



Big Data.
CHANNEL

innovation
enterprise

Big Data Innovation Summit

March 30 & 31 2017 | London

“Design, Develop and Discuss Your Big Data Journey



Overview

 March 30 & 31, 2017

 etc.venues 155 Bishopsgate, 155 Bishopsgate,
London, EC2M 3YD

 #DataInnovators

Big Data Innovation Summit

The main themes for this year's discussion are:

- Customer-Centric Applications of Analytics
- Information Governance to Generate Value & Reduce Risk
- Implementing a Data Analytics Strategy
- Advancing Machine Learning Technologies

By covering the hottest topics within data & analytics, we create a platform for senior-level executives to obtain real action points and useful connections to better support their business goals. Online content from all sessions will be made available to attendees after the event.



Speakers



Confirmed Speakers

Berian James, **Head of Data Science**, Maersk

James de Souza, **Head of Customer Analytics**, Post Office

Jayshree Kottapalli, **Head of Big Data Analytics**, Vodafone

Pierre du Toit, **Head of Technical Pricing & Big Data Analytics**, Vitality

Sarah Phenix, **Global Head of Data Governance**, Aviva

Sudip Trivedi, **Head of Business Intelligence**, London Borough of Camden

Sue Daley, **Head of Big Data & Mobile Services**, techUK

Tomas Lopez, **Head of Data Analysis & Interaction**, Airbus

Xiaolan Sha, **Lead Data Scientist**, Sky

Ryan den Rooijen, **Global Capabilities Lead, Insights & Analytics**, Google

Mike Hyde, **Director, Business Insights**, Skype

David Teague, **Head of Data Insight**, BBC

Pedro Cosa, **VP, Insights & Analytics**, Turner Broadcasting

Steven James, **Partner, Big Data**, Brown Rudnick

Sharukh Naqvi, **Vice President, Analytics**, Barclays

Harvinder Atwal, **Head of Data Strategy**, MoneySuperMarket

Ozoda Muminova, **Head of Insight**, Telegraph Media Group

Robin Goad, **Head of Customer Analytics**, Financial Times

Adrian Foltyn, **Head of Data Science**, HelloFresh

Mark Ainsworth, **Head of Data Insight**, Schroders

“An inspiring community and great place to build long-lasting connections!”

NETFLIX



Keynote Speakers

[VIEW ALL SPEAKERS](#)



Sue Daley
Head of Big Data & Mobile Services
TECHUK



Keeping the UK at the Forefront of
the Big Data Revolution

The UK has a fantastic opportunity to be a world-leader in the development, adoption and exploitation of advanced Big Data and data analytics technologies. The good news is the UK is making steady progress. Big Data is already underpinning the digital transformation across sectors and industries and has a key role to play moving forward in improving quality and efficiency in the delivery of public services. This session will explore the current Big Data landscape and the value of Big Data and Data Analytics to the UK. It will consider how existing and future challenges must be overcome and the importance of creating a culture of data confidence to ensure the UK remains at the forefront of the Big Data revolution.



Berian James
Head of Data Science
MAERSK



Data-Driven Decisions at the Core
of Maersk

Maersk, the world's largest shipping company, is transforming into an industrial digital giant that enables global trade with its land, sea and port assets. We are a data science group that builds products in the areas of predictive science (forecasting, customer and market analytics), optimization and IoT.



Ryan den Rooijen
Global Capabilities Lead, Insights &
Analytics
GOOGLE



Forest for the Trees: Understanding
Trends

While big data and algorithms are ubiquitous talking points in many industries, practical approaches to applying these tools and technologies in a manner that drives business impact prove more elusive. This talk will share techniques and examples of understanding industry trends and consumer behaviour using aggregate search data. [@denrooijen](#)

Keynote Speakers

[VIEW ALL SPEAKERS](#)

David Teague
Head of Data Insight
BBC



Customer Insights: Getting the Most from Your Customer Data

Being a TV channel is increasingly challenging these days, especially for the smaller players. The more than ever fragmented Pay TV environment, the burst of digitalisation and the unfulfilled thirst for quality content minimise the profit margin for these networks forcing TV executives to ponder on the modern success of such model. Yet, our viewers and the platforms' subscribers are holding on tight to deals that a niche group of early adopters finds redundant and too pricey these days. This presentation will discuss how the BBC is working to truly understand their customers to extract maximum value from highly engaged networks.



Ozoda Muminova
Head of Insight
TELEGRAPH MEDIA GROUP



Data Is Out, Emotion Is In?

