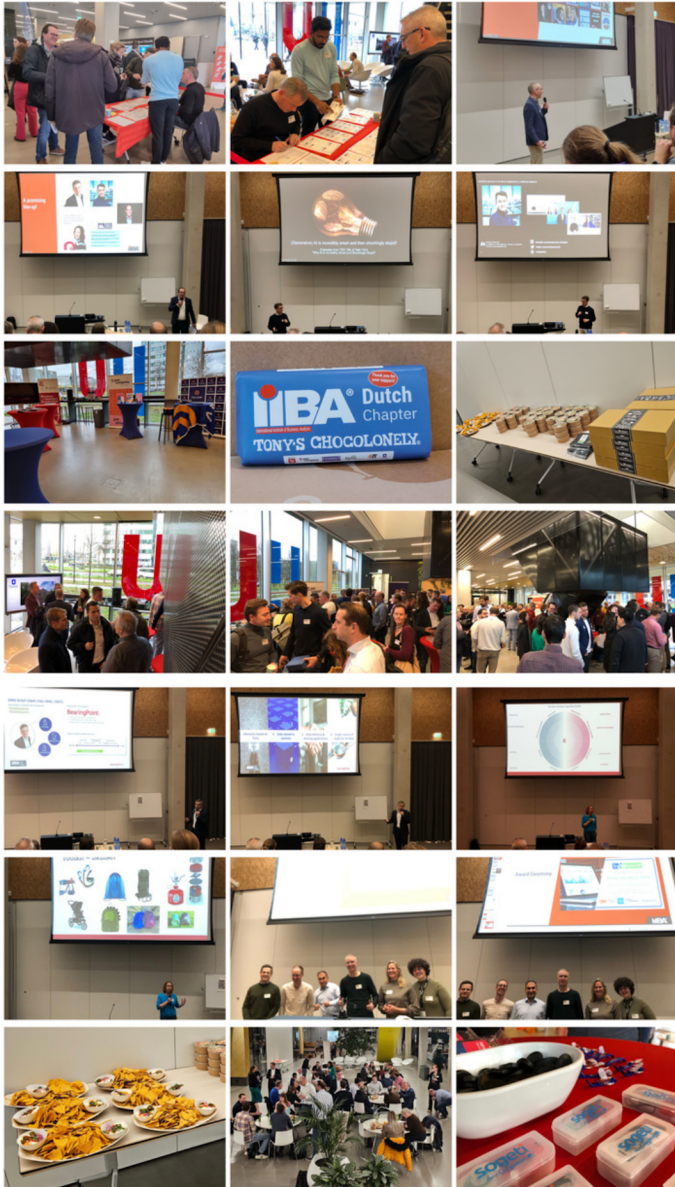


Review of the IIBA Annual Conference 2023



We look back on our annual conference with satisfaction and pleasure. You came in large numbers to Utrecht, where we were again given a fantastic reception by our knowledge partner Hogeschool Utrecht!

The speakers had prepared good, topical and Business Analysis-related topics. Christian Warmunt (SAP) took us into the depth and darkness of generative AI. How does it work, what should you stay away from and how can you deploy it? Fortunately, the darkness is not so bad in this world. It is magical at times, though, because AI will give you an answer. Even if the answer is made up on the spot.

Joris Schut (BearingPoint and IIBA NL member) made us experience that the modern organisation is data-driven. And that with modern techniques, so much is possible that a company can actually be managed with it.

Finally, Geertje Appel (Le Blanc Advies) showed us the growth and development model of and for the Business Analyst. The BA needs a huge toolbox and for most of us it is already well stocked. But which tools do you need now and for your upcoming assignment and therefore need to develop further?

Before the obligatory annual members' meeting concluded the afternoon, there were pitches from the five Business Analysis Achievement Award nominees. Mellius, Sabine, Özgür. Chris and Kasper presented their fantastic contributions to our community in rapid succession and to an international audience via a LinkedIn Live Event. Unique in the existence of this award, all five were present live for their pitch! The winner was announced two weeks later, and if you missed it check further down in this newsletter!

Finally, thank you to all Corporate Sponsors and members for making the conference possible:

Certification BABOK Study group 2024

Before the summer holidays, a number of business analysis professionals within our association put in plenty of effort to study the BABOK. This with the aim of obtaining the ECBA certificate. We are happy to report that the first ones have successfully obtained their certificate! Many congratulations on this great achievement on behalf of the board!

Again in 2024, we want to see if there is enough enthusiasm for an ECBA study group. On 6 February, an introductory evening will be organised online where you can submit your questions to determine whether this study group can work for you.

Are you also interested in obtaining your ECBA certification, or perhaps one of the other IIBA certifications? Then sign up for a study group at info@dutch.iiba.org

IIBA® Dutch Chapter **Introducing the BABOK Study group 2024**

Sharing knowledge and experience is fun!
Online event
Februari 6, 2024,
Start 20:00 (CET)

Analysis changes everything!

On 3 October, in our last quarterly meeting led by Britt Meuter, we had a workshop at To The Point Company. The aim was to come up with a plan to promote and strengthen IIBA as a brand, so that association with IIBA (NL) also becomes more meaningful and valuable for sponsors and members.

During the workshop, six working groups set to work, each with its own solution direction: a catchy slogan, a strong podcast, an adapted CV, IIBA NL ambassadorship, key BA trends and AI at BA. The working group for the catchy slogan quickly got to work and came up with the new slogan for IIBA NL: "Analysis changes everything"!

We will keep you updated on the application and further progress of the working groups' activities.

IIBA NL support BA&Beyond 2024

Hybrid Annual Conference
Denmark — The Netherlands — Belgium — Luxembourg

7th edition
ba&beyond

Call for Speakers

Open from 7 December 2023
until 19 January 2024

ae The Business Analysts STAUN & STENDER pan company

#BABeyond24 IIBA Brussels Chapter IIBA Dutch Chapter ba-beyond.eu

As Business Analysis practitioners, we naturally support other initiatives to promote Business Analysis and share BA knowledge. So does BA&Beyond. We would like to do our bit to make BA&Beyond in Amsterdam a success and make our members and sponsors aware of the opportunities this great conference offers!

Recently, the Call for Speakers has been open and in 2023 a number of our members have spoken at BA&Beyond. We hope you will sign up as speakers again for the next edition. And otherwise, of course, we hope to see you as participants. **IIBA NL members / sponsors get €50 discount on the ticket price valid at the time of purchase.**

Very soon this will start with the Super Early Bird tickets. For more information: <https://ba-beyond.eu/>

Winner BA Achievement Award 2023:

During our annual conference, the nominees could give their pitch and convince you to vote for their entry. And vote you did!

On Thursday 7 December, four of the nominees attended the BA&Beyond Autumn Event in Leuven, where Kasper Feys received the 2023 Award.

On behalf of the IIBA NL board, many congratulations!



Merry Christmas and a wonderful 2024

It's that time of year again when the days get shorter and the atmosphere warmer. The IIBA NL Board would like to wish you a fantastic Christmas and a great New Year!

Thank you for your commitment and dedication to IIBA NL. Together we will make the world of Business Analysis even more exciting!

With warm greetings,

Board of IIBA NL
Martin, Nidhin, Robert, Wouter, Christel & Sander

