

Welcome to the Customer Insight & Analytics Exchange: Utilising Big Data

27th – 28th January 2015, London, UK

Turning Big Data into Smart Data: Driving Change and Optimising Your Business Performance by Uncovering the Hidden Value of your Data

Big Data or Smart Data? Data is Data! No matter if big or small. With enhanced visibility, demand, and importance of data, many companies have realised that they must better define strategic priorities for management and delivery of data throughout the enterprise, identify new business opportunities through analytics insight, and significantly improve revenue generation through more effective use of enterprise data.

The 5th edition of the **Customer Insight & Analytics Exchange: Utilising Big Data** will once again bring together 60 senior leaders with the industry's most forward thinking analysts and most innovative solution providers, to challenge traditional approaches to big data, customer insight, analytics and market research, and discuss strategies and solutions to drive business innovation and deliver results across the business.

New For 2015!

- ✓ Chief Data Officer Opening Discussion by the world's most innovative companies
- ✓ Confused about Hadoop, Map/Reduce, NoSQL? We have interactive technology showcases with the market leading solution providers.
 - ✓ Learn how to process real-time data pouring into your organization
- ✓ Ask The Analysts– Hear from leading Analysts in intimate roundtable discussions, who will be sharing their wealth of knowledge with you
 - ✓ CxO Cross industry Panel Discussion –What are the limits on sharing data outside of your jurisdiction?

Leading 2015 Speakers Include:

<p>CHAIRMAN Mike Ashton Managing Director ABCG</p> <ul style="list-style-type: none"> Experienced, award winning international marketer and board level executive Specialises in devising commercially successful marketing strategies and changing organisational behaviour to improve performance 	<p>David Hayes Chief Data Officer Santander</p> <ul style="list-style-type: none"> David joined Banco Santander in 2001 and he is now leading a Data Management Team Banco Santander is the largest bank in the Eurozone by market value Revenue of over £3 billion 	<p>Stephane Pere Chief Data Officer The Economist</p> <ul style="list-style-type: none"> Stephane joined the Economist in 2007 and in 2010 launched in NY Ideas People Channel Stephane had a diverse career within the advertising industry including Yahoo!, Canal+ and Bloomberg One of the leading multinational media companies 	<p>Hany Choueiri Chief Data Officer HSBC</p> <ul style="list-style-type: none"> Hany joined HSBC in 2009 and was appointed the GBM CDO & Head of Data Quality Services in November 2013. He is now considered a thought leader within the data domain HSBC is one of the world's largest banking and financial services organisations HSBC looks after the needs of over 60 million customers, across 80 countries and territories
<p>Dene Jones Customer Director Shop Direct</p> <ul style="list-style-type: none"> Dene has over 20 years experience in Sales and Marketing He joined Shop Direct in 2012 and since then he has focused on putting the customer at the centre of the organisation The UK's leading multi-brand online retailer 	<p>Richard Corbridge Chief Information Officer NIHR Clinical Research Network</p> <ul style="list-style-type: none"> Since 2011, Richard has been the CIO of the NIHR CRN, the research delivery arm of the NHS He is responsible for providing Information Systems and Business Intelligence to a workforce of around 10,000 staff in the NHS 	<p>Dirk Garner Director BI and Data Services macys.com</p> <ul style="list-style-type: none"> Dirk Garner has a broad technology background spanning 20+ years in data management Dirk joined macys.com in 2012 and he is responsible for several areas of data management Revenue of over \$ 27 billion 	<p>Michael de Halpert Head of European Customer Analytics & Decision Support eBay</p> <ul style="list-style-type: none"> Mike has over 15 years of experience in BI, decision science and strategy He joined eBay in 2011 and he is currently heading up EU marketing analytics and decision sciences Revenue of \$ 16 billion
<p>Jason Foster Head of Big Data and Analytics Marks and Spencer</p> <ul style="list-style-type: none"> Jason's track record for building high performance teams has driven growth to many industries in which he worked He joined M&S in 2013 and he is leading insight, analytics and big data Annual revenue of £ 10 billion 	<p>Brian Stewart Head of Insight British Gas</p> <ul style="list-style-type: none"> Insight professional with over 20 years experience in the insight and research field Brian joined British Gas in 2012 and has proved ability to communicate and gain support throughout all organisational levels The biggest energy supplier in the UK 	<p>Tom Crawford Director, Sales and Marketing Consumer Intelligence Microsoft</p> <ul style="list-style-type: none"> A consumer insights and research professional Tom joined Microsoft in 2004 and he is responsible for strategy, pricing, brand and marketing, Revenue over £12 billion 	<p>Peggy Barthes – Streit Head of mData EE</p> <ul style="list-style-type: none"> Peggy joined EE in 2005 and she is now leading the mData team Largest mobile network operator in the UK, with around 28 million customers Revenue of over £6 billion
<p>Pete Markey Chief Marketing Officer Post Office <i>Provisional confirmed</i></p> <ul style="list-style-type: none"> A multi award winning, results driven marketer Since 2014 he is responsible for all marketing and brand for Post Office The number 1 UK travel money and mail provider 	<p>Sue Hayward Head of insight AXA Wealth</p> <ul style="list-style-type: none"> Since 2011, Sue has been the responsible for all Insight functions within AXA Wealth AXA Wealth is part of the AXA Group, a French multinational investment banking firm Annual Revenue of AXA Group is over €86 billion 	<p>Manu Kumar Head of Targeting, Optimisation and Data Science Vodafone</p> <ul style="list-style-type: none"> Manu joined Vodafone in 2011 and since 2013 he is responsible for Data Science Experience and award winning Manu has extended experience in data analytic Annual revenue over £43 billion 	<p>Tony Gill Director of Digital Data & Effectiveness Guardian News and Media</p> <ul style="list-style-type: none"> Tony joined The Guardian in 2011 and since then has been leading a digital team across multiple strategies The Guardian was named newspaper of the year at the 2014 British Press Awards

