

BAistanbul conference

December 4th, 2018

Swissotel The Bosphorus, Istanbul

Business Analysis Conference
in Turkey & South East Europe

SPONSORSHIP
OPPORTUNITIES

organized by

BA-WORKS

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BAistanbul Conference 2018

In its 4th year BA-Works is glad to invite you to be a sponsor in International Business Analysis Conference which is the biggest business analysis event in Turkey, South East Europe and Middle East Region. The conference is an excellent opportunity to meet with IT & Business professionals and Keynotes from world's leading companies.

► Why Sponsor BAistanbul Conference?

There will be great opportunities to become a part of BAistanbul Sponsorship Programme such as:

- 1 Share the same stage with our world-class speakers
- 2 Gain first-hand insights into top business & IT challenges
- 3 Have networking opportunities with C-suite executives and managers
- 4 Take the chance to show your Business & IT solutions to the audience of top decision-makers
- 5 Make your brand visible through digital and social media channels all over the world

► Who Will Attend?

The conference will bring diverse Business & IT professionals together such as CEOs, CIOs, Business Analysts, System Analysts, IT managers, IT Leaders, Project Managers, Quality Assurance Experts, Enterprise and Solution Architects, Academics, etc.

Professions

- Business Analysts
- IT Managers
- Business Units
- Enterprise and Solution Architects
- Quality Assurance Experts
- System Analysts
- IT Leaders
- CIO's
- Project Managers
- Academics
- Business Partners

Sectors

- Banking
- Insurance
- FMCG
- Telecom
- Retail
- Manufacturing
- Logistics
- E-commerce
- Technology
- Media
- Energy
- Health

► Turkey Business Analysis Report (TBAR)

Annual “Turkey Business Analysis Report” is presented at BAistanbul Conference. The report is prepared by contribution of CEO's, CIO's, Business Analysts and Business Analyst Managers of leading companies. In 2018, this report was addressed most critical questions as follows and in each year it will continue to give answers of different questions and reflect different perspectives of business analysis.



Past Conferences

Since 2015 we hosted more than **1200** participants from **500** companies.

BAistanbul 2015 Keynotes & Speakers



OLIVER BOSSERT
MCKINSEY & COMPANY
INC.



GUSTAV TOPPENBERG
AON



ÖZGE DOĞUÇ
BANK OF AMERICA



EMRAH YAYICI
BA-WORKS



NAREK ALAVERDYAN
HOTELS.COM

► Panel 1: Business Analysis in Digital Era and Innovation



GÜL EROL
ENERJİSA



NEVGÜL BİSEL
SAFKAN
KLİKSA



ONUR ÖZGÜN
D-TECHNOLOGY



PINAR CİNALİ
BA-WORKS
(Moderator)



ÜMİT HELVA
TURKCELL

► Panel 2: Business Analysis in Finance & Insurance



FUNDA ÖNEY BABACAN
ALTERNATİFBANK
(Moderator)



KEREM ERBERK
ANADOLU SİGORTA



ÖNDER HAYDAROĞLU
YAPI KREDİ



SEDA TEKİN
BNP PARIBAS CARDIF



SİNAN TİFTİKÇİ
INGBANK

Past Conferences

BAistanbul 2016 Keynotes & Speakers

Keynote Speaker



CHRIS MATTS
INVESTMENT BANKING

Keynote Speaker



PETER LEESON
WHITE CLARKE GROUP

Keynote Speaker



YAAQUB MOHAMED
THE BA COACH INC.



AHMET EMRE AYDIN
GARANTİ TEKNOLOJİ



AHMET SALT TARIMCI
TURKCELL GLOBAL BİLGİ



ALİ YALÇIN
TÜRKİYE İŞ BANKASI



AYDIN ÇETİN
EVİDEA



BARIŞ İNAN
ANADOLU SİGORTA



BAŞAK YÜZBAŞIOĞLU
YAPI KREDİ



DENİZ SARAL
FERROCOM
INVESTMENT CORP



ELİF KAVRAN
SAHİBİNDEN.COM



EMRE ÇABUK
QLIKVIEW



ERDEM TURAN
LC WAIKIKI



FİĞEN ÖZMEN
AVİVASA



LEVENT ERDOĞAN
DMS



PINAR CİNALI
BA-WORKS



ÖZLEM TOPÇAKAN
TÜRK TELEKOM



SEÇİL KAVAS
OBSS



ŞENİZ GAYDE
YAPI KREDİ

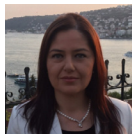


ZEYNEP SARI
SONY

Panel: New Age BA vs Traditional BA: What are the changing expectations from Business Analyst Role?



