Monday 18 November 2019: Conference Day 1 & Exhibits

08:00 - 09:00  Registration
09:00 - 09:10 Co-Chair Conference Introduction: Donald Farmer, TreeHive Strategy & Danette McGilvray, Granite Falls Consulting
09:10 - 10:00  Plenary Keynote: Bridging the Gap: Learn Leadership Lessons from the Building of the Golden Gate Bridge, Danette McGilvray, President and Principal, Granite Falls Consulting
10:10 - 10:55  BI & Analytics Keynote: Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI
   Alasdair Anderson, A2Z-CM
   Enterprise Data Keynote: Corporate Data Literacy – a New Language for Business
   McChun Ho, Global Head of Data Governance and Management, JLL

11:25 - 12:10  From POC to BAU, a Series of Unfortunate Events?
   Where’s Wally? Unearthing & Aligning
   Paul Lynn, Independent Data Consultant
   MDM Efforts at Farfetch
   Yasemin Kural, Principal Data Architect, Farfetch
   Data Strategy - How to Become Insight Driven in a Data Rich World
   Jason Perkins, Head of Data & Analytics Architecture & Karen Sylvester, Analytics Solution Architect, British Telecom
   BI & Analytics Round Table
   Donald Farmer, TreeHive Strategy

12:20 - 12:40  Driving Self-Service BI Adoption from the Bottom-Up
   Taming a Winged-Lion
   Atak Hejmalmiçek, Lead BI Developer, Nucleus Financial
   Lynn Pope, Head of Division, Data Management and Strategy & Nigel Light, Senior Data Analyst, St. James’s Place
   Developing an Enterprise Data Strategy
   John Holland, Lead Architect for Data & Analytics, Home Office

12:40 - 14:10  Networking Lunch, Exhibits & Luncheon Sessions
14:10 - 15:00  Plenary Keynote: The New Boundaries of Business Intelligence,
   Donald Farmer, Principal, TreeHive Strategy

15:10 - 15:55  Business Data Intelligence and Practic-ability: Data at SEGA Europe
   The Great Process Fallacy: Why the IT Industry is Unable to Deliver Data-Centric Computing
   Felix Baker, Data Architect & Stanley Wang, Data Scientist, SEGA Europe
   George Staw, Chief Data Architect, Barclays Bank
   Data Security Policies for Modern Enterprises
   Fatmah Aljumah, Data Architect, Saudi Aramco
   Information Quality Round Table
   Danette McGilvray, Granite Falls Consulting

16:25 - 17:10  Event Driven Processing - Moving to Real Time Data and Analytics
   Business Value in Data Quality - View from an Oil Business Customer Journey
   David Walker, Data Management & Warehousing
   Zakarias Gunyits, Head of BI & Big Data & Marianna Bihari, Data Governance Senior Expert, MOL Nyrt
   Information Round Table TBC
   Round Table TBC

17:10 - 18:30  Drinks Reception & Exhibits

Tuesday 19 November 2019: Conference Day 2 & Exhibits

09:00 - 09:50  Plenary Keynote: Data Disrupted – How 200 Years of Disruption and Innovation Shaped Todays Data Landscape and Will Forever Change Our Future
   Mark Allen, Head of Data Governance, Capital One

10:10 - 10:55  Data-Driven Analytics Transformation: Overcoming Barriers to Success
   The Use of Architecture Patterns in Data Architecture
   Ian Wallis, Data Strategists Ltd
   Norbert Eschle, Enterprise Data Architect, Direct Line Group
   The Next Generation Data Store: Embracing the Cloud (Whatever the Weather?)
   David Devonport, Head of Consumer Data Infrastructure, Quality and Privacy (IQP), British Telecom
   Round Table TBC

11:05 - 11:50  Pace Layering - Creating a Bi-Modal Data Service at iQ Mobile
   Experiences of Moving to a Cloud Based Data Lake
   Simon Barra, Senior Business Intelligence Manager – MVNO, Dixons Carphone iQ Mobile
   Andrew Stevenson, Liberty Information Technology
   3 Key Insights That Urge You to Rethink Your Data Transformation Journey
   Ne-Yo Hua, VP Enterprise Data Advisor & Bram Nauts, Enterprise Data Advisor, ABN AMRO Group N.V
   Data Modelling Round Table
   Alec Sharp, Clariteq Systems Consulting

12:00 - 12:45  Business Intelligence and Analytics in a UK Major Infrastructure Case Study
   First Things Second – An Approach to Establishing a New Data Architecture Function
   Nino Letteriello, FIT Strategy
   Mark Taylor, Enterprise Data Architect, Primark
   Hiring Strategy in the Data World
   Miriam Vizvary, Global Director of Data, Centrica Hive
   Data Governance Round Table
   Mark Allen, Head of Data Governance, Capital One

12:45 - 14:35  Networking Lunch & Exhibits
13:45 - 14:30  Enterprise Data and BI & Analytics Keynote: Unified Data Delivery – Shortening Time
   Values in a Digital Enterprise, Mike Ferguson, Intelligent Business Strategies
   Data Strategy CDO Keynote Panel, Ian Wallis, Data Strategists Ltd, Graeme McDermott, CDO, Addison Lee, Liz Henderson, Head of Data Enablement, Telefonika UK & Tim Lum, Head of Data and Insights, Virgin Atlantic

