Big Data.
CHANNEL

innovation enterprise.

Big Data Innovation Summit

January 25 & 26 2017 | Las Vegas

" Making Your Data Actionable

Overview

January 25 & 26, 2017

Las Vegas, Nevada, Las Vegas Boulevard

#DataVegas17

Big Data Innovation Summit

The main themes for this year's discussion are:

• Data Science - Machine Learning, Artificial Intelligence

• Data Governance - Business Intelligence, Data Security

• Predictive Modelling - Marketing, Consumer Intelligence

• Data Strategy - Data Culture, Data Product

As organizations evolve and embrace technological advances, data becomes a key currency on which they can hope to gain an advantage over competitors and push business success. The agenda will explore all topics and themes on how we can better embrace data and push it to the limits.

Speakers

Confirmed Speakers

Dr. Mihaela Ulieru, **Global Agenda Council ,** World Economic Forum

Nicholas Marko, **Chief Data Officer & Director of Neurosurgical Oncology,** Geisinger

Sheridan Hitchens, **Vice President, Data Products,** Ten-X.com

Lenin Gali, **Senior Director, Game Analytics Services,** Ubisoft

Reza Rahimi, **Senior Staff Software Engineer (Office of CTO),** Huawei Technologies

Sangram Ganguly, **Senior Research Scientist,** NASA

Vasant Honavar , **Professor and Edward Frymoyer Chair of Information Science and Technology,** Penn State University

Yves Bergquist, **Project Director, Data & Analytics, Entertainment Technology Center,** University of Southern California

Craig Caffarelli, **Chief Architect (Director of Strategy & Innovation),** AT&T

Larry Pickett, **Vice President & Chief Information Officer,** Purdue Pharma

James McCaffrey, **Senior Research Scientist,** Microsoft

Manu Mukerji, **Director, Data Engineering,** TiVo

Alex Pudlin, **Innovation Team, Mayor's Office of Budget and Innovation,** City of Los Angeles

Alisa Ben, **VP Insights,** Universal Music Group

Doug Cummings, **Chief Information Officer,** Arizona Game and Fish Department

Raj Ayala, **Director, Strategy & Innovation,** AT&T

Alex Liang, **Director, Data Programs & Architecture,** eBay

Drew Mingl, **State Data Coordinator,** State of Utah

Lenin Gali, **Sr. Director, Enterprise Data & Analytics Services,** Ubisoft

"The most value I have ever derived from a conference!"

Keynote Speakers

Nicholas Marko
Chief Data Officer & Director of Neurosurgical Oncology
GEISINGER

Actionable Data in Healthcare Trumps Big Data, Every Time

Data plays a big role in healthcare as providers and advocates work to improve access, affordability and quality for patients. But meaningful innovation is possible only when "big data" is made actionable.

Reza Rahimi
Senior Staff Software Engineer (Office of CTO)
HUAWEI TECHNOLOGIES

Improving Technology through Big Research

Reza is involved in transferring developed technology to Huawei enterprise product line.

Yves Bergquist
Project Director, Data & Analytics, Entertainment Technology Center
UNIVERSITY OF SOUTHERN CALIFORNIA

Developing Systems and Processes through Culture

What does that mean? To survive and thrive, a company needs to develop platforms, systems, processes and a culture through which it can collectively learn: about its current and future customers, its competitors, its market, and of course itself.

Speakers

Dr. Mihaela Ulieru
Global Agenda Council
WORLD ECONOMIC FORUM

The Joy of Data Driven Storytelling

This talk will talk work to tackle questions around efficient and effective methods to leverage data and visuals to better engage and persuade audiences, but it also aims to show how childlike wonderment and joy can be experienced while executing this otherwise daunting task.

Sangram Ganguly
Senior Research Scientist
NASA

I did my Ph.D at Boston University (USA). Prior to that I graduated with an Integrated Masters (BS & MS) degree in geosciences from the Indian Institute of Technology (IIT), Kharagpur, India in 2004. I am an active panelist for the NSF and NASA carbon and ecosystem programs and a science team member for the NASA Carbon Monitoring System Program.

Sheridan Hitchens
Vice President, Data Products
TEN-X.COM

Why You, Your Partners and Your Customers Don't Make Data-Driven Decisions

Companies and organizations talk a lot about how data can empower their employees, partners, and customers to make good decisions. However, lot's of recent research suggests in cognitive biases and behavioral economics suggest that people often don't make rational decisions.