Does data matter in the post-fact World of fake news and digital wildfires? This presentation will discuss how The Telegraph uses data to connect commercial brands with consumers.



Johanna Hutchinson
Head of Data Strategy
HMRC



Increasing Public Value In The UK's Tax System

The UK's tax system is transforming to a customer centred approach and digital systems which will enable customers to see their entire tax record. We will also embed data at the heart of the business to release the asset from the data we hold, enabling, for example, greater enforcement of tax payments. A typical story of a business evolving using data? Not in the context of government. In HMRC, a data rich organisation, the data models must be flexible to adapt to regularly changing policy and be able to integrate third party data. In addition, we support the transactional and analytical needs of other government departments, within a strict legal framework and increase our transparency to the public by regularly releasing statistics. As such, information assurance and security are paramount in our systems, but also in the design of our transfer mechanisms. In this presentation we discuss our approach to the design, governance and assurance of our data landscape as we develop new ways of working and embed a new culture into government.

Speakers

[VIEW FULL ABSTRACTS](#)

James de Souza
Head of Customer Analytics
POST OFFICE



Deploying Customer-Centric
Insights Across Your Organisation

James will discuss his mission to deploy customer insights across the organisation to power a rich understanding; in pursuit of earning the lifetime loyalty of Post Office customers.



Sarah Phenix
Global Head of Data Governance
AVIVA



Data Governance: A Design For
Life

At Aviva, Data Governance is becoming a vocation, A Design for Life will take you through how they are taking a holistic, consistent approach to the design and implementation of a sustainable Data Governance framework.



vodafone

Jayshree Kottapalli
Head of Big Data Analytics
VODAFONE

Prediction Using Data Science &
Big Data

Vodafone's TARGET program uses a variety of algorithmic approaches derived and adapted from other industries & research areas to analyze huge amounts of data and find opportunity areas for the business to focus on.



Sudip Trivedi
Head of Business Intelligence
LONDON BOROUGH OF CAMDEN



Using Big Data to Fight Crime

In terms of data and analytics Camden currently uses over 45 business dashboards that provide ability to visually interrogate data with a view to improve performance management in services and enable informed decision making.



Pierre du Toit
Head of Technical Pricing & Big Data
Analytics
VITALITY



Using Data & Technology to Deliver
Shared Value

Pierre du Toit heads up the technical pricing and big data analytics departments at Vitality. He has experience in leading diverse projects in the fintech and insurance industry and in his current role, cutting edge analytics is used with the goal of improving customer wellness and creating shared value.



Tomas Lopez
Head of Data Analysis & Interaction
AIRBUS



Enhancing Airbus' Operational
Intelligence by Tapping into Open-
Sourced Big Data

Intelligence from data can only be as good as the data itself - open data sources are noisy, heavily unstructured and context sensitive. We'll discuss how to filter and consolidate this intelligence for the benefit of the business.

Speakers

[VIEW FULL ABSTRACTS](#)


Xiaolan Sha
Lead Data Scientist
SKY



Personalised Content
Recommendation in Marketing
Strategy

In this talk, we will share our experience in tackling these questions with scalable personalized recommender systems built on top of Big Data technology.



Mike Hyde
Director, Business Insights
SKYPE



How to Go About Your Data-Driven
Journey

Mike is currently leading data analytics and insight unit within Skype division of Microsoft; building capability to deliver rich insights to the organisation and create a data-focused culture.



Pedro Cosa
VP, Insights & Analytics
TURNER BROADCASTING



Driving Deeper Behavioural
Understanding of Your Audiences

Pedro has extensive experience in driving responsible use of deep viewer behavioural and attitudinal understanding to deliver innovative commercial value. In this presentation, he will discuss his work in facilitating vital business decisions and improving the relationship between Turner Broadcasting and its great audience.



Steven James
Partner, Big Data
BROWN RUDNICK



Using Big Data to Make Business-
Critical Decisions About Brands

Brands have an intrinsically intangible quality to them, and it can often be difficult to determine when to take action if your brand is under attack, or justify the associated costs of protecting it.



Sharukh Naqvi
Vice President, Analytics
BARCLAYS



5 Pitfalls of Personalisation and
How to Avoid Them

Barclays want to make sure that we anticipate the needs of the customer before they know themselves in order to provide value to the customer and doing it well means having an informed proposition around each customer segment.



Harvinder Atwal
Head of Data Strategy
MONEYSUPERMARKET



Successful Machine Learning
Implementation in the Real World

There are barriers and complications to successful real-world implementation of machine learning projects. This presentation will outline practical solutions to overcoming them including: selling the benefits to the business.

