

Agenda

| Monday 18 November 2019: Conference Day 1 & Exhibits | | | | |
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| 08:00 - 09:00 | Registration | | | |
| 09:00 - 09:10 | Co-Chair Conference Introduction: <i>Donald Farmer, TreeHive Strategy & Danette McGilvray, Granite Falls Consulting</i> | | | |
| 09:10 - 10:00 | Plenary Keynote: Bridging the Gap: Learn Leadership Lessons from the Building of the Golden Gate Bridge, <i>Danette McGilvray, President and Principal, Granite Falls Consulting</i> | | | |
| 10:10 - 10:55 | BI & Analytics Keynote: Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI <i>Alasdair Anderson, A2Z-CM</i> | Enterprise Data Keynote: Corporate Data Literacy – a New Language for Business <i>HoChun Ho, Global Head of Data Governance and Management, JLL</i> | | |
| | BI & Analytics | Enterprise Data | Data Strategy | Round Table Discussions |
| 11:25 - 12:10 | From POC to BAU, a Series of Unfortunate Events? <i>Paul Lynn, Independent Data Consultant</i> | Where's Wally? Unearthing & Aligning MDM Efforts at Farfetch <i>Yasemin Kural, Principal Data Architect, Farfetch</i> | Data Strategy - How to Become Insight Driven in a Data Rich World <i>Jason Perkins, Head of Data & Analytics Architecture & Karen Sylvester, Analytics Solution Architect, British Telecom</i> | BI & Analytics Round Table <i>Donald Farmer, TreeHive Strategy</i> |
| 12:20 - 12:40 | Driving Self-Service BI Adoption from the Bottom-Up <i>Aleš Hejmalíček, Lead BI Developer, Nucleus Financial</i> | Taming a Winged-Lion <i>Lynn Pope, Head of Division, Data Management and Strategy & Nigel Light, Senior Data Analyst, St. James's Place</i> | Developing an Enterprise Data Strategy <i>John Holland, Lead Architect for Data & Analytics, Home Office</i> | |
| 12:40 - 14:10 | Networking Lunch, Exhibits & Lunchtime Sessions | | | |
| 14:10 - 15:00 | Plenary Keynote: The New Boundaries of Business Intelligence, <i>Donald Farmer, Principal, TreeHive Strategy</i> | | | |
| 15:10 - 15:55 | Business Data Intelligence and Practicalities: Data at SEGA Europe <i>Felix Baker, Data Architect & Stanley Wang, Data Scientist, SEGA Europe</i> | The Great Process Fallacy: Why the IT Industry is Unable to Deliver Data-Centric Computing <i>George Staw, Chief Data Architect, Barclays Bank</i> | Data Security Policies for Modern Enterprises <i>Fatimah Aljumah, Data Architect, Saudi Aramco</i> | Information Quality Round Table <i>Danette McGilvray, Granite Falls Consulting</i> |
| 16:25 - 17:10 | Event Driven Processing - Moving to Real Time Data and Analytics <i>David Walker, Data Management & Warehousing</i> | Business Value in Data Quality - View from an Oil Business Customer Journey <i>Zakarias Gunyits, Head of BI & Big Data & Marianna Bihari, Data Governance Senior Expert, MOL Nyrt</i> | Session 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 Today's Data Landscape and Will Forever Change Our Future <i>Mark Allen, Head of Data Governance, Capital One</i> | | | |
| 10:10 - 10:55 | Data-Driven Analytics Transformation: Overcoming Barriers to Success <i>Ian Wallis, Data Strategists Ltd</i> | The Use of Architecture Patterns in Data Architecture <i>Norbert Eschle, Enterprise Data Architect, Direct Line Group</i> | The Next Generation Data Store: Embracing the Cloud (Whatever the Weather!) <i>David Devonport, Head of Consumer Data Infrastructure, Quality and Privacy (IQP), British Telecom</i> | Round Table TBC |
| 11:05 - 11:50 | Pace Layering - Creating a Bi-Modal Data Service at iD Mobile <i>Simon Barras, Senior Business Intelligence Manager – MVNO, Dixons Carphone iD Mobile</i> | Experiences of Moving to a Cloud Based Data Lake <i>Andrew Stevenson, Liberty Information Technology</i> | 3 Key Insights That Urge You to Rethink Your Data Transformation Journey <i>He-Yu Hua, VP Enterprise Data Advisor & Bram Nauts, Enterprise Data Advisor, ABN AMRO Group N.V.</i> | Data Modelling Round Table <i>Alec Sharp, Clariteq Systems Consulting</i> |
