PMs channel the energy of change to assist their teams and their organizations in achieving better project outcomes. The key for us is to develop our ability to be strategic and not reactive!



HANS ECKMAN
Eckman Guides

APRIL 16TH, 2018
3:45PM - 5:00PM

**BECOMING THE BEST
VERSION OF YOU!**

We all have dreams and aspirations for something better. A better job, more recognition, experience in a new domain, a happier life, or maybe just a new hairstyle. So I can't offer much help on hair styling, but I can share some tips and stories on how to exploit your uniqueness to create the very best possible version of YOU.

After working and consulting for over 25 years, I've learned that the secret to happiness isn't being the best in your field (or even a happy wife), but fulfilling your potential. Together we'll explore why leveraging your strengths is far better than trying to fix weaknesses. We'll experience inspirational examples of how you can overcome fears that are holding you back. We'll play "Where's Waldo?" to discover how personal branding is the key to opening doors. You don't want to miss this fun, engaging and possibly politically incorrect session.

2018 KEYNOTE SPEAKERS



JAMIE CHAMPAGNE
Mana'olana International, LLC

April 17TH, 2017
8:30AM - 9:45AM

LIFE IS MEANT TO BE FUN!

Life is meant to be fun. You should be having fun when you do things. If you're not having fun, then why even do these things? "Fun", "Innovative", "Creative", "Entertaining" – these are all things we look for in our leaders, teammates and fellow collaborators, yet, rarely do we see job descriptions, duties or work place expectations ever mention these adjectives when describing the functions and approaches they expect their teams to take. So how do you build "fun" into the daily grind? How can you be innovative and lead from your current position? What elements can you introduce so that you and your teams look forward to the work in front of you? See where fun is all around us and gain the key concepts you can use to immediately find enjoyment in where the world takes you.



ROGER HASKETT
Engagement Unlimited

APRIL 17TH, 2017
3:45PM - 5:00PM

THE AGE OF ENGAGE

Engagement means active participation in your desired company culture, a greater buy-in to your brand, and improved bottom-line results. It is the secret sauce that makes your team magic. In this highly interactive session, Engagement Expert Roger Haskett combines case studies from his award-winning career as an actor and team building educator with fascinating new research in neuroscience and psychology. Roger ties stories, theory, and application together with a team-based game that primes every participant to learn (and have a lot of fun!). Roger's unique insight and forward-thinking approach to workplace dynamics will challenge attendees to re-think their attitudes and discover new and exciting ways to deliver more value to their clients and those around them. Participants will walk about with tangible tools that will inspire them to be more productive, creative, and successful in their work.

SCHEDULE AT-A-GLANCE

MONDAY, APRIL 16TH

7:00AM 8:30AM	NETWORKING BREAKFAST		
8:30AM 9:45AM	 BUILDING LEADERSHIP RESILIENCE: 5 STRATEGIES FOR PM'S AND BAS TO INCREASE THEIR EFFECTIVENESS DURING CHANGE GREGG BROWN Greenline Conversations		
	PROJECT MANAGEMENT	LEADERSHIP	BUSINESS ANALYSIS
10:00AM 11:00AM	Selling Process Change When No One's Buying Vincent Mirabelli Principal, Global Project Synergy Group	50 BA/PM LifeHacks in 50 minutes Paul Mulvey Director - Client Solutions, Sage Software	Managing Change in a Global Economy Jennifer Bedell Senior Business Analyst, ADP
11:15AM 12:15PM	The Role of Project Management in an Agile Environment Heidi Araya Agile Coach, BrightLogic	Manage Your Stakeholders, Don't Be Managed by Them! Bob Prentiss CEO, Bob the BA	Introduction To Metrics For Agile Teams Ryland Leyton Lead Business Analyst, Aptos.com
12:15PM 1:15PM	NETWORKING LUNCH		
1:15PM 2:15PM	The Six Stakeholders You'll Meet in Project Hell Vincent Mirabelli Principal, Global Project Synergy Group	Shaping Your Hiring Process to Identify, Attract, Qualify & Influence Top Talent Erica Woods Manager, Contractor Relations, Apex Systems	How a Kindergarten Color Chart can help us Understand Business Logic Paul Mulvey Director - Client Solutions, Sage Software
2:30PM 3:30PM	The Oldest Problem: Communication in a Digital Age Nicholas Cioran Senior Director, Infotech Research Group	Willy Wonka & the User Story Factory Clinton Ages Certified Professional Coach, Coach Clinton	Enterprise Analysis: That Twinkle in Their Eye Paul Crosby Bob the BA
3:45PM 5:00PM	 BECOMING THE BEST VERSION OF YOU! HANS ECKMAN Eckman Guides		

*All sessions are subject to change.