<p>Rusty Warner Principal Analyst, Customer Insight Forrester</p> <ul style="list-style-type: none"> • Rusty has over 20 years of experience in marketing and analytics • Before joining Forrester, Rusty was senior vice president of marketing for SDL's Campaign Management and Analytics Division • Leading industry analyst firm 	 <p>Daniel Adwall Head of Group customer insight & strategy SEB</p> <ul style="list-style-type: none"> • Daniel joined SEB in 2008 and since 2011 is responsible for developing and implementing a group wide customer loyalty framework • SEB is the leading corporate and investment bank in the Nordic countries 	 <p>Rachel Lane Director Voice of the Customer Analytics VERINT</p> <ul style="list-style-type: none"> • Passionate about using customer feedback from all customer touch points across multiple channels • Rachel is responsible for the delivery of consultancy to customers driving Voice of Customer Analytics including Enterprise Feedback Management (EFM) across all industry sectors 	
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Learn. Network. Engage. How does Exchange work?

The Exchange only invites executives with the highest credentials and solution providers with the most cutting edge capabilities to ensure a **true peer-to-peer learning and networking forum**. To ensure your time out of the office is best spent and that you see a real return on investment, this is what you can expect in January 2015:

- **Cutting Edge Insight:** The latest updates, techniques and solutions deployed by the world's leading minds in customer insight and big data analytics
- **100% Senior Level Attendance:** Take part in unsurpassed networking opportunities – every delegate attendee is carefully screened so you know who is there, who to network with and where your common interests, challenges and opportunities lie
- **Interactive Format:** Engaging discussion based sessions in a range of formats that ensure practical, hands-on learning
- **Learning opportunities:** With many interactive sessions and senior level attendance, not only will you learn from the professionals on stage in front of you, but also from the people sitting next to you
- **A Personal Itinerary:** Customize your agenda by selecting the conference sessions, interactive Think Tanks, networking sessions and meetings that are most relevant to your specific business needs
- **Pre Scheduled Business Meetings:** A unique platform to select the companies you want to engage with, present your requirements to, understand their capabilities and align on potential collaborations

