

What is the IIBA®?

International Institute of Business Analysis (IIBA®) is an independent non-profit professional association serving the growing field of business analysis. The IIBA does this in a number of ways;

- Defining standards for business analysis
- Identifying the skills necessary to be effective in the business analyst role
- Recognising business analysis professionals through Certification



What is the Business Analysis Professional Day?

The Business Analysis Professional Day is the official conference of IIBA Australia. It has the following goals;

- Provide members with access to a high quality business analysis event
- Raise awareness of business analysis within the business community
- Elevate business analysis skills and knowledge within the business analysis community



In 2017, the Sydney BA Professional Day is looking to attract 500 delegates from a wide range of business and government backgrounds.



Where and When?

The Business Analysis Professional Day in Sydney will be held on **Thursday 26th October, 2017.**

The event will take place at **Luna Park Sydney**, 1 Olympic Drive, Milsons Point NSW 2061.

Why sponsor?



The Business Analysis Professional Day is a unique opportunity for your organisation to connect with 500 business analysis practitioners and decision makers working in both the government and private sector.

Benefits of sponsorship include the opportunity to;

- **Attract new customers**
- **Promote awareness of your brand**
- **Discover latest industry trends and demands**
- **Build new contacts and strengthen strategic relationships**

In accordance with IIBA Privacy provisions, we do not share the Attendee contact list with Sponsors. However, we will happily display your company logo on our event website and promotional material and you are welcome to share your company details with attendees at the event.

We look forward to your participation in this exciting industry event.

Sponsorship packages

We invite you to take this opportunity to work directly with the IIBA Australia Sydney Branch to create a unique sponsorship package specifically tailored for your organisation.

Packages start from \$1,000 and range from the conventional to the novel. If you wish to sponsor more than this amount, or for any further information, contact Sharmin Sumaiya at sydnevents@australia.iiba.org.

Session Program

Time	Topic
8:00 – 8:45	Registration
8:45 – 9:00	Welcome
9:00 – 10:00	Opening Keynote
10:00 – 10:30	Morning networking break (morning tea provided)
10:30 – 12:30	Morning Sessions Session 1 Session 2
12:30 – 1:30	Lunch networking break (lunch provided)
1:30 – 3:30	Afternoon Sessions Session 1 Session 2
3:30 – 4:00	Afternoon networking break (afternoon tea provided)
4:00 – 5:00	Closing Keynote
5:00 – 5:10	Closing remarks

Sponsorship Form – Sydney BA Professional Day

Should you wish to sponsor, please complete the sponsorship form and send to Sharmin Sumaiya at sydnevents@australia.iiba.org.

Name of Company\Organisation	
ABN	
Address	
State and postcode	
Contact Person's Name	
Contact's Position	
Contact's Phone Number	
Contact's Email address	

Terms of Sydney Sponsorship:

TOTAL Amount	

All amounts are in Australian dollars and include GST.

Payment terms

Full payment is required before logo will be displayed on any websites or comms.

A tax invoice will be issued with full payment by 31 September 2017.

A letter of confirmation will be sent out after full payment has been received.