

Invitation for IIBA Annual Congress '23

The program for our 2023 annual conference (**23 November**) has been announced! We have been able to prepare a beautiful and versatile program with appealing speakers from both home and abroad. Current topics such as AI, Personal development and Data will be addressed at our conference. In addition to Joris Schut (Bearingpoint), we are now also pleased to announce Geertje Appel (Le Blanc Advies) and Christian Warmuth (SAP). They introduce themselves further later in this newsletter.

Just like last year, we are happy that our conference can be held at the Utrecht University of Applied Sciences, Heidelberglaan 15. In addition to the fact that the location is easily accessible by public transport and by car, you can feel that the future is being worked on here by the new (BA) generation. The agreement for this afternoon is simple: we provide the catering and content, and you make it a success!



Our program...

- From 12:30 you are very welcome at our host Utrecht University of Applied Sciences.
- We will start at 1:00 PM in the large lecture hall on the ground floor, where our chairman Jan Hendriks will guide us further.
- At 1:45 PM we welcome our German speaker Christian Warmuth to give us the latest insights into the world of AI.
- At 3:00 PM Joris Schut from Bearingpoint will take us into the world of data(management) & governance.
- At 4:00 PM, after a short break, Geertje Appel (Le Blanc Advies) will share her insights and tips about BA career planning.
- The hybrid part of our conference starts at 5:00 PM where the short list candidates pitch their submission for the Business Analysis Achievement Award '23
- We conclude the official part of our conference around 5:45 PM with the AGM, including the (re)election for several vacant positions within the board.
- Dinner is served around 6:00 PM and it is time for drinks. This saves you from spending unnecessary time in traffic jams.

The speakers present themselves...

JORIS SCHUT - BEARINGPOINT

TOPIC: Datamanagement

We are pleased to welcome Joris Schut from Bearingpoint as a speaker at our annual conference. After studying and starting at Capgemini as an IIBA certified business analyst (CBAP), Joris worked for more than 5 years as a business consultant in the field of data management for BearingPoint.

In this role, he advises organizations both within and outside the Netherlands to become more data-driven. His focus is on carrying out assessments, drawing up data strategies and guiding organizations in their realization. In addition to his work as a consultant, Joris is active as a volunteer board member Scouting Nederland.



GEERTJE APPEL - LE BLANC ADVIES

TOPIC: Where do we stand? A map to find your way in the wonderful world of the BA Profession.

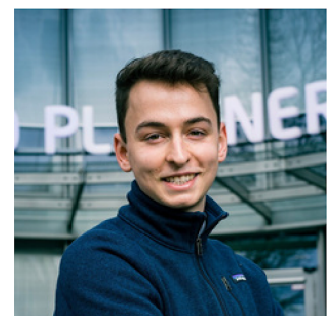
Geertje is an experienced business analyst and trainer. The past 20 years she has combined the role of business analyst in very divers organisations with the role of trainer for the BCS business analysis courses in the Netherlands. In the assignments that she did as a business analyst the focus very often is on improving the business analysis capability in organisations. Geertje holds the Advance Diploma of Business Analysis. She is the chair and host of the Dutch BA conference DREAM, and is becoming a regular speaker at Business Analysis events. She has presented at BA& Beyond, DREAM and recently at the European BA conference in London.



CHRISTIAN WARMUTH - SAP SIGNAVIO

TOPIC: Exploring GenAI in Business Analysis

Christian Warmuth works as an AI Engineer at SAP Signavio in Berlin at the intersection of Business Process Management/Process Mining and Artificial Intelligence. In parallel to his work at SAP Signavio, Christian created by now three free online courses on the topic of AI that have reached over 45,000 eager participants. The latest online course dived into the topic of generative AI and ranged from an easy-to-grasp technical introduction to its broad implications to society.



How to register...

Attending the conference is free for members / sponsors as part of their membership. For non-members we ask for a contribution to the costs of € 30,-*.

Would you like to experience this annual conference? Please register by sending an email to info@dutch.iiba.org stating "IIBA Annual Congress 2023". We will then ensure that, in addition to a name badge, there is also enough food and drinks.

If you want to bring someone who is not yet a member or sponsor, you can do so. Register the person as above with name and email address. We do ask for a contribution to the costs of €30 for non-members.

**when you become an IIBA NL sponsor for €75,- per year this also will give you access to the congress.*

IIBA 2023 is made possible by our sponsors:





Uitnodiging stemmen voor de BAAA 2023

Business Analysis Achievement Award 2023

In collaboration with the IIBA departments of Brussels, South Africa, DREAMevent, BA&Beyond and the BA Summit SA, we are organizing the Business Analysis Achievement Award for the fourth year.

The shortlist was announced on October 26th. From November 23, all members of IIBA Netherlands, Brussels and South Africa, and all visitors to the DREAMevent, our annual conference and BA&Beyond, can vote for their favorite contributor.

During our IIBA NL annual conference, the five nominees will give a short pitch and there will be an opportunity to ask the nominees some critical questions. The virtual ballot box will then open and the winner will be announced on December 7 during the BA&Beyond autumn event.

And the nominees are:

The nominees of the



- Accelerating progress using a contextual breakdown
- A small, dispersed BA team working across 8 Member Firms consisting of 27 countries - this is how we made it work!
- Digital Transformation: Overcoming legacy system challenges: Halving operational processing time
- Act resilient and produce together with a holistic BA view
- Vincotte B2B customer portal

BA-Achievement-Award.org



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General Meeting of Members 2023

Again this year, the 'ALV' will be part of the IIBA annual congress. Also this year the two common parts will be addressed:

The composition of the board

After years of unbridled commitment, René Lamens has indicated that he wants to stop. This frees up his place on the board. Martin, Sander, Wouter and Christel have also landed (again) at the end of their 2 - year term of office and are to be re-elected.

If you would like to amp your network and work together on our association, sign up for a place on the board. Do you want to know more about the content and the time spent that comes with it? Please send an email to info@dutch.iiba.org

The financial annual report

Treasurer Robert Vissers will again ask the cash committee to agree on the annual financial report he has drawn up.

Help needed...

We would like to capture the annual conference on film, including for promotional purposes. Do you enjoy taking photos and making an active contribution to the BA community? Send an email to info@dutch.iiba.org
