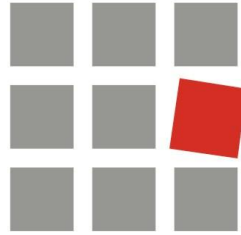


LATVIAN



IT CLUSTER

CALL FOR PAPERS

Hand in Hand with Business Analysis

Business Analysis - 1st International Conference

Riga, Latvia, July 7, 2010

Scope

Business analysis is very young but continuously and rapidly developing profession. While here in Latvia we are trying to understand what lies behind these words, the world is already gaining experience and acquiring best practices, establishing business analysts' communities and elaborating methodology.

Business analysts appear in different roles performing on both areas - business and technology. They are known as business analysts, system analysts, consultants as well as project managers. Business analysis helps to understand real needs and develops successful solutions. Despite of significant difference between business analysis and project management professions both roles should work hand in hand to deliver benefits and value. Still multiple roles are involved in business analysis processes. That's why conference objective is dedicated to business analysis collaboration with other related roles.

First business conference in Latvia is intended for unifying mentioned roles, assembling local and world experience. We believe it's the right moment to initiate rapid growth in business analysis field, realize the value of business analysis and start getting successful results.

Topics for the conference include, but are not limited to:

Combined benefits

Getting to success with business analyst

- Essence of business analysis
- Creating the best business processes
- Influence of business analysis
- Out of crisis with business analysis
- Building competitive advantage
- Future tendencies
- Success stories

Performing Business Analysis

There is always a chance to move from ambiguity to clarity

- Establishing business analysis community
- Business analysis techniques
- Professional development
- Business analyst skills, competencies and technical knowledge
- Business analysis deliverables
- Business analysis tools
- Case studies
- Best practices

BA and IT project interaction

So we'll work together to deliver benefits and value.

- Role of Business analysis in IT projects
- Collaboration with project management
- Bridging the gap between business and IT
- Different project models (e.g. Agile vs Waterfall)
- Earned value management
- Scope management
- Regional specificity
- Case studies

Submission guidelines:

Two types of presentations are planned – short (15 minutes of talk, 5 minutes for questions) and long (30 minutes of talk, 10 minutes for questions).

The submission should include a meaningful abstract of your presentation (up to 3 pages), indication of presentation type (short or long), a short biography and full contact details. Language – English.

All submitted materials will be published in the conference proceedings book.

Important dates

Deadline for abstracts:	<u>May 15, 2010</u>
Notification of acceptance:	May 31, 2010
Ready presentations and abstracts:	June 20, 2010
Conference date:	July 7, 2010

Contact information: RigaConference@itbaltic.com