Pre-Event Warming Up, Monday 26th January 2015

18:00 – 18:30	Registration
18:30 – 18:35	Exchange Welcome Address
18:35 – 18:50	Chairman's Welcome Mike Ashton, Managing Director, ABCG Training & Consulting 
18:50 – 19:45 	<p style="text-align: center;">Ice-Breaker Networking Session</p> <p>Branded as “the best networking session I’ve ever attended” by a number of past Exchange delegates, this structured networking session is the ideal opportunity for you to speak to each of your peers in attendance.</p> <p>How does it work? It's easy. You spend five minutes on one table, and when the bell rings you'll be directed to the next one to start another round of networking. At the end of the session you'll have met most of your peers, and if you haven't, you can continue into the drinks reception at the end of the day.</p>
19:45 – 21:00	Drinks Reception

Exchange Agenda Day One, Tuesday 27th January 2015

08:00 – 08:30	Registration & Refreshments
08:30 – 08:35	Exchange Welcome Address
08:35 – 08:45	Chairman's Welcome Mike Ashton, Managing Director, ABCG Training & Consulting 
The Virtual Enigma: Big Data From Idea to Revenue	
08:45 – 09:15 	<p>Keynote CDO Opening Panel – The role of the 'Data Owner': Pitfalls To Avoid In Big Data Analytics</p> <p>Big Data Analytics is revolutionising the way in which businesses are analysing data. In 2014 enterprises will spend on average \$8M on big data related initiatives and 70% of enterprise organisations have either developed or are planning to develop big data related projects. This session brings together Chief Data Officers of some of the most successful and innovative enterprises. It is your chance to gain more information on how to steer the most common obstacles of big data analytics. They will show you how to:</p> <ul style="list-style-type: none"> ▪ Find the balance between infrastructure and business use cases ▪ Link insights from big data to business decisions ▪ Overcome challenges of using multiple tools that address big data analytics ▪ Leverage all your resources (data scientists, IT and analysts) most effectively <p>David Hayes, Chief Data Officer, Santander Stephane Pere, Chief Data Officer, The Economist Hany Choueiri, Chief Data Officer, HSBC</p>