14:40 - 15:25  Driving Predictive Analytics & Data-Driven Culture - Case Examples & BI Architecture
   Finding Insight in the Spaghetti – a Case Study on How We Sorted Out Our Data
   Kaushik Yathindra Kumar, BI & Digital Manager & Baran Bartosz, Data Scientist, ECOLAB
   Claire O’Connell, Head of IT, Well Pharmacy
   Slicing a Big Data Elephant for a Safe Transformation
   Johan Lindholm, Data Governance Lead, Göteborg Energi & Häkan Edvinsson, Informed Decisions Consulting AB
   Data Leadership and Talent Development Round Table
   Ian Wallis, Data Strategists Ltd

15:45 - 16:30  MI & Insight: Do Them Differently
   Generally Accepted Data Management Principles
   Callum Sparrowhawk, Baringa Partners
   Susan Earley, Director of Data Management, Sears Holdings
   The Multi-Skilled Influencer – Getting Out of the Data Box to Achieve Data Management Goals
   Alec Sharp, Clariteq Systems Consulting

16:40 - 17:10  Dialogue, Debate and Conference Close: Take Away Insights and Dialogue from the Conference, Danette McGilvray, Granite Falls Consulting & Donald Farmer, TreeHive Strategy

Wednesday 20 November 2019: Half Day Post Conference Workshops

Morning Workshops: 09:00 - 12:00
09:00 - 12:00  From Conceptual to Physical Data Vault
   Building a Data Governance Business Case: Show the Value
   Dirk Lerner, TEDAMOH
   MDM Essentials
   Malcolm Chisholm, First San Francisco Partners
   From Analytics to AI: Transforming Decisions in Digital Business
   Dr. Barry Devlin, 9sight Consulting

Afternoon Workshops: 13:15 - 16:30
13:15 - 16:30  Send Bi-Temporal Data from Ground to Vault to the Stars
   Data Strategy: From Framework to Execution
   Ian Wallis, Data Strategists Ltd
   Successful Reference Data Governance and Management
   Malcolm Chisholm, First San Francisco Partners
   Data-Driven AI: Opportunities and Threats
   Dr. Barry Devlin, 9sight Consulting

Thursday 21 November 2019: Full Day Post Conference Workshops

Full Day Workshops: 09:00 - 16:30
09:00 - 16:30  Data Strategy – A Recipe for Success
   Artificial Intelligence and Machine Learning Made Beautifully Simple: How to Apply AI/ML in Your Business
   Jon Evans, Equillion
   Jan W Veldsink, Lead AI at Rabobank
   Compliance and Core teacher Nyenrode, Nyenrode / Rabobank
   Wake Me Up When the Data is Over: Using Stories to Get Tangible Business Results
   Lori Silverman, Partners for Progress
   Practical Guidelines for Designing Modern Data Architectures
   Rick van der Lans, R20/Consultancy

Friday 22 November 2019: Full Day Post Conference Workshops

Full Day Workshops: 09:00 - 16:30
09:00 - 16:30  The Post GDPR Landscape: Key Learnings in Data Protection and Practice
   Data Management Fundamentals
   Katherine O’Keefe, Castlebridge
   Landing the Plane: Ethical Information Management Where it Hits the Ground
   Daragh D’Brien, Castlebridge
   Accelerating Action: Collaborative Data-Driven Decision-Making
   Lori Silverman, Partners for Progress
disruption regularly changes the world, and revolution to the data revolution. We see how can use them to trace a line from the industrial
together.
how to overcome obstacles and bring all sides
als – business, technical, and data – have the
in between functional areas of the organisation
often find themselves “in between.” We may be
knowledge workers?
of spreadsheets for a new generation of
What technologies and tools are involved?
What do we mean by augmented analytics?

Key learning points:
• What do we mean by augmented analytics?
• What technologies and tools are involved?
• How are innovators extending the abilities of spreadsheets for a new generation of
• Can we deliver a truly autonomous software

Data Disrupted - How 200 Years of
Disruption and Innovation Shaped Todays Data Landscape and Will Forever Change Our Future

Mark Allen, Head of Data Governance, Capital One

In this fast-paced session, Mark will look at what disruption and innovation are and how we can use them to trace a line from the industrial
revolution to the data revolution. We see how disruption regularly changes the world, and
how the ‘wave’ nature of disruption makes it strangely predictable.

Then, Mark will cover 40 years of disruption and innovation in data to see how it has changed the way the world works. We’ll see how data has disrupted industries and global businesses, and how it is getting easier for anyone to disrupt.

Then, we consider how new innovations like 5G, NLP, machine learning and AI will change the data landscape.

Finally, Mark will look to an incredible future. Many of us will live to see data driving nano-technology, immersive realities, self replicating AI, human life extension, human / machine coherence and quantum computing – all leading to the ‘data and technology singularity’, the point when we reach a future we cannot comprehend.

Disrupted data is the foundation of and power
behind our world – it will be fun exploring it
together!

BI & Analytics Keynote
Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI
Alasdair Anderson, Independent Consultant, A2Z-CM

Enterprise Data and BI & Analytics Keynote
Corporate Data Literacy – a New Language for Business
HoChun Ho, Global Head of Data Governance and Management, JLL

Enterprise Data and BI & Analytics Keynote
Unified Data Delivery – Shortening Time To Value in a Digital Enterprise
Mike Ferguson, Managing Director, Intelligent Business Strategies

Data Strategy Keynote
Data Strategy CDO Keynote Panel
Moderator: Ian Wallis, Managing Director, Data Strategists Ltd

Group Booking Discounts:
2-3 Delegates 10%
4-5 Delegates 20%
6+ Delegates 25%