Vasant Honavar
Professor and Edward Frymoyer Chair of Information Science and Technology
PENN STATE UNIVERSITY

Big Data Fueling New Product Development

A review of the key strategies and technologies being implemented to support Reporting and Analytics going forward.

Lenin Gali
Senior Director, Game Analytics Services
UBISOFT

Lenin develops online and social game dev operations and analytics strategy. Design and develop technical and operational strategy, processes, data processing, data warehouse with both traditional and non traditional data sources and technologies.

Craig Caffarelli
Chief Architect (Director of Strategy & Innovation)
AT&T

Mobile Big Data Insights

Big Data is the fundamental wealth to a company. This also applies to the mobile app space with billions of downloads. The mobile application space is a lucrative place for companies and developers. Its revenue is predicted to reached $46 billion by 2016, including advertising and other revenue streams.

Speakers

Larry Pickett
Vice President & Chief Information Officer
PURDUE PHARMA

Do Your Customers Know Your Data Better?

In the 1800's the field of chemistry began to grow and expand as society realized its value. Those who could chemically transform things by synthesis or by separation became the most successful companies of the 19th and 20th centuries. In the twenty-first century, data analytics is the new chemistry - digital chemistry. Those that can synthesize, merge, or join.

Alex Pudlin
Innovation Team, Mayor's Office of Budget and Innovation
CITY OF LOS ANGELES

Driving Data into Government

Over the past few years, government has embraced the value of its data to drive insights and transform operations and service delivery. Open Data initiatives, data-centric innovation models, and a renewed focus on performance metrics are just a few examples of this welcome trend.

James McCaffrey
Senior Research Scientist
MICROSOFT

Understanding Deep Neural Networks

In the past two years, deep neural networks have been responsible for major breakthroughs in speech recognition (Siri & Cortana), pattern recognition (self-driving cars), and machine learning (predicting NFL football scores).

Alisa Ben
VP Insights
UNIVERSAL MUSIC GROUP

Propelling An Iconic Brand Into The Future

This is a strategically important time for Universal as it transforms into a digital, transactional business. Alisa will share her experience in managing this digital transformation, and driving his team to propel the business into the future.

Manu Mukerji
Director, Data Engineering
TIVO

Large Scale Processing & Visualisation

Large scale processing and visualisation of social data and user activity in TiVO. Utilising Topological Data Analysis as a new way of visualising and analysing complex, high dimensional data sets. Edward will briefly describe the idea behind TDA and present the optimisation tricks used during the analysis.

Doug Cummings
Chief Information Officer
ARIZONA GAME AND FISH DEPARTMENT

Gaining Effective Analytics Insight from Multiple Data Sources

Doug gives us an insight into who the department of Game and Fish manage their data assets without using 'fancy' technology.

Speakers

Raj Ayala
Director, Strategy & Innovation
AT&T

Predictive Analytics-as-a-Service:
Recommender Systems

Alex Liang
Director, Data Programs & Architecture
EBAY

eBay Inspiration at Scale

Drew Mingl
State Data Coordinator
STATE OF UTAH

Innovation and Data within State
Government

Only a handful of companies, large content providers, online businesses, and social networks (e.g., Netflix, Amazon, Facebook) have successful recommender systems today. Broader adoption by mid-to-large size online businesses is challenging because of two key requirements...

Walk through how eBay's data ecosystem has evolved over the years, and how it has been leverage in support of increasingly sophisticated data solutions that have been, and continue to be, key to driving eBay's business.

Utah State has prioritized using data and technology to improve the quality of life for residents. A partnership with tech multinationals and the local tech community is helping to create a new space for intelligent cities.

Lenin Gali
Sr. Director, Enterprise Data &
Analytics Services
UBISOFT

Developing Data Strategy through
Collaboration

Developing enterprise data strategy by leading a global program to address business challenges with in-game and out-of-game data and enrich collaboration and sharing.