SCHEDULE AT-A-GLANCE

TUESDAY, APRIL 17TH

7:00AM 8:30AM	NETWORKING BREAKFAST		
8:30AM 9:45AM	 LIFE IS MEANT TO BE FUN! JAMIE CHAMPAGNE Mana'olana International, LLC		
	PROJECT MANAGEMENT	LEADERSHIP	BUSINESS ANALYSIS
10:00AM 11:00AM	Organizational Change Management on Your Project: Build it in, Don't Bolt it On! Ken Hanley Principal, KTH Program and Project Management Inc.	Business Writing Update - Welcome to 2018 Rhonda Scharf Owner, On the right track	A Recipe for Business Analysis Success! David Shaffer Jr. Reed Tech
11:15AM 12:15PM	Managers and the Land of the Lost Steve Martin Founder & Principal Consultant, Cottage Street Consulting	12 Lean and Mean Analysis Approaches for Agile Teams Jacqueline Blackman Strategist and Senior Instructor, Agile Analysis Practices, B2T Training	BA 20/20 - Creating a Discrete Vision and Goals to Transform Your Practice Hans Eckman Eckman Guides
12:15PM 1:15PM	NETWORKING LUNCH		
1:15PM 2:15PM	Conventional Project Management: A Dozen Dumb Ideas Ken Hanley Principal, KTH Program and Project Management Inc.	Influence without Authority Rhonda Scharf Owner, On the right track	Illusions of Knowledge & Explanatory Depth: Understand that people don't always know what they are talking about! David Shaffer Jr. Reed Tech
2:30PM 3:30PM	Whose Job is it Anyway? Julee Bellomo AgileThought	The Super Hero Within! - Actualizing Corporate Intrapreneurship Clinton Ages Certified Professional Coach, Coach Clinton	Stop Writing User Stories and Start Doing Analysis Nicholas Cioran Senior Director, Infotech Research Group
3:45PM 5:00PM	 THE AGE OF ENGAGE ROGER HASKETT Engagement Unlimited		

*All sessions are subject to change.

WORKSHOPS SCHEDULE AT-A-GLANCE

WEDNESDAY, APRIL 18TH | 8:30am - 4:30pm

FUN AND INNOVATIVE WAYS TO ENGAGE YOUR STAKEHOLDERS (AND GET THINGS DONE!)

Jamie Champagne
Mana'olana International, LLC

Join us in this highly engaging and interactive session where we will walk through techniques to help you not only be successful on your change endeavors but also bring your stakeholders into

the challenge and drive them as high-performing individuals to accomplish goals of any size. Attendees will experience hands-on practice with unique and innovative approaches to working with stakeholders.

STRATEGIC PORTFOLIO MANAGEMENT: MAKING THE CONNECTIONS

Ken Hanley, Principal, KTH Program and Project Management Inc.

No, it's not enough just to manage your projects well. It's critical that they be managed effectively within a Strategic Project Portfolio - a living, breathing program of projects that changes quickly and effectively in response to changes in your organization and project environment.

Strategic portfolio management demands:

- An explicit 'line of sight' between all projects in a portfolio, and the strategic intent of the organization hosting the projects
- An ability to make explicit tradeoffs between projects and their priorities
- An ability to clearly communicate how the portfolio is put together, and how it is managed on an ongoing basis

With this presentation, learn how to:

- effectively guide your organization in selecting (and reselecting, and reselecting) projects
- make tradeoffs intelligently: what goes out of the active portfolio when something else has to come on?
- recognize and manage project interdependencies within a portfolio
- align projects within a strategic framework
- create and manage an 'evergreen' portfolio

LEADERSHIP BOOTCAMP

Rhonda Scharf, Owner, On the right track

Come to our Leadership Bootcamp to find out what you need to know to lead through your actions - with or without authority. The best leaders have willing followers. Learn to create a tribe of people who want to be on your team. Learn to motivate them (and you)

by changing just a few small traits. Create positive morale, energy, and successful projects. Leaders aren't just born, they are created - learn how to become the best leader you can be.

PM SKILLS

BA SKILLS

LEADERSHIP SKILLS

REQUIREMENTS VISUALIZATION

Laura Paton, CEO, BA Academy

Have you struggled conveying complex information to your stakeholders? Do your requirements specifications include thousands of lines of 'the system shall' statements, while failing to deliver a clear picture of the proposed solution? Have your teams struggled to convey how solutions tie back to business objectives? Are you not being clear enough about out of scope features? If your teams struggle communicating requirements - you don't want to miss this workshop. Requirements visualization is a skill that business analysts, project managers, product managers, or

any roles who must convey large amounts of information to stakeholders will value knowing more about. The workshop will introduce attendees to 15 different types of visual models based on the Seilevel methodology. Attendees will learn how to build, use, and integrate models into their work. If your requirements process lacks a visual approach to specifying requirements or if your current experience has focused solely on writing requirements not visualizing them, come join us for this exciting workshop.

BADASS BUSINESS ANALYSIS TECHNIQUES!

Bob Prentiss, CEO, Bob the BA

Badass Business Analysis techniques? You might be thinking "Cool! What are those?" or "I know lots of techniques already so this session probably is not going to be of any help". Before you make any decisions, let me ask you the following question: Do any of the statements below ring true regarding a meeting you either recently attended or facilitated?

