



Summit Agenda

Day 1 - 17 November 2021


 **08:40 - 09:00**

WELCOME ADDRESS & MC OPEN

 **09:00 - 09:20**


Data Stewardship for data integrity

- How to improve data quality and clarity by implementing effective policy
 - Importance of strong liaison between IT and business
 - Going beyond strategy and focusing on best practice
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 **09:20 - 09:40**

Using data to streamline the critical user journey

- The importance of ensuring customer satisfaction and eliminating roadblocks in the user journey
 - Customers are interacting with companies across multiple platforms – how to capture the full UX picture
 - Personalising the experience – how to elevate your marketing approach
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 **09:40 - 10:20**

PANEL DISCUSSION:

The importance of analytics in the path to post COVID 'normalcy'

- Predictive analytics as an essential tool for guarding businesses against unforeseen circumstances
 - How COVID has shone a light on business imperfections and forced organisations to step up their data game
 - Agility and resilience: implementing AI to prevent your business being left behind
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🕒 10:20 - 10:40

DataOps: better quality data, less time and effort

- Bringing speed and agility to the end-to-end data process
 - Reduce costs whilst improving data quality and compliance
 - How automated methodology can reduce the cycle time of data analytics
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🕒 10:40 - 11:10

NETWORKING BREAK & VISIT TO INNOVATION LOUNGE

🕒 11:10 - 11:30

Applications of Blockchain for reliable data storage

- Not simply a cryptocurrency management system, blockchain has proved useful across a wide range of industries
 - Decentralizing data for better security and fewer errors
 - What can we expect from the technology in the future?
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🕒 11:30 - 12:10

PANEL DISCUSSION:

Unpacking the risks of increased data reliance

- While we often hear about the benefits of an increase in data, what about the risks?
 - Leveraging the potential of big data whilst protecting your business from the risks
 - Tools and techniques for on-premise and Cloud based data security
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🕒 12:10 - 12:30

Forecasting the future with predictive modelling

- Utilising data mining and probability practices to predict results
 - Predictive analytics takes the guesswork out of business operations by forecasting cost and demand
 - The role of machine learning in identifying trends and patterns
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🕒 12:30 - 13:10

PANEL DISCUSSION:

Data mining: ethics and privacy

- The importