

Business Analyst as Voice of the Customer
Models and Techniques for the Customer's Desired Outcome

www.balkanbaconference.org

BY: IIBA Slovenia Chapter & IIBA Serbia Chapter & IIBA Bulgaria Chapter & IIBA Romania Chapter

Dear Leader/Manager,

I would like to attend the **4th Balkan Business Analysis Conference** that is taking place **May 14-15, 2018**, at Nova Gorica, Slovenia. This conference is truly the industry's 'must-attend' event in pursuing business excellence. **The benefits for our company and my personal professional growth include:**

- ✓ The new knowledge and skills I will gain, which will serve to make our everyday work much easier and more effective.
- ✓ Learning about the latest trends in business analysis that will be presented by leading industry speakers and trainers both from within the region and further abroad.
- ✓ Networking with business analysis peers from across the globe so as to exchange ideas, best practices and lessons learned.
- ✓ I will learn how to improve my work, avoid costly mistakes and gain insights from the successes (as well as the failures) of others.
- ✓ I will also gain key new important knowledge and skills that could be used to increase levels of customer satisfaction.
- ✓ Upon returning to the office, I will be able to share the best practices and lessons learned with my esteemed colleagues.

The 4th Balkan Business Analysis Conference is **the largest and most important event in our region** in the field of business analysis. By attending the conference, I will be a member of an over 250 BA community, providing an unparalleled opportunity for experience sharing. The organizers of the conference have already listed **many highly qualified and respected international and regional speakers**, including Michael Hinshaw from the United States (author of *Smart Customers, Stupid Companies*), Thomas Geis from Germany (President of UXBQ), Jared Gorai (IIBA Canada), Victoria Cupet (IIBA EU), Andrej Guštin (Vice President of IIBA Slovenia and voted one of the best speakers in all three previous conferences).

As this year's host, IIBA Slovenia Chapter wants this conference to be accessible to as many participants as possible. With this in mind, they have developed an innovative business model based on system thinking that calculates **a fairer value price of the Registration Fee**. The model essentially takes into account the **total cost of a customer's journey (TCCJ)**, offering conference attendees from remote countries a lower Registration Fee. The TCCJ still remains lower than the Registration Fee of similar events abroad but with equal or improved quality level of lectures, workshops and services.

I am seeking approval to be a part of this highly professional conference, which promises to add big **value for my personal professional growth** and even greater **business value for our organization** as a whole.

I am confident you will view this as a worthwhile investment.

Name and surname

Department

Business role / position