BARIŞ SARIALIOĞLU
BA-WORKS



BENGÜ KOR
EUREKO SİGORTA



ECE GÜNDOĞDU KOÇ
VOLKSWAGEN DOĞUŞ
FİNANS



MUSTAFA BEZEKLİOĞLU
TÜRKİYE FİNANS



SELÇUK ÇARKACI
YAPI KREDİ



TOLGA ŞEN
EMLAKJET

Past Conferences

BAistanbul 2017 Keynotes & Speakers

Keynote Speaker



ALES STEMPIHAR
DIGITAL 42

Keynote Speaker



JAMES MAYES
MIND THE PRODUCT

Keynote Speaker



JANNA BASTOW
PRODPAD

Keynote Speaker



KASHIF RIAZ
IIBA



AYŞE BURCU ÇETİN
YAPI KREDİ



CANAY ATALAY
HUMAN WORKS DESIGN



CAVIT YANTAÇ
MICROSOFT



EMRAH AYDOĞAN
GARANTİ TEKNOLOJİ



EMRE VAHAP
OBSS



ESRA SEDA EDİZ
DOĞUŞ TEKNOLOJİ



DR. MURAT BİLGİLİ
OCNUS



ÖZLEM SEMA DİNÇER
DOĞUŞ TEKNOLOJİ



PINAR CINALI
BA-WORKS

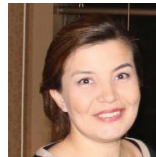


TOLGA DEMİREL
AGILEANCO

► Panel: Agile Business Analysis in Corporate Companies



ALİ KEMAL ULUER
VDF-FİLO



ARİFE YÜCE
DEMİRCİOĞLU
GE AVIATION



CÜNEYT DİNÇER
GARANTİ



SEVİL KODAMAN
ANADOLU SİGORTA

► BAistanbul Sponsorship Packages

		VAT Excluded**
In-kind Sponsors	In-kind sponsors donate products or services instead of offering cash. For example, a brand can insert its products in satchels instead of supporting the conference financially. Pens, power banks, USB storages are examples for this.	Free
Satchel Insert Sponsor	This is for the organisation who wishes to include a promotional insert into the conference satchels. The insert must be supplied no larger than A4 in size. Required numbers and freight details will be supplied.	€300,00
Name Badge Sponsor	This sponsorship opportunity offers prominent exposure of your organisation and logo on the ribbons. Each delegate will receive a name badge when they register at the meeting.	€650,00
Satchel Sponsor	Each participant will receive a cloth satchel printed with your logo on one side. Your logo is guaranteed to be seen every day during the meeting. The satchel will be selected to ensure delegates keep using it after the meeting.	€1.000,00
Car of the Event	Presenting the ideal car for the participants is a great option for brands who would like to be in touch with the possible clients. This sponsorship provides exposure of your logo at the stage, web site and opening video of the conference as well as free pass for booth staff (limited with 3 persons).	€1.250,00
Turkey Business Analysis Report Sponsor (TBAR)	<p>The report is designed to help companies to carry out paradigm shifts in their mindset about Business Analysis and Business Analyst's role. This report brings out a clear picture of the current situation in the Turkish market, also sets the practical standards and trends for the future of Business Analysis profession.</p> <p>TBAR will be presented at the opening ceremony speech of BAistanbul 2018 Conference. Also after Conference BA professionals will have a chance to download this report. Design and printing fees are included in the budget. It is going to be published for 1 year on www.baistanbul.org. Reports will be inserted in satchels as printed materials.</p>	€1.000,00
Opening Ceremony Speech Sponsor	<p>As a Opening Ceremony Speech Sponsor your organisation will be exposed to a large captive audience who will associate your company with a global success in your field. A range of international and national keynote speakers will be invited to present at the meeting.</p> <p>This opportunity is subject to the approval of the speaker and the committee. It is limited to 20 mins as an opening speech. Opening Ceremony Speech Sponsors also have 5 conference invitations.</p>	€2.250,00
Transportation Sponsor (For Keynotes)	One of the most advantageous sponsorships of nonfinancial ones; transportation sponsorship means sponsoring the flights of the keynote speakers of the conference. It is also providing 10 conference invitations as well as logo exposure on stage, web site and opening video.	Barter
Exhibitor Sponsor	Becoming a Exhibitor Sponsor gives your organisation the opportunity to develop an on-going relationship with the conference delegates. The package is designed to give organisations a strong presence at the conference. It has 6m2 or 12m2 booth area.	6 m ² €750,00 12 m ² €1500,00

**18% VAT is not included to sponsorship fees

► BAistanbul Sponsorship Packages

		Early Bird (VAT) Excluded)*	VAT Excluded**
GOLD SPONSOR	Becoming a Event Sponsor gives your organisation the opportunity to develop an on-going relationship with the conference delegates. The package is designed to give organisations a strong presence at the conference. It provides logo exposure on stage, web site and opening video, 20 conference invitations, 8m ² booth area.	€3.500,00	€4.500,00
SILVER SPONSOR	Becoming a Event Sponsor gives your organisation the opportunity to develop an on-going relationship with the conference delegates. The package is designed to give organisations a strong presence at the conference. It provides logo exposure on stage, web site and opening video, 10 conference invitations, 4m ² booth area.	€1.750,00	€2.250,00

*Early Bird fee until August 25th, 2018

*18% VAT is not included to sponsorship fees

About BA-Works

BA-Works is a business analysis service company assisting more than 1000 clients from EMEA region with consulting, business analysis outsourcing and IIBA® accredited training services.

BA-Works applies IIBA® (International Institute of Business Analysis™) methodologies while understanding the business needs, assessing the gaps between existing and desired systems, defining the requirements and the scope of the product and transforming the requirements to solutions that best match with your business needs.

A fundamental principle of BA-Works methodology is to map every single requirement to the business objectives of your company to deliver highest business value and achieve success.

► BA-Works Services

- Business Analysis Consulting
- Business Analysis Outsourcing
- IIBA International Business Analysis Training Courses
- International Conferences and Publications

For more information please visit www.ba-works.com

Contact Us

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