| 12:00 - 12:45 | Business Intelligence and Analytics in a UK Major Infrastructure Case Study <i>Nino Letteriello, FIT Strategy</i> | First Things Second – An Approach to Establishing a New Data Architecture Function <i>Mark Taylor, Enterprise Data Architect, Primark</i> | Hiring Strategy in the Data World <i>Miriam Vizvary, Global Director of Data, Centrica Hive</i> | Data Governance Round Table <i>Mark Allen, Head of Data Governance, Capital One</i> |
| 12:45 - 13:45 | Networking Lunch & Exhibits | | | |
| 13:45 - 14:30 | Enterprise Data and BI & Analytics Keynote: Unified Data Delivery – Shortening Time To Value in a Digital Enterprise, <i>Mike Ferguson, Intelligent Business Strategies</i> | | Data Strategy CDO Keynote Panel, <i>Ian Wallis, Data Strategists Ltd, Graeme McDermott, CDO, Addison Lee, Liz Henderson, Head of Data Enablement, Telefonica UK & Tim Lum, Head of Data and Insights, Virgin Atlantic</i> | |
| 14:40 - 15:25 | Driving Predictive Analytics & Data-Driven Culture - Case Examples & BI Architecture <i>Kaushik Yathindra Kumar, BI & Digital Manager & Baran Bartosz, Data Scientist, ECOLAB</i> | Finding Insight in the Spaghetti – a Case Study on How We Sorted Out Our Data <i>Claire O'Connell, Head of IT, Well Pharmacy</i> | Slicing a Big Data Elephant for a Safe Transformation <i>Johan Lindholm, Data Governance Lead, Göteborg Energi & Håkan Edvinsson, Informed Decisions Consulting AB</i> | Data Leadership and Talent Development Round Table <i>Ian Wallis, Data Strategists Ltd</i> |
| 15:45 - 16:30 | MI & Insight: Do Them Differently <i>Callum Sparrowhawk, Baringa Partners</i> | Generally Accepted Data Management Principles <i>Susan Earley, Director of Data Management, Sears Holdings</i> | The Multi-Skilled Influencer – Getting Out of the Data Box to Achieve Data Management Goals <i>Alec Sharp, Clariteq Systems Consulting</i> | |
| 16:40 - 17:10 | Dialog, Debate and Conference Close: Take Away Insights and Dialogue from the Conference, <i>Danette McGilvray, Granite Falls Consulting & Donald Farmer, TreeHive Strategy</i> | | | |
| Wednesday 20 November 2019: Half Day Post Conference Workshops | | | | |
| Morning Workshops: 09:00 - 12:00 | From Conceptual to Physical Data Vault Data Model <i>Dirk Lerner, TEDAMOH</i> | Building a Data Governance Business Case: Show the Value <i>Håkan Edvinsson, Informed Decisions Consulting AB</i> | MDM Essentials <i>Malcolm Chisholm, First San Francisco Partners</i> | From Analytics to AI: Transforming Decisions in Digital Business <i>Dr. Barry Devlin, 9sight Consulting</i> |
| Afternoon Workshops: 13:15 - 16:30 | Send Bi-Temporal Data from Ground to Vault to the Stars <i>Dirk Lerner, TEDAMOH</i> | Data Strategy: From Framework to Execution <i>Ian Wallis, Data Strategists Ltd</i> | Successful Reference Data Governance and Management <i>Malcolm Chisholm, First San Francisco Partners</i> | Data-Driven AI: Opportunities and Threats <i>Dr. Barry Devlin, 9sight Consulting</i> |
| Thursday 21 November 2019: Full Day Post Conference Workshops | | | | |
| Full Day Workshops: 09:00 - 16:30 | Data Strategy – A Recipe for Success <i>Jon Evans, Equillian</i> | Artificial Intelligence and Machine Learning Made Beautifully Simple: How to Apply AI/ML in Your Business <i>Jan W Veldsink, Lead AI at Rabobank Compliance and Core teacher Nyenrode, Nyenrode / Rabobank</i> | Wake Me Up When the Data is Over. Using Stories to Get Tangible Business Results <i>Lori Silverman, Partners for Progress</i> | Practical Guidelines for Designing Modern Data Architectures <i>Rick van der Lans, R20/Consultancy</i> |
| Friday 22 November 2019: Full Day Post Conference Workshops | | | | |
| Full Day Workshops: 09:00 - 16:30 | The Post GDPR Landscape: Key Learnings in Data Protection and Practice <i>Katherine O'Keefe, Castlebridge</i> | Data Management Fundamentals <i>Håkan Edvinsson, Informed Decisions Consulting AB</i> | Landing the Plane: Ethical Information Management Where it Hits the Ground <i>Daragh O'Brien, Castlebridge</i> | Accelerating Action: Collaborative Data-Informed Decision-Making <i>Lori Silverman, Partners for Progress</i> |