Schedule

Day 1

08:55 Chairperson Overview

09:00 Keynote

10:30 Morning Coffee Break - Exhibition Area

11:00 Session

12:30 Lunch

14:00 Session

15:30 Afternoon Coffee Break - Exhibition Area

16:00 Session

17:30 Networking Reception

Day 2

08:55 Chairperson Overview

09:00 Keynote

10:30 Morning Coffee Break - Exhibition Area

11:00 Session

12:30 Lunch

14:00 Session

15:00 More Presentations to be Announced

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
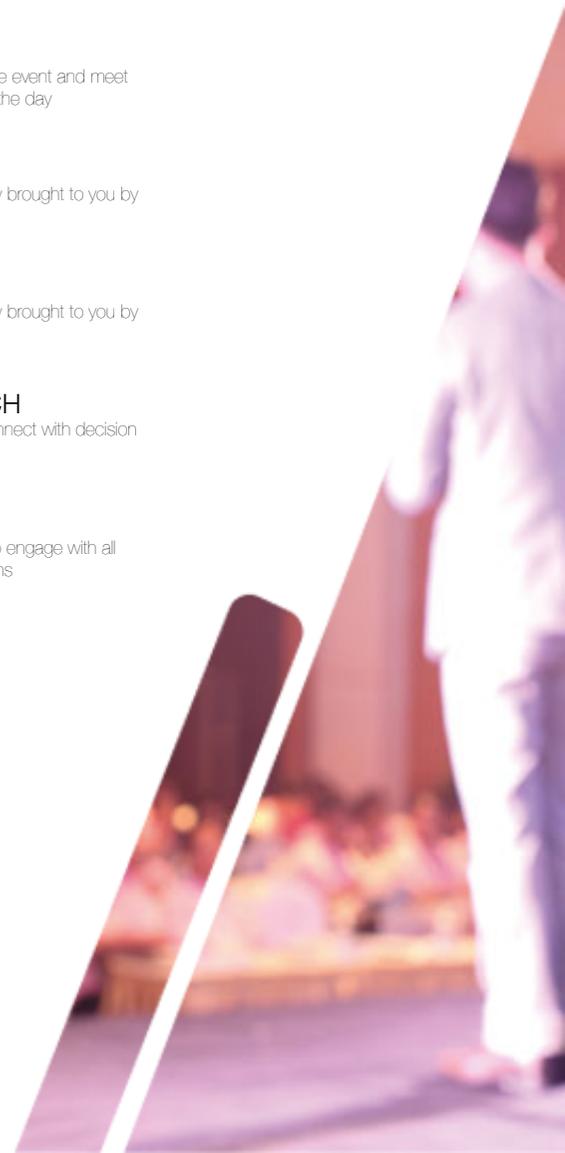
"Actionable takeaways, I will be back next year"

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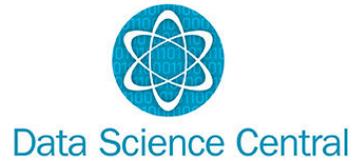
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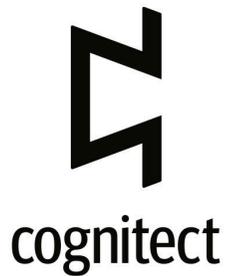
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Who Attends

> "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"

98%
of attendees would return

78%
of attendees are director level and above

89%
rated the event excellent

98%
would recommend to a colleague

30+
speakers
—
sharing their insights

500+
participants
—
expected in attendance

10+
hours
—
of premium content

600+
minutes
—
of solid networking

innovation enterprise.