09:15 -09:45	<p>Session Available for Sponsorship - Automation? Outsourcing?</p> <p>This session will help you learn how to improve, optimise and action the mountains of data at your disposal. This session is your chance to demonstrate how your organisation could add value to the way organisations' insight and analytics departments operate.</p> <p>For further information on sponsorship opportunities please contact Roberta Romano on: 0044 (0)207 368 9768 or by emailing: roberta.romano@iqpcexchange.com</p>	
09:50-10:20	One-to-One Business Meetings	
10:25-10:55	One-to-One Business Meetings	
11:00-11:30 	One-to-One Business Meetings	<p>THINK TANK Sponsored by VERINT</p> <p>Transforming Customer Engagement: understanding your omni-channel customers and anticipating their needs</p>
11:35 – 12:05	<p>Keynote Presentation – Contextualising Big Data</p> <p>Forrester defines Big Data as <i>the practices and technologies that close the gap between the data available and the ability to turn that data into business insight</i>. Rusty will take us through some great examples of how embracing Big Data is something that companies must do to survive, since success in the age of the customer hinges on a brand's ability to understand and address the expectations of the empowered consumer.</p> <p>Rusty Warner, Principal Analyst, Forrester</p>	
12:10-12:40	One-to-One Business Meetings	
12:45- 13:15 	One-to-One Business Meetings	<p>THINK TANK</p> <p>Maximising Customer Experience ROI</p> <p>This session will provide an overview on how ROI related to customer experience management is vital to a company's success. We will discuss:</p> <ul style="list-style-type: none"> ▪ How to demonstrate ROI to prove that the insight makes a difference ▪ What is the ROI of customer experience investment to reduce effort? ▪ How combining an understanding of the needs of customer segments with real P&L data can deliver the highest ROI
13:15-14:15	<p>Like and like strike together - Interactive Networking Lunch</p> <p>During this lunch break take the opportunity to sit with those attendees who share your interests, challenges and expertise to maximise your time at the Exchange.</p> <p>How does it work? Each table will be labelled with a different theme e.g. data analytics, voice of the customer, social media, culture, and so on. You then sit at the table you feel is most relevant to you. So whether you're a seasoned expert with war stories galore, or completely new to the area, you'll be surrounded with people who have been, or soon will be in your shoes. Objective: To meet as many people as you can who are able to help now and in the future.</p>	
Measuring Commercial Outcomes		
14:15- 14:55 	<p>Keynote Presentation – Working Smarter Through Smarter Data: How Big Data Analytics Can Translate Into Smarter Shopping Experience</p> <p>Data analysis is influencing the future of the retail industry by enabling merchants to better understand their customers and serve them in highly personalized ways.</p> <p>In the age of online shopping, technology is continuously changing the future of retail, the way customers purchase products and what they expect from their favourite ecommerce Retailer.</p> <p>Learn how Shop Direct is working to bring creative and data-driven marketing and advertising together in order to deliver relevance to consumers, drive stronger sales and discover deeper insight into audiences.</p> <p>Dene Jones, Customer Director, Shop Direct</p>	
14:55-15:25	<p>Session available for Sponsorship - Making Storage Fluffy: Cloud Computing Impact On Customer Insight</p> <p>Organizations are facing challenges as they evolve their applications to operate in traditional IT environments, internal clouds, external clouds or any combination of these capabilities to prosper in this new hybrid reality. The approach offered by cloud computing has become important due to the growth of "big data".</p> <p>Cloud computing offers the ability to acquire vast, scalable computing resources on-demand. It is revolutionising the way in which data is stored and analysed.</p> <p>For further information on sponsorship opportunities please contact Roberta Romano on: 0044 (0)207 368 9768 or by emailing: roberta.romano@iqpcexchange.com</p>	
15:25- 16:25 	<p>Educating Round Table Discussions - Session Available for Sponsorship</p> <p>How does it work? All roundtables will take place at the same time and each will be led by an industry expert. Simply choose the roundtable topic of most interest to you and join in the discussion!</p> <p>You will spend the first 45 minutes learning and debating with your peers, on a topic that is a priority for you The final 15 minutes are spent with the roundtable leader sharing their findings by summarising the groups top takeaways in one sentence</p> <p>These sessions are open, informal and a great opportunity to really gauge what your peers are planning and to share ideas and lessons learned. You will walk away with tangible ideas on how to solve your biggest challenges</p> <p>This session will help you learn how to improve, optimise and action the mountains of data at your disposal. This session is your chance to demonstrate how your organisation could add value to the way organisations' insight and analytics departments operate.</p> <p>For further information on sponsorship opportunities please contact Roberta Romano on: 0044 (0)207 368 9768 or by emailing: roberta.romano@iqpcexchange.com</p>	
	How do you Get the Message to the Client? What Channel should you use?	<p>Campaigns Optimization</p> <p>Integrating Customer Satisfaction Data to all Modelling</p>

