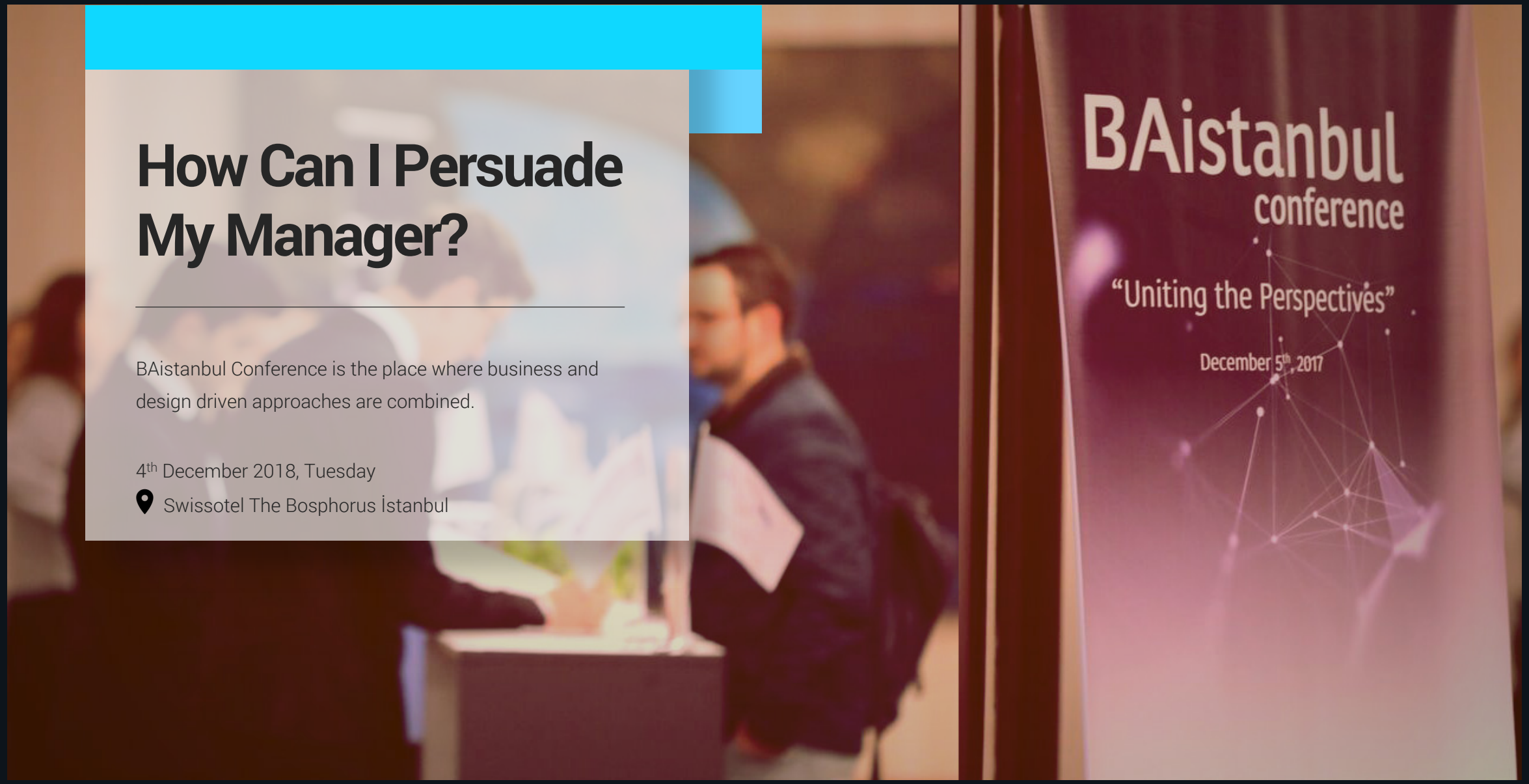
How to Convince Your Manager?

BAistanbul conference



How Can I Persuade My Manager?

BAistanbul Conference is the place where business and design driven approaches are combined.

