

# **BBA 2021** Balkan Business Analysis

## **CALL FOR SPEAKERS**

### **Balkan Business Analysis Conference 2021**

#### **Introduction**

Help increasing our community knowledge and professionalism throughout the Balkan Business Analysis Conference by becoming an event speaker. Share and showcase your expertise in Business Analysis.

International Institute of Business Analysis (IIBA) - Bulgarian Chapter is calling speakers to apply for the 7<sup>th</sup> edition of Balkan Business Analysis Conference, which will be held in November 2021. The conference days will be 25<sup>th</sup> of November, Thursday afternoon, and 26<sup>th</sup> of November, Friday morning. There will be also workshop day on 27<sup>th</sup> of November, Saturday in reasonable time.

Balkan Business Analysis Conference is an annual international event for business analysts, the biggest professional forum in that field in Eastern Europe. Its primary goal is to provide opportunity for experts to share experience and knowledge with other professionals in the field of Business Analysis. The event is a joint effort initiative of six IIBA Chapters – Serbia, Romania, Bulgaria, Slovenia, Croatia and Bosnia and Herzegovina. The 1st edition of the conference took place in October 2015 in Belgrade. Bulgaria is a host for a second time after BBA2017. The conference is now a tradition with growing audience, primarily from south-east Europe and drawing visitors from all around the world. This year for the second time the conference will be virtual.

We are looking for diverse and wide-ranging conference sessions. We have drawn several topics to guide you:

1. Product Ownership and Agile Analysis
2. Project Centric vs. Product centric BA
3. Creativity and Design Thinking
4. BA's Tool Box
5. BA Applied – Practical Show Cases
6. BA Mindset, Skillset and Competencies

7. BA and Emerging Technologies
8. Customer and User Experience
9. Business Agility & Transformation
10. Data Analysis

But you could always suggest another topic.

We aim to offer a good balance across all the sessions of styles, topics, experiences, and case study examples. Standard presentations sessions should last for 30 minutes.

### **Presentation proposals**

The BBA Conference Content Committee is looking forward to receiving your proposal for presentation. Help create a beneficial and informative program, grow your professional network and gain personal recognition. Submit a proposal to share your future directions, best practices, stories on successful collaborations, or solutions to community-wide issues. We are seeking dynamic presentations, case studies and provocative points of view of speakers who can provide information, insights and experiences on topics related to business analysis.

It's expected that your proposal is focused, adheres to the conference guidelines, and offers something engaging and useful.

The speakers from each of the countries, organizers of the BBA Conference - Serbia, Romania, Bulgaria, Slovenia, Croatia and Bosnia and Herzegovina, will be evaluated by their country IIBA Chapters. As organizer Bulgarian IIBA Chapter will evaluate the speakers from other countries.

If your initial proposal is approved, we may ask you for a short video introducing the topic you would like to present plus short paragraph of your biography. Or we may organize a short conference call.

During the period leading up to the conference, your presentation slides will be reviewed, and you may be asked to make changes to ensure that they are of a good standard and are not overlapping the presentations of other selected speakers. BBA Conference Content Committee will provide ongoing support and advice to all selected speakers.

We are not expecting that you are professional presenter, but rather you will have enough time to prepare and practice your presentation before the day of the conference. BBA Conference Content Committee will work with the selected speakers throughout the session development process to ensure all their questions are answered.

If you know someone who has an interesting experience to share do not hesitate to encourage him/her to apply.

## Speaker Guidelines

The next guidelines set out the requirements for speakers at the Balkan Business Analysis Conference 2021. Please read them carefully before you make your submission. The deadline to submit a proposal is 19<sup>th</sup> of September 2021.

The Call for speakers is only for the two conference days, but you could be asked by the BBA Conference Content Committee to present your topic as workshop.

### Submissions

Variety of factors will be considering in making selection to provide diverse and balanced program. A shortlist of the most promising abstracts will be discussed by the BBA Conference Content Committee for review before a final decision is made.

Please submit an abstract to describe the presentation content directly on the BBA Conference website using the submission form, following the next guidelines:

- You may submit more than one abstract
- Your abstract should be between 120 and 150 words
- Include up to three bullet points to underline the 'takeaway' messages
- Provide enough information describing the topic you would like to present
- You can present additional information that will help us to choose you in the field "Other relevant information" of the submission form.

Finally approved abstracts will be included in the conference website.

The biography of the speakers will be also included in the conference website.

### Achieving selection

Here you will find some tips of what to do and what to avoid when prepare your submission:

#### DO:

- Ensure that proposed topic and content is relevant to the subject of the conference
- Be clear about what exactly you would like to address the audience and it will benefit from it
- Use real-world examples of business analysis work/experience to attract the conference attendees
- Inspire the audience with fresh insights and ideas

#### AVOID:

- Preparing and submitting a presentation proposal that is a means of selling products, services or organization
- Trying to cover too much information which may exceed the limited time frame of presentation
- Using vague abstractions and jargon

Should you have any questions about submitting a presentation proposal, please send an e-mail to [info@sofiabg.iiba.org](mailto:info@sofiabg.iiba.org) before submitting.

Please note that abstracts which are longer than the specified length may be shortlisted, but will be edited down by us to fit the brochure and presented back to you for approval.

On 25<sup>th</sup> of September 2021 you will be notified whether your submission has been shortlisted.

You may be asked to provide short video by 5<sup>th</sup> of October 2021. The final selection will be announced by 10<sup>th</sup> of October 2021.

We will expect the presentations by 1<sup>th</sup> of November 2021. We will confirm your presentation or may ask to make changes until 10<sup>th</sup> of November.

We will kindly ask you to record your updated presentation and send it to us until 20<sup>th</sup> of November. This will provide backup plan if you are not able to attend or have connection problems during the conference. But if you are available and your connection is ok, you will speak in person.

Thank you for your interest in Balkan Business Analysis Conference, and your decision to submit a proposal.

BBA 2021 Team