- The attendees during the brainstorming session were all zombified by the approach and the results.
- The icebreaker was frozen solid and "Let It Go" was all anyone could say.
- The decision model failed to make a decision and everyone muttered "thanks for wasting my time" as they left the room.
- The process modeling session took so long someone literally fell asleep at the table.

If you have seen or experienced any of those scenarios, you might want to rethink the techniques you are using. Businesses today are changing rapidly. The same old

techniques that you have been using may not be living up to the agility and speed required to succeed in this new dynamic marketplace of change. Are you ready to learn and practice some new and very helpful techniques you have never heard of before? Are you ready to expand your frame of reference and re-look at how you facilitate? It does not take a Badass Business Analyst to learn these new techniques, but if you are willing, you are well on your way to becoming a Badass Business Analyst! Gone are the days when negotiations involved plaid suits, cigars, flashy ties and the manipulative "negotiation" tactics used in that era. In a global marketplace where clients have unlimited access to information and choices, professionals focus on building partnerships and long-term relationships with their clients, suppliers, business partners and colleagues.

REGISTER TODAY

Register Before February 10 to Save 10%!

TO RECEIVE THE EARLY BIRD PRICING,
REGISTER USING THE INVITATION CODE PROVIDED ON THE COVER

	EARLY BIRD Until February 9, 2018		REGULAR After February 9, 2018	
	Individual	Groups of 5 +	Individual	Groups of 5 +
3 Day Combo (Includes both Symposia Days and 1 Workshop)	\$1,889.10	\$1,700.19	\$2,099.00	\$1,889.10
2 Day Combo (1 sessions and 1 workshop day)	\$1,384.20	\$1,245.78	\$1,538.00	\$1,384.20
2 Day Symposium (Sessions only 2 days)	\$1,148.40	\$1,033.56	\$1,276.00	\$1,148.40
1 Day Symposium (Sessions only 1 day)	\$900.00	\$810.00	\$1,000.00	\$900.00
1 Day Workshop (Workshops only 1 day)	\$666.00	\$599.40	\$740.00	\$666.00

All registrations are on an individual basis. Badge sharing is not allowed.



CORPORATE PROGRAM GROUP BENEFITS

1 **SAVE ADDITIONAL 10%**

2 **FLEXIBLE BILLING OPTIONS**

3 **ONSITE CORPORATE RECOGNITION**

4 **SPECIALIZED GROUP REPORTS**



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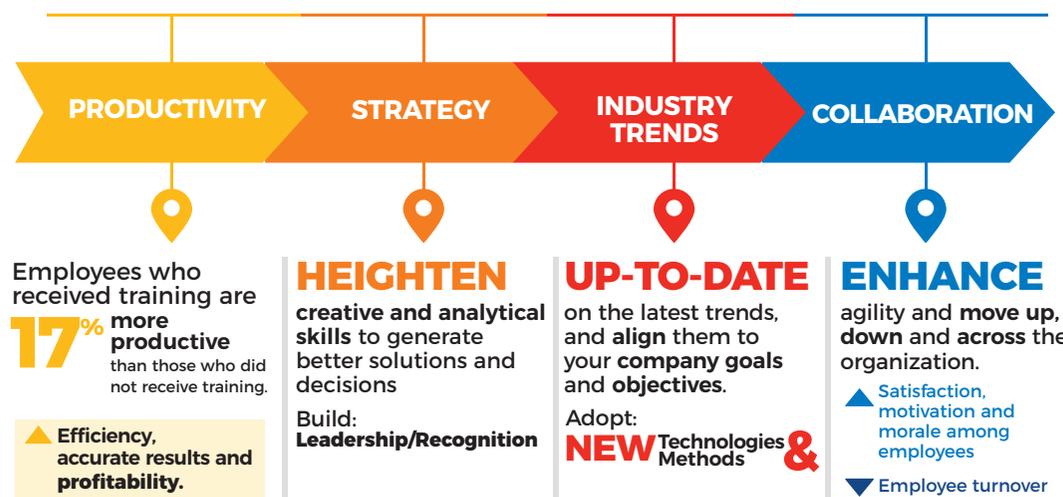
Organizations registering 5 or more attendees receive group discount rates. If your company is interested in this special offer, please contact me directly!

Malcolm Darnley

P: 1-888-443-6786 ext 2207 | E: mdarnley@macgregorcom.com
Include "PWBAW Orlando Group Inquiry" in the subject line.

BUILD A CASE FOR ATTENDING PROJECTWORLD*BAWORLD ORLANDO

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT



2018 CONFERENCE SCHEDULE



TORONTO, ON
JUNE 4 - 7, 2018



WASHINGTON DC
JUNE 18 - 20, 2018



VANCOUVER, BC
SEPTEMBER 24 - 27, 2018



BOSTON, MA
OCTOBER 15 - 18, 2018



CHICAGO, IL
NOVEMBER 12 - 15, 2018

PROJECTWORLD 

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