4th December 2018, Tuesday

Swissotel The Bosphorus İstanbul

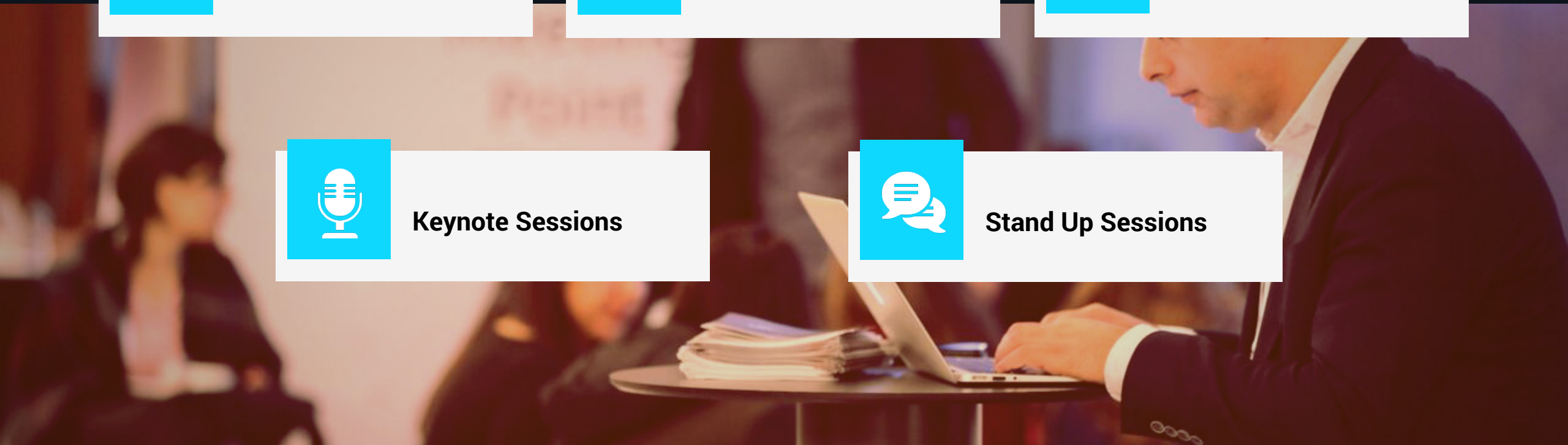
What Will I Learn at BAistanbul Conference?

New concepts and techniques

- Design Thinking
- Design Doing
- Design Driven Business Analysis
- Service Design
- Customer Centric Analysis
- Digital Transformation
- Innovation
- User Experience
- Problem Solving

Network and Globalize

- Workshops
- Ignite Talks
- Panels
- Keynote Sessions
- Stand Up Sessions



International Keynotes at BAistanbul 2018

CEO

Aric Wood

XPLANE

(Keynote Speaker)

Design Director

Rich Nadworny

Savvy

(Keynote Speaker)

Artist, Writer and Speaker

Rod Judkins

Central St Martins College Of Art

(Keynote Speaker)

Entrepreneur,
Global Consultant

Dr. Serhat Tatlı

Değişim Doktoru

(Speaker)

And more...

Who attends BAistanbul?

Professionals

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

Who attends BAistanbul?

Sectors

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

Previous BAistanbul Conferences

BAistanbul 2015

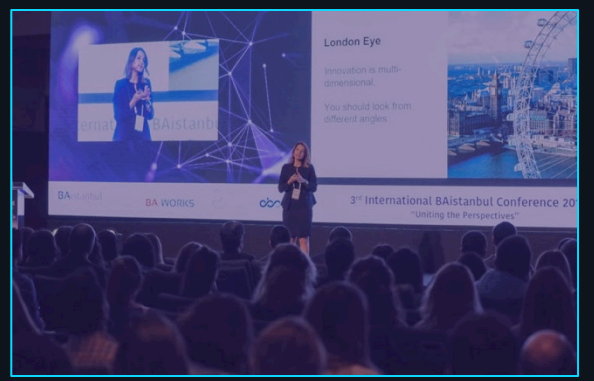
Thinking Like the Business

BAistanbul 2016

Business Analyst 2.0

BAistanbul 2017

Uniting the Perspectives



Which companies attend BAistanbul?

TURKCELL
YapıKredi
Garanti Teknoloji
TEB
SONY
Türk Telekom
arçelik
kariyer.net
sahibinden.com
hepsiburada.com
evidea .com
TURKISH AIRLINES
Ford
Microsoft
ANADOLU SİGORTA
Doğuş Teknoloji
ENERJİSA
vdf volkswagen doğuş finans
aselsan
BORUSAN
Mercedes-Benz

BAistanbul in Numbers

1,200+
ATTENDEES

60+
SPEAKERS

30+
COUNTRIES

25+
SPONSORS

500+
COMPANIES

1m+
SOCIAL MEDIA REACH

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