

FUTURE FORWARD

ALBUQUERQUE, NEW MEXICO

OCTOBER 2-4, 2023

HOTEL ALBUQUERQUE AT OLD TOWN

ON-LINE BROCHURE

TABLE OF CONTENTS

Advisory Board Members 2

Greetings from the conference Vice President 3

Keynote Speakers..... 4 - 5

Symposium Sessions At-A-Glance 6 - 7

Workshops 8 - 9

WHY ATTEND:

- 1 3 DAYS**
AND UP TO 16 CREDITS
- 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, it's important to remind you that attendees can claim one credit for every hour of education, up to 16 in total over 3 days, which goes a long way to renewing 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

2023 KEYNOTE



KEYNOTE

**Communication, Collaboration,
Improvisation... Oh My!**

KUPE KUPERSMITH

PRESIDENT, KUPETALKS

OCTOBER 2 | **8:30AM - 9:45AM**

In this highly interactive and fun session, Kupe, an Improvisational Actor, focuses on key improvisation lessons that will help you be a more attentive and flexible team member. You will walk away with lessons to help you suspend judgment, keep conversations moving forward, listen generously, and take collaboration to new levels. With Kupe's project management, business analysis and business background, he will be able to help you directly apply these skills on the job. Why is this so important? The speed of business today requires teams to decide fast, learn fast and gain buy-in from all stakeholders involved. In Daniel Pink's book, *To Sell is Human: The Surprising Truth About Moving Others*, he highlights improv skills as a necessary competency for everyone. This quote sums it up. "In improv, you never try to get someone to do something. That's coercion, not creativity," Salit says. "You make offers, you accept offers—and a conversation, a relationship, a scene, and other possibilities emerge." Your role is to help move others to accomplish agreed upon goals. Using the critical and communication skills learned you'll see how your job just got easier!



KEYNOTE

**Productivity Hacks...
and ways to clear the clutter**

JAMIE CHAMPAGNE

BUSINESS ANALYST, CHAMPAGNE COLLABORATIONS

OCTOBER 2 | **2:30pm - 3:30pm**

Is there too much clutter preventing you from accomplishing your goals? Does the day come and go with you feeling like nothing was completed? Let's clear the mess and work some productivity back into the routine! Let's get out of the meeting overload and back to managing our projects! Let's actually have time for quality analysis that provides valuable solutions! Let Jamie walk you through how simple productivity hacks can bring more time in your day for meaningful work. And of course, let's have some fun as we shift from being busy to being productive and getting things done!

SPEAKERS



KEYNOTE

Fry Your Chickens!

PHIL BARTH

PMP, PROGRAM MANAGER/KEYNOTE SPEAKER,
INTERNATIONAL PAPER

OCTOBER 3 | **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

Harry Potter and the Chamber of Leadership Secrets

HANS ECKMAN



PRINCIPAL RESEARCH DIRECTOR,
INFO-TECH RESEARCH GROUP

OCTOBER 3 | **2:30pm - 3:30pm**

Harry Potter was a perfectly normal person, just like most of us. Each year Harry and his friends faced a new series of personal and environmental challenges they had to overcome. Put on your house robes. Light up your wand. Open your spell books. We are about to take a magical journey of understanding and growth through the eyes of Harry Potter to learn the seven leadership lessons that allowed him to overcome adversity and become a true leader. We'll learn how to apply Harry's leadership strengths to better aid our personal development and become the heroes of our own stories.



Schedule at-a-glance

Monday, October 2

<p>8:30 am - 9:45 am</p>	 <p>Kupe Kupersmith President, KupeTalks Communication, Collaboration, Improvisation... Oh My!</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>Hack Your Job: Applications and Tips to Increase your Productivity by Doing Less Work! AJ Hawley Trendsparency</p>	<p>Bamboozled! Are your Requirements Psyched Out? Using Critical Thinking for Better Decisions and Requirements Paul Crosby The Uncommon League - The Uncommon Foundation</p>
<p>11:15 am - 12:15 pm</p>	<p>The Power of Adoption Robbin Simpkins Softchoice Corporation</p>	<p>Once Upon a Time, A Technical PM and a Scrum Master Landed on a Team Together... and They Lived Happily Ever After Gavin Blackmer Cprime, Inc.</p>	<p>Seeking (and delivering) Value for Your #1 Stakeholder(s) Danelkis Serra IIBA</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>"I have Empirical Evidence that My Project is More Important than Yours", and Other Prioritization Myths Jim Furfari Leadership Pikes Peak</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 Case for Business Analysts on Agile Teams Judy Alter Judy Alter Speaker & Business Analysis Services LLC</p>
<p>2:30 pm - 3:30 pm</p>	 <p>Jamie Champagne Business Analyst, Champagne Collaborations Productivity Hacks... and Ways to Clear the Clutter</p>		
<p>3:30 pm - 5:00 pm</p>	<p>Networking Reception</p>		

