



# You're invited to a Complimentary Breakfast or Evening Seminar with ESI International

## **"Introduction to Business Analysis: A Journey to Excellence"**

You're invited to a **FREE BREAKFAST OR EVENING SEMINAR**

Presented by ESI International

**Tuesday 7 February 2012**

**8.30am - 10.30am breakfast seminar in Abu Dhabi at the Crowne Plaza Hotel, Abu Dhabi, UAE**

**Or**

**7.30pm - 9.30pm evening buffet seminar in Dubai at the Crowne Plaza Hotel, Dubai, UAE**

We are pleased to invite you to ESI's first event on Business Analysis: A journey to Excellence. In this event we will:

- Understand how the business analyst is pivotal in defining project requirements in the earliest stages, as well as planning, defining and validating the project scope.
- Gain an understanding of how the business analyst can and should support a project; from establishing scope in the analysis phase, to ensuring that the requirements have been met in the testing phase.

Business Analysis is a new area of interest in the Middle East, so come along and learn:

- What is business analysis?
- The business analysts' role vs. project manager's role
- How business analysis will help you achieve your business goals and objectives?
- What are the benefits of learning about business analysis for a project manager?
- Ask questions and network with your peers.

Also find out about how to join a new IIBA (International Institute of Business Analysis) chapter in the Middle East. The IIBA currently has more than 10,000 members worldwide. With over 80 chapters globally, it continues to grow every month.

## **About your speaker**

Nadia Abdo, an instructor with ESI International, has more than 18 years of experience in project management consulting and training, primarily with large U.S. firms in the banking, information technology (IT), finance, and telecommunications sectors.

Ms. Abdo is certified as a Project Management Professional (PMP®) by The Project Management Institute (PMI®). She holds an M.Sc. in Computer Science (Software and Systems) from The George Washington University and a B.Sc. in Computer Science from the University of Jordan.

*Places are restricted and to avoid disappointment we advise you to confirm your FREE place as soon as possible.*

**To book your place:**

**Email your name, job title, company name and phone number to:**  
[schaudhri@esi-intl.com](mailto:schaudhri@esi-intl.com)

Or fax your booking form to  
+44 (0) 20 7017 7820

[www.esi-intl.ae](http://www.esi-intl.ae)

*If you've any questions please email [schaudhri@esi-intl.com](mailto:schaudhri@esi-intl.com)*

## **BOOKING FORM**

**Please specify which seminar you will be attending (i.e. Abu Dhabi or Dubai seminar)**

**Please complete and fax back to ESI on +44 (0) 20 7017 7820**

**1st Delegate**

**I would like to attend the seminar in:**

Name  
Job title  
Company  
Address

City  
Postcode  
e-mail  
Tel  
Fax

**2nd Delegate**

**I would like to attend the seminar in:**

Name  
Job title  
Company  
Address

City  
Postcode  
e-mail  
Tel  
Fax

Please note, delegates will receive a confirmation of registration and map for directions approximately ONE WEEK BEFORE the event via e-mail

If you're not sure about thing please email [schaudhri@esi-intl.com](mailto:schaudhri@esi-intl.com) or phone +971 (0)50 694 1678

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