

Lunedì 23 ottobre 2017

Campus Reti



8:30 - 9:30

Registration

9:30 - 10:00

CHAIRMAN: Prassede Colombo, President of the IIBA® Italy Chapter;

Maurizio Garofalo, Deputy Director - Marketing & Communication of the IIBA® Italy Chapter

- Chair Welcome: "BAWI 2017: Business Analysis for Change, Transformation and Innovation - Strategy through Gaming, Lean, Design Thinking"

10:00 - 10:30

KEYNOTE: Ugo Mendes Donelli - Business Model Innovator – Hugowiz

- Hero plan - Un percorso sistematico, lean e "gamificato" per disegnare la tua strategia vincente



10:30 - 11:00

Coffee Break

11:00 - 12:00

Ugo Mendes Donelli - Business Model Innovator – Hugowiz

- Hero plan - COLLABORATIVE GAMES

12:00 - 12:30

Federico Maria Capo, Cristina Paternoster, Simona Civita - Branch Rome

- IIBA Italy Chapter Gaming – Volunteers for BA growth



12:30 - 13:30

Light Lunch Break

13:30 - 14:00

KEYNOTE: Michael Robinson - CEO & Design Director - ED Design

- Digital Management usando Design Thinking: DESIGNERS vs SCIENTISTS

14:00 - 14:30

KEYNOTE: Michele Maritato - Chair IIBA Board - Partner PMProgetti

- Design Thinking for Business Innovation

14:30 - 15:30

Maurizio Garofalo, Deputy Director - Marketing & Communication of the IIBA® Italy Chapter - NTT Data

- Are You Designers? Design Thinking workshop

15:30 - 16:30

Giorgio Beltrami - RETI

- WORKSHOP - Come determinare il valore percepito dei vostri beni, servizi e / o metodi, così come quelli dei tuoi competitor



16:30 - 17:30

IIBA®Italy Chapter

IIBA®Italy Chapter Branches

- Workshop Closure & Next Steps