	Social Media Optimisation	How to Monitor Customer Churn?	How to Improve Services and Customer Experience
16:25-16:55	One-to-One Business Meetings		
17:00- 17:30 	One-to-One Business Meetings	THINK TANK Achieving A “Single View” Of Customer Gain in-depth customer insight across all business areas and channels by achieving a holistic view of customers. Ability to analyse customer behaviour and preferences increases the effectiveness of marketing activities and improves the customer experience.	
17:35-18:15 	360° Focus Session - “Seeing The Forest For The Trees” Building A Successful Strategy That Translates Complex Data Into Valuable Customer Insight Identifying customers across various touch points, linking the information gained from those touch points and then understanding different customer segments is critical for creating valuable propositions and business strategies, as every customer interaction offers an opportunity to influence purchasing decisions that affect profitability. However, organisations need to be much smarter in their customer segmentation if they want to drive business and customer value. The speakers in this session will share best practice on: <ul style="list-style-type: none"> Customer behaviour based events generating high campaign response Multichannel delivery of customer insight Real time big data architecture Identify the right metrics to use for segmenting your customers Brian Stewart, Head of Insight, British Gas Michael de Halpert, Head of European Customer Analytics & Decision Support, eBay inc Tom Crawford, Director, Sales and Marketing Consumer Intelligence, Microsoft		
18:15-18:30	First Day Closing Remarks from the Chair		
18:30-20:00	Plug and Play: Technology Showcase Drinks Reception		

Exchange Agenda Day Two, Wednesday 28th January 2015



Follow us @cmexchange and use the event hashtag #CIAEX to join the latest discussions, comments and debates taking place online over the next two days!

08:00-08:50	Registration & Refreshments		
08:50-09:00	Chairman’s Welcome & Day One Recap Mike Ashton, Managing Director, ABCG Training & Consulting		
Improving Services and Customer Experience			
09:00-09:30	HSBC Opening Keynote – Topic to be Confirmed Hany Choueiri, Chief Data Officer, HSBC		
09:30-10:10 	“Appy People” Interactive Discussion - Mobile Optimisation: Understanding Mobile Centric Customers and Growing your Company Mobile Friendly According to research conducted by Forrester, more than 30% of smartphone owners are using their devices for product research at some time during the sales cycle, and 13% are using their smartphones to make a purchase. This session will be an outline of how mobile analytics have changed the way companies’ measure consumer insight and engagement. Richard Corbridge, Chief Information Officer, NIHR Clinical Research Network Tom Crawford, Director, Sales and Marketing Consumer Intelligence, Microsoft Tony Gill, Director of Digital Data & Effectiveness, Guardian News and Media		
10:15-10:45	One-to-One Business Meetings		
10:50-11:20 	One-to-One Business Meetings	THINK TANK Think Beyond A Single Platform And Take A Cross-Channel Approach To Engaging Your Customer	
11:25-11:55	One-to-One Business Meetings		
12:00-12:30	Industry Case Study - Finger On The Pulse: How Are You Leveraging Social Media Data To Create A Better Customer Experience? Social media has changed the way businesses communicate with their customers. Companies are using social media as a tool to improve their relationships with customers. However gone are the days when social media updates were the provision of just one assigned employee. Now providing your customer service on various social channels is a challenge for all departments. This session is your chance to demonstrate how your organisation could add value to the way organisations’ insight and analytics departments operate. For further information on sponsorship opportunities please contact Roberta Romano on: 0044 (0)207 368 9768 or by emailing: roberta.romano@igpcexchange.com		
12:35-13:05	One-to-One Business Meetings		