Monday 18 November 2019: Data Ed Week Courses

One Day Course:
Data Management in a Hybrid and Multi-Cloud Computing Environment
 Mike Ferguson
 Intelligent Business Strategies

Two Day Course:
Essentials of Data Warehouses, Lakes and BI in Digital Business
 Dr. Barry Devlin
 9sight Consulting

Two Day Course:
Successful Implementation of a Master Data Management Programme
 Malcolm Chisholm
 First San Francisco Partners

Tuesday 19 November 2019: Data Ed Week Courses

One Day Course:
The Analytic User Experience
 Donald Farmer
 TreeHive Strategy

Two Day Course:
Essentials of Data Warehouses, Lakes and BI in Digital Business
 Dr. Barry Devlin
 9sight Consulting

Two Day Course:
Successful Implementation of a Master Data Management Programme
 Malcolm Chisholm
 First San Francisco Partners

Wednesday 20 November 2019: Data Ed Week Courses

One Day Course:
New Big Data Storage Technologies: From Hadoop to Graph Databases, and from NoSQL to NewSQL
 Rick van der Lans, R20/Consultancy

Three Day Course:
Business-Oriented Data Modelling Masterclass
 Alec Sharp, Clariteq Systems Consulting

Three Day Course:
Ten Steps to Data Quality
 Danette McGilvray,
 Granite Falls Consulting

Thursday 21 November 2019: Data Ed Week Courses

Two Day Course:
Data Governance: a Practical Guide
 Nigel Turner, Global Data Strategy

Three Day Course:
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Plenary Keynotes

Bridging the Gap, Learn Leadership Lessons from the Building of the Golden Gate Bridge



Danette McGilvray, President and Principal, Granite Falls Consulting

Think about the toughest issues you have to deal with in your work. Many are people-related, with varying opinions as to how data governance, quality, strategy, business intelligence and analytics, among others, should be approached. Some issues can be traced to differing ideas about whether data-related work belongs in technology or business functions.

Those who deal with data and information often find themselves "in between." We may be in between functional areas of the organisation or in between individual viewpoints. What is needed is a bridge – a structure that allows passage across an obstacle. All professionals – business, technical, and data – have the opportunity (and the responsibility) to learn how to overcome obstacles and bring all sides together.

Learn leadership lessons from the building of one famous bridge (The Golden Gate Bridge in San Francisco, California, USA) to help you better bridge the gaps you find between people and organisations in your work.

The New Boundaries of Business Intelligence



Donald Farmer, Principal, TreeHive Strategy

The year 2019 has seen unprecedented consolidation and commoditisation of business intelligence tools and platforms. Now teams of any size can easily and inexpensively deploy analytics which were once at the cutting edge. However, like a forest fire, every round of consolidation also allows new technologies to arise. In this keynote, Donald Farmer, who has designed market-leading analytic products for many years, will look at emerging trends in the market to spot the exciting new players and technologies. From automated insights with AI, to new ways of working with spreadsheets; from natural language to process mining; there is a dazzling and exciting range of new developments to review.

- 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 knowledge workers?
- Can we deliver a truly autonomous software agent for analytics?

Data Disrupted - How 200 Years of Disruption and Innovation Shaped Today's 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!

Key learning points:

- What disruption and innovation are, how they literally change the world, how we can spot them and how we use their predictability to our advantage
- How data has evolved over the past 40 years to create a new, unimaginable world and how we stand on the edge of more astonishing change
- Data will power a future we can barely imagine, but it will drive technologies that will extend life and create powerful new intelligences

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 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%