Speakers

[VIEW FULL ABSTRACTS](#)

Robin Goad
Head of Customer Analytics
FINANCIAL TIMES



Transforming a Media Organisation
with Big Data

In this presentation, Robin will detail how the UK-based media publisher is using data insights gleaned from its huge audience to come up with new products and drive customer awareness across the organisation.



Adrian Foltyn
Head of Data Science
HELLOFRESH



Thinking Outside the Box with
Machine Learning

In this presentation, Adrian will discuss how he's gone about driving his team to revolutionise these techniques and the potential uses therein.



Mark Ainsworth
Head of Data Insight
SCHRODERS



Using Data Science to Capture
Better Fundamental Insights

In this presentation, Mark will discuss how Schroders has shone a spotlight on this prolific science and provided instances in which 'unorthodox' data has been transformed into distinct insights.



Tommy Ockerby-Tran
Director, Data & Analytics
EXPEDIA



Our Journey To The Cloud

This presentation will walk through our journey to the cloud...our approach, the technical and people challenges, what we ended the year out with, and the benefits that have been realized at this juncture.



Marcela Llerena
Head of Analytics and Insights
CNN



Christophe Loyce
Head of Analytics & Marketing Services
TESCO



Speakers

[VIEW FULL ABSTRACTS](#)



Charlie Boundy
Head of Data Science
DEPARTMENT FOR WORK & PENSIONS



How The DWP Uses Big Data

This presentation will discuss how we are turning DWP data into insights that are usable, relevant and available when and where staff or citizens need them.



Bryan Lawrence
Director, Data & Models
NATIONAL CENTRE FOR ATMOSPHERIC SCIENCE



Schedule

Day 1



08:00 Light Breakfast & Registration



08:50 Chairperson Overview



09:00 Keynote



10:30 Morning Coffee Break - Exhibition Area



11:00 Session



12:30 Lunch



13:30 Session



15:30 Afternoon Coffee Break - Exhibition Area



16:00 Session



17:00 Networking Drinks - Exhibition Area

Day 2



08:00 Light Breakfast & Registration



08:50 Chairperson Overview



09:00 Keynote



10:30 Morning Coffee Break - Exhibition Area



11:00 Session



12:30 Lunch



13:30 Session



15:00 Afternoon Coffee Break - Exhibition Area



15:15 Session



16:15 More Speakers To Come - Check Back Regularly for Further Additions

Key



CHECK IN

An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day



KEYNOTE

Listen to actionable case studies largely brought to you by Fortune 500 companies



SESSION

Listen to actionable case studies largely brought to you by Fortune 500 companies



COFFEE BREAK & LUNCH

A chance to sit down, network and connect with decision makers within the industry



NETWORKING DRINKS

A more relaxed environment in which to engage with all attendees and gain valuable connections

innovation enterprise.



“A fantastic cross-industry event to showcase the Europe's most innovative data initiatives!” ”

Deloitte.

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Who Attends

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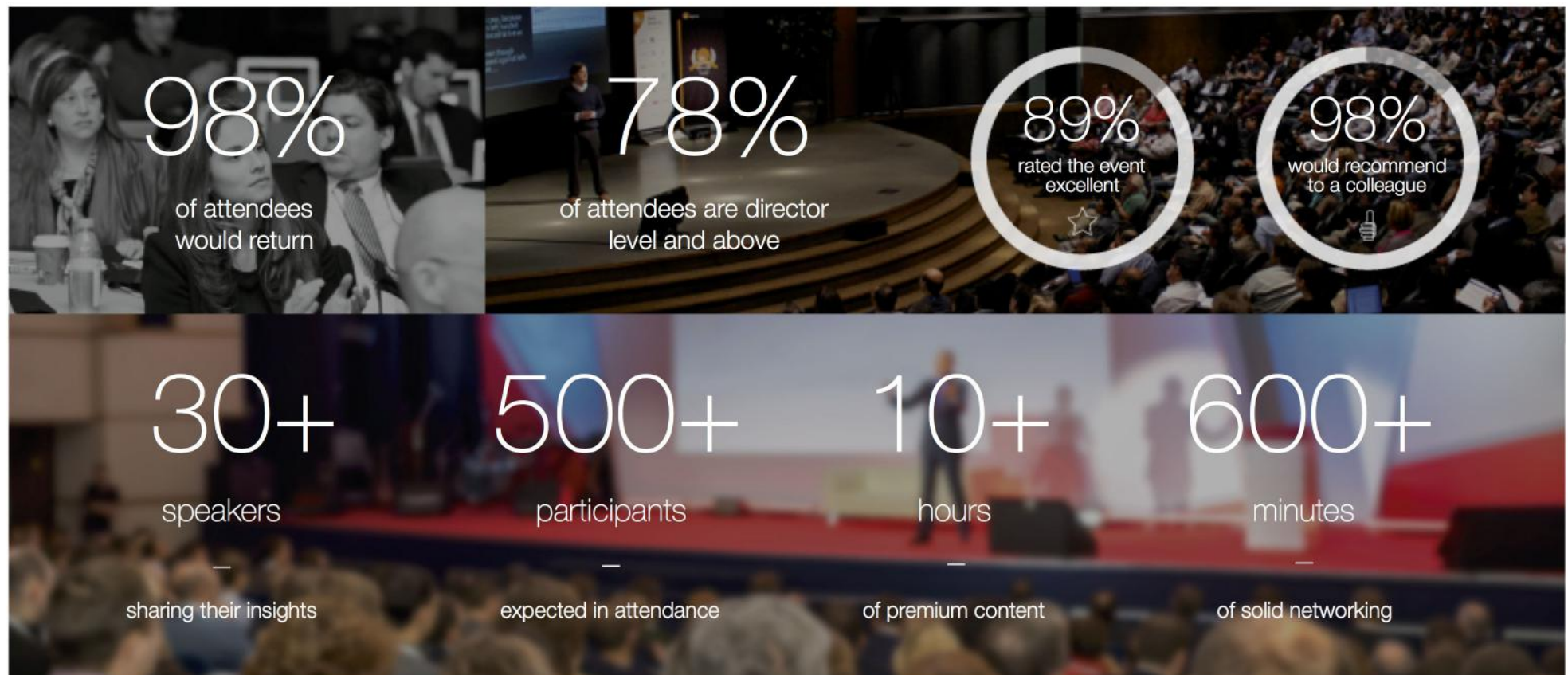
The quality of the speakers was extraordinarily high. They had solved difficult problems and told their stories well. Usually I'm exhausted at the end of a presentation. This time I'm energized!

Netflix

As per usual, you guys have done an amazing job curating a phenomenal summit with the very brightest, innovative minds in the media space. I can say hands down, you guys do the finest job of anyone in the media conference space.

Google

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Tickets



		Most Popular	Limited Release
	Silver Pass	Gold Pass	Access All Areas Pass
	£1195	£1395	£1595
Access to all Sessions	✓	✓	✓
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Invitation to the Big Data Channel Network	—	✓	✓
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2017 Big Data Calendar

Big Data

January	Location	Expected Attendees	Dates
Big Data Innovation Summit	Las Vegas	150+	January 25 & 26
February			
Big Data & Analytics Innovation Summit	Melbourne	150+	February 8 & 9
Predictive Analytics Innovation Summit	San Diego	250+	February 22 & 23
March			
Big Data & Analytics Innovation Summit	Singapore	250+	March 1 & 2
Sports Analytics Innovation Summit	Melbourne	150+	March 8 & 9
Big Data Innovation Summit	London	150+	March 30 & 31
Big Data & Analytics for Pharma Summit	London	150+	March 30 & 31
April			
Big Data Innovation Summit	San Francisco	500+	April 19 & 20
Internet of Things Summit	San Francisco	150+	April 19 & 20
Data Visualization Summit	San Francisco	150+	April 19 & 20
Big Data & Analytics Innovation Summit	Hong Kong	150+	April 26 & 27
May			
Big Data & Analytics in Healthcare Summit	Philadelphia	200+	May 10 & 11
June			
Big Data & Analytics for Pharma Summit	Philadelphia	200+	June 7 & 8
Open Data Innovation Summit	London	100+	June 12 & 13
Blockchain Disruption Summit	London	80+	June 12 & 13
July			
Chief Data Officer Summit	Singapore	100+	July 4 & 5
September			
Data Visualization Summit	Boston	200+	September 6 & 7
Internet of Things Summit	Boston	150+	September 7 & 8
Big Data Innovation Summit	Boston	800+	September 7 & 8
Big Data & Analytics Innovation Summit	Sydney	150+	September 13 & 14
November			
Big Data & Analytics for Pharma Summit	Philadelphia	150+	November 1 & 2
Data Visualisation Summit	London	100+	November 15 & 16
December			
Big Data & Analytics for Banking Summit	New York	150+	December 6 & 7



Sponsorship Opportunities

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Delegate Invitations

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