Schedule at-a-glance

Tuesday, October 3

<p>8:30 am - 9:45 am</p>	 <p>Phil Barth PMP, Speaker / Author, 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>Big Data and Project Management - There is a Point! Dr. Jimmy Godard Global Compass, LLC</p>	<p>7 Easy Steps to Becoming a Better Presenter Hans Eckman Info-Tech / Eckman Guides</p>	<p>Cybersecurity Requirements - How to Mine Them in a Sea of Peril Jamie Champagne Champagne Collaborations</p>
<p>11:15 am - 12:15 pm</p>	<p>Project Managers are Makers; Change Managers are Shakers! Alex Stanisic Robust Services</p>	<p>“What If I Don’t” : Challenge Your Mindset And Prioritize What You Value Most AJ Hawley Trendsparency</p>	<p>Elicitation by Example Jennifer Battan Out of the Box BA/The Uncommon League</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>“911. What is the nature of your project emergency?” Jim Furfari Leadership Pikes Peak</p>	<p>Heartfelt Humor: The Funny Side of Stress Management Phil Barth Great Things Happen, LLC</p>	<p>Ahoy, Swashbuckling Producteers - How Business Analysts, Product Owners, and Product Managers Work Together Paul Crosby The Uncommon League - The Uncommon Foundation</p>
<p>2:30 pm - 3:30 pm</p>	 <p>Hans Eckman Info-Tech / Eckman Guides Harry Potter and the Chamber of Leadership Secrets</p>		

Workshop Descriptions

Wednesday, October 4 | 9:00am - 3:00pm

<p>HARRY POTTER AND THE WORKSHOP OF LEADERSHIP SECRETS</p>	<p>Hans Eckman Principal Research Director, Info-Tech / Eckman Guides</p>
<p>What does it take to become a great leader? In J.K. Rowling’s amazing book series, Harry Potter finds himself rejoining the wizarding world only to discover he has a legend to live up to. Each year Harry and his friends faced a new series of challenges they had to overcome. They rise to achieve their full potential and become heroes of their own stories. Your own has arrived. Accept your invitation to harness the secrets of leadership, teamwork, and personal growth from the book series that changed the world. Using the strategies and approaches that Harry used to overcome He Who Must Not Be Named, we will help you define and exploit your uniqueness, leverage your network, and overcome the battles in your life. You will keep a personal journey map to apply these seven lessons</p>	<p>to your professional journey and personal growth. • You Grow Through Challenges: Overcoming the fear of failure, volunteering to create opportunities, and improving delegation. • Find/Be the Right Teacher: Finding mentors and applying lessons • Play to Your Strengths: Identifying your superpower and exploiting your uniqueness • You Must Adapt to Change: Embracing change and accepting uncertainty • It’s the Choices We Make that Define Us: Making better decisions to create opportunities • Perseverance is Needed to Overcome Adversity: Creating quick wins, setting realistic goals, and expanding your toolbox. • Individuals Complete Tasks, Teams Win Battles: Strengthening your network and developing high-performing teams</p>

<p>IN YOUR FACE: FACILITATION, ANALYSIS, COLLABORATION & ELICITATION TECHNIQUES</p>	<p>Jennifer Battan CSM, CBAP, Chief Creativity Encourager, Out of the Box BA/ The Uncommon League</p>
<p>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.</p>	<p>Learning Objectives</p> <ul style="list-style-type: none"> • 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

PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED
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Workshop Descriptions

Wednesday, October 4 | 9:00am - 3:00pm

LEADING PROJECT TEAMS IN 2024

Daniel Fay

PMP, PMI-PBA, MEng., Managing Director, BrenDaniel Productions Corp.

Projects exist to implement change. Project leaders should always be in motion, always shifting, always enabling change. These past years have tested that theory, there have been major shifts in maintaining project success. Get some great ideas to strengthen your • Personal Leadership • Team Leadership • Organizational Leadership This is an opportunity to share your ideas and challenges with a diverse team of managers, getting an immediate personal action plan.

Learning Objectives

- Get some great ideas and best practices used by the facilitator and other attendees in successful leadership
- Learn about resources available, websites, templates to tackle challenges in 2024
- Share your ideas and get immediate feedback from a diverse team of attendees

STRATEGIC PLANNING FOR TODAY AND TOMORROW'S CRAZY WORLD!

Jamie Champagne

Business Analyst, Champagne Collaborations

As businesses begin to adapt to the “new normal,” Jamie will walk through the value of strategic planning as a tool for resilience, the importance of business agility and innovation, how to master skills that will help you pivot, respond and deliver proactive solutions and will give you the opportunity to begin working on a strategic plan for your business and/or social enterprise that is focused on resilience and recovery with a simple framework you can use with your teams to be successful.

Learning Objectives

- Define and understand the value of a strategic plan
- Learn how to create a strategic plan with the structure to use with your own team
- Identify how to build resiliency and flexibility into your current and future work!

MEDIA PARTNERS



2023 CONFERENCE SCHEDULE



ORLANDO
APRIL 3-5, 2023
DOUBLETREE AT UNIVERSAL STUDIOS



TORONTO
MAY 15-18, 2023
METRO TORONTO CONVENTION CENTRE



WASHINGTON
JUNE 12-14, 2023
THE WESTIN ARLINGTON GATEWAY



NEW MEXICO
OCTOBER 2-4, 2023
HOTEL ALBUQUERQUE AT OLD TOWN



BOSTON
OCTOBER 16-19, 2023
BOSTON MARRIOTT BURLINGTON HOTEL



VANCOUVER
NOVEMBER 13-15, 2023
PINNACLE HOTEL HARBOURFRONT



CHICAGO
NOVEMBER 27-29, 2023
HYATT REGENCY O'HARE



FALL GLOBAL
DECEMBER 12-15