Tickets
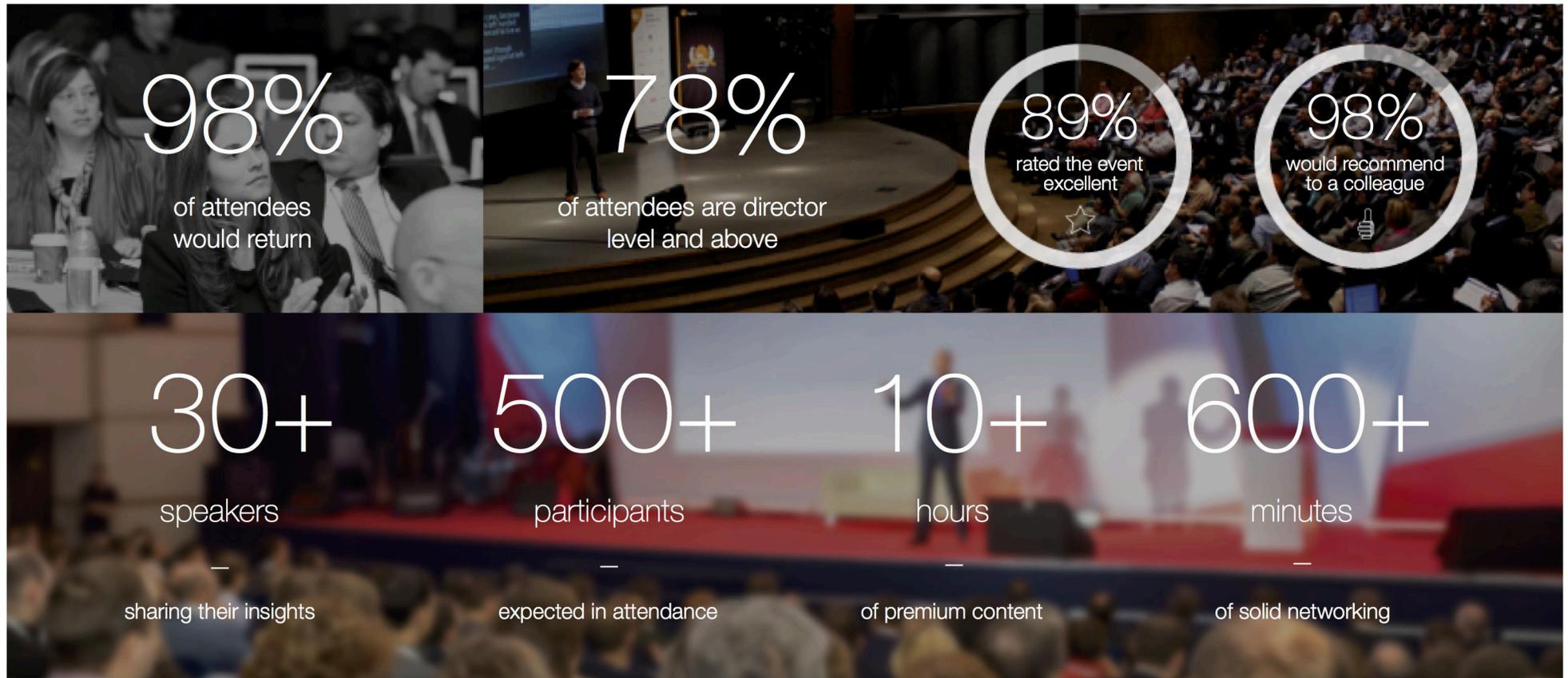
	Early-Bird Silver Pass $1495	Most Popular — Early-Bird Gold Pass $1795	Limited Release — Early-Bird Access All Area Pass $2395
Access to all Sessions	✔	✔	✔
Access to all Networking Events	✔	✔	✔
Access to Exhibition Floor	✔	✔	✔
Access to Attendee List	–	✔	✔
Presentation Slide Decks*	–	✔	✔
Presentation Video Recordings*	–	✔	✔
Invitation to the Digital Channel Network	–	✔	✔
Annual Digital On Demand Subscription	–	–	✔

78% of attendees are Director level or above

Buy a group of at least 3 passes to receive up to 25% off
Interested in attending? Register online or contact **Jordan**

✉ jc@theiegroup.com

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PURCHASE AN ON DEMAND PASS HERE*

*Recordings and presentations available subject to speakers consent.
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	Silver Pass	Gold Pass	AAA	1 Day Pass
	$1495	$1795	$2395	$995
Quantity				

Places are transferable without any charge within 12 months of the original purchase

Total £ _____

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
Big Data & Analytics Innovation Summit	Singapore	200+	February 22 & 23
Sports Analytics Innovation Summit	Melbourne	150+	February 22 & 23
March			
Smart Cities Innovation Summit	Singapore	100+	March 1 & 2
April			
Big Data Innovation Summit	San Francisco	800+	April 19 & 20
Internet of Things Summit	San Francisco	150+	April 19 & 20
Data Visualization Summit	San Francisco	150+	April 19 & 20
May			
Big Data & Analytics Innovation Summit	Hong Kong	150+	May 9 & 10
Big Data Innovation Summit	London	150+	May 10 & 11
June			
Chief Data Officer Summit	Singapore	100+	June 28 & 29
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

Sponsorship Opportunities

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Delegate Invitations

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Ideas for a new generation of leaders

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ACADEMY
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Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

Gain access to our extensive business education library on topics that are important to you. Our summits are recorded and given to you on this unique platform, allowing you to gain actionable ideas, delivered by your peers. Our content is available 24 hours a day, 7 days a week. Learn on the train, at your desk or on your sofa. Business Education On Demand.

A leadership and management training provider, providing practical training courses. Understanding the challenges of keeping pace in a constantly changing world, our courses are specially crafted to help you succeed in business. We offer workshops, immersive onsite programs & online educational programming delivered by industry experts.

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