

IIBA Geneva Chapter Partnership program



A few words on IIBA

- IIBA is an international association gathering a community of 30 000 Business Analysts around the globe
- IIBA has been active for 20 years and has the following number of certified members :



A few words on IIBA Geneva Chapter

- IIBA Geneva is the French-speaking Switzerland chapter of IIBA, gathering a community of 1000 Business Analysts
- IIBA Geneva Chapter has been active for 10 years and was rewarded with the IIBA president's award in 2017



2020 Key Figures

1300 subscribers for the monthly newsletter with 40% opening rate

500 chapter members

600 LinkedIn followers

250 distinct monthly visitors on IIBA website

Each LinkedIn post viewed by 1000 visitors in average

A few words on IIBA Geneva Chapter

- IIBA Geneva Chapter organizes debates and exchanges between professionals through :
 - **Monthly events** on innovative aspects of business analysis
 - **An annual congress** taking place in Geneva
 - **Study groups** aimed at training professionals onto the BABOK framework



Main activities

10 to 15 events / year

80 participants to the annual congress

24 Study groups workshops per year

More than 110 people trained in 4 years time !

3 reasons for joining our partnership program

1

Increase the visibility of your organization within the Business Analyst community in the French-speaking Switzerland (Geneva and Lausanne)



2

Benefit from special offers on congress and main events for your employees and your customers



3

Benefit from special offers on training sessions through Business Analyse study groups for your employees



Join one of our 4 partnership program !

	EVENT PARTNERSHIP	CONGRESS PARTNERSHIP	PERMANENT PARTNERSHIP	TAILORED PARTNERSHIP
KEY FEATURES				
Conditions	Co-organise an event with the support of IIBA Geneva Chapter	Support IIBA Geneva Chapter in organising the Geneva annual congress of Business Analyse	Fully Support the IIBA Geneva Chapter	Provide tailored support to the IIBA Geneva Chapter
Fees	200 CHF / event	700 CHF / year	3000 CHF / year	negociable
BENEFITS				
PROMOTE YOUR ORGANISATION				
One-off promotion through IIBA Geneva Chapter communications (LinkedIn group, newsletter, email)	☐	☐		☐
Promotion of your organisation onto the IIBA Geneva Chapter congress website		☐	☐	
Promotion of your organisation during the annual congress		☐	☐	
Promotion of your organisation onto the IIBA Geneva Chapter website			☐	negociable
Your logo attached to the IIBA Geneva Chapter communications (LinkedIn group, newsletter, email)			☐	negociable
Your article published through the IIBA Geneva Chapter LinkedIn group			☐	
PROMOTE YOUR EMPLOYEES				
Special offer on events	☐		☐	negociable
Free pass to the congress		☐	☐	negociable
Special offer on study groups			☐	negociable
SUPPORT YOUR CUSTOMERS				
Special offer on events	☐			negociable
Free pass to the congress		☐	☐	negociable ⁶



Your contacts

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Appendix

IIBA Geneva Chapter partnership details



Event partnership details

		EVENT PARTNERSHIP
KEY FEATURES		
	Conditions	Co-organise an event with the support of IIBA Geneva Chapter
	Fees	200 CHF / event + extra costs linked to the organisation of the event
BENEFITS		
PROMOTE YOUR ORGANISATION		
One-off promotion through IIBA Geneva Chapter communications (LinkedIn group, newsletter, email)		2 communications of the event through the newsletter featuring the logo of your organisation Event promoted onto the IIBA Geneva Chapter website and LinkedIn group
PROMOTE YOUR EMPLOYEES		
	Special offer on events	Free passes to the event to your employees
SUPPORT YOUR CUSTOMERS		
	Special offer on events	Free passes to the event to your customers



Congress partnership details

KEY FEATURES		CONGRESS PARTNERSHIP
Conditions	Support IIBA Geneva Chapter in organising the Geneva annual congress of Business Analyse	
Fees	700 CHF / year	
BENEFITS		
PROMOTE YOUR ORGANISATION		
One-off promotion through IIBA Geneva Chapter communications (LinkedIn group, newsletter, email)	Congress promoted onto the IIBA Geneva Chapter website and LinkedIn group	
Promotion of your organisation onto the IIBA Geneva Chapter congress website	Logo of your organisation on the congress page	
Promotion of your organisation during the annual congress	Some referrals to your organisation in the introduction of the congress Goodies of your organisation offered to the participants Special badge for your employees	
PROMOTE YOUR EMPLOYEES		
Free pass to the congress	1 Free pass + 50 CHF discount on an additional subscription	
SUPPORT YOUR CUSTOMERS		
Free pass to the congress	1 Fee pass	



Permanent partnership details

		PERMANENT PARTNERSHIP
KEY FEATURES		
Conditions	Fully Support the IIBA Geneva Chapter	
Fees	3000 CHF / year	
BENEFITS		
PROMOTE YOUR ORGANISATION		
Promotion of your organisation onto the IIBA Geneva Chapter congress website	Logo of your organisation on the congress page	
Promotion of your organisation during the annual congress	Goodies of your organisation offered to the participants Special badge for your employees	
Your logo attached to the IIBA Geneva Chapter communications (LinkedIn group, newsletter, email)	Logo of your organisation in monthly newsletters	
Promotion of your organisation onto the IIBA Geneva Chapter website	Logo of your organisation on the IIBA Geneva Chapter website	
Your article published through the IIBA Geneva Chapter LinkedIn group	1 article published / year	
PROMOTE YOUR EMPLOYEES		
Special offer on events	50% discount on events	
Free pass to the congress	2 Free passes + 50 CHF discount on an additional subscription	
Special offer on study groups	50% discount on study groups (for IIBA members)	
SUPPORT YOUR CUSTOMERS		
Free pass to the congress	2 Free passes	



Appendix

Main achievements in 2019



8 Events and 1 Annual Congress

Mois	Évènement	Lieu
Février	LES BONS TESTS AUX BONS NIVEAUX avec Laurent Bouhier	Lausanne
Mars	3ème CONGRES DE BUSINESS ANALYSE "Transformation digitale, êtes-vous prêts?"	Genève
Mai	LES SCIENCES DES DONNÉES : CAS PRATIQUE D'EXPLOITATION DE "BIG DATA" avec Julian Soto et Romain Tanzer	Lausanne
Mai	L'ASSEMBLEE GENERALE AU NOVOTEL	Genève
Juillet	SOIREE RESEAUTAGE ASSOCIATIF SUR LE BATEAU DE GENEVE	Genève
Septembre	RETOUR D'EXPÉRIENCE DU CASE MANAGEMENT AU RETRAITES POPULAIRES avec Mathieu Pellet	Lausanne
Octobre	INTRODUCTION AU DESIGN THINKING avec Alexandra Karacsonyi	Genève
Octobre	LE DESIGN THINKING C'EST DANS LA POCHE avec Jacques Panchard	Lausanne
Novembre	COMMENT ADOPTER DES « PRINCIPES VALEUR(S) – VALUE(S) THINKING » POUR DEVENIR UN BA « RESPONSABLE » avec Cédric Berger	Genève
Décembre	LE CHEF DE PROJET EST-IL TOUJOURS INDISPENSABLE DANS UNE ÉQUIPE SCRUM? avec Sabrina Ferlisi	Genève



80 participants to the 2019 annual congress !

Comment évaluez-vous le congrès, globalement?



Le congrès correspond-il à ce que vous attendiez?



Le qualité des conférences et des animations?



12 Study groups sessions

Mois	Evènement	Lieu
Mars à juin	Study group printemps 2019 6 participants et 3 facilitateurs	Lausanne Espace Dickens
Sept à nov	Study group automne 2019 <i>Annulé faute des participants</i>	Genève Hepia