<p>13:10-13:40</p> 	<p>One-to-One Business Meetings</p>	<p>THINK TANK Marketing Mix Modeling</p>							
<p>13:40-14:40</p>	<p>Like And Like Strike Together - Interactive Networking Lunch During this lunch break take the opportunity to sit with those attendees who share your interests, challenges and expertise to maximise your time at the Exchange.</p> <p>How does it work? Each table will be labelled with a different theme e.g. data analytics, voice of the customer, social media, culture, and so on. You then sit at the table you feel is most relevant to you. So whether you're a seasoned expert with war stories galore, or completely new to the area, you'll be surrounded with people who have been, or soon will be in your shoes. Objective: To meet as many people as you can who are able to help now and in the future.</p>								
<p>The Affinity Bridge Between Departments</p>									
<p>14:40- 15:40</p> 	<p>Working Group Roundtable Discussions How does it work? All roundtables will take place at the same time and each will be led by an industry expert. Simply choose the roundtable topic of most interest to you and join in the discussion!</p> <p>You will spend the first 45 minutes learning and debating with your peers, on a topic that is a priority for you The final 15 minutes are spent with the roundtable leader sharing their findings by summarising the groups top takeaways in one sentence</p> <p>These sessions are open, informal and a great opportunity to really gauge what your peers are planning and to share ideas and lessons learned. You will walk away with tangible ideas on how to solve your biggest challenges</p> <table border="1" data-bbox="332 966 1923 1277"> <tr> <td data-bbox="332 966 868 1112"> <p>The Future of Data Analytics and Big Data</p> </td> <td data-bbox="868 966 1399 1112"> <p>Managing Big Data Privacy & Ethics Concerns</p> </td> <td data-bbox="1399 966 1923 1112"> <p>The danger of Silos in Your Business Jason Foster, Head of Big Data and Analytics, M&S</p> </td> </tr> <tr> <td data-bbox="332 1112 868 1277"> <p>Big Data Essential for Big Decision Peggy Barthes – Streit, Head of mData, EE</p> </td> <td data-bbox="868 1112 1399 1277"> <p>How to Improve Customer Retention and Loyalty Daniel Adwall, Head of Group Customer Insight & Strategy, SEB</p> </td> <td data-bbox="1399 1112 1923 1277"> <p>Democratising Data: Cultivating A Customer-Focused Culture Across The Organization Sue Hayward, Head of insight, AXA Wealth</p> </td> </tr> </table>			<p>The Future of Data Analytics and Big Data</p>	<p>Managing Big Data Privacy & Ethics Concerns</p>	<p>The danger of Silos in Your Business Jason Foster, Head of Big Data and Analytics, M&S</p>	<p>Big Data Essential for Big Decision Peggy Barthes – Streit, Head of mData, EE</p>	<p>How to Improve Customer Retention and Loyalty Daniel Adwall, Head of Group Customer Insight & Strategy, SEB</p>	<p>Democratising Data: Cultivating A Customer-Focused Culture Across The Organization Sue Hayward, Head of insight, AXA Wealth</p>
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<p>15:40-16:20</p> 	<p>Interactive Voting Session - How To Pitch Data Analytics Ideas Successfully To Your C-Suite 3 speakers will have 10 minutes to share the most successful C-suite pitch experience. After which the audience will vote for the winner by moving to one of three designated areas.</p> <p>Do you have a peculiar and enlightening experience on how a 'big data' projects got approved by the C-suite. You're on your way to a meeting with the executive team. You've got 10 minutes to sell them on the idea that, in order to compete and grow, the company must adopt a content big data strategy. What are you're going to ask of them? To support the new strategy? To actively participate in it?</p>								
<p>16:20-17:00</p> 	<p>CMO + CIO + CDO Final Discussion - The Return Of The Renaissance: How To Blend The Science And The Art – The Role Of A Chief Officer In Establishing a Big Data Ecosystem in Your Organisation</p> <p>Organizations today accept the fact that they must adopt analytics to make significant gains. Marketing is going through its own transformation, away from traditional tactics to analytics- and data-driven strategies that deliver measurable results. The panellist will explore and answer questions like:</p> <ul style="list-style-type: none"> ▪ How can your business reveal the potential of big data? ▪ What exactly Big Data means for your enterprises? ▪ Who is the 'owner' of data? <p>Richard Corbridge, Chief Information Officer, NIHR Clinical Research Network Stephane Pere, Chief Data Officer, The Economist Pete Markey, Chief Marketing Officer, Post Office – <i>provisionally confirmed</i></p>								
<p>17:00</p>	<p>Closing Remarks from the Chair and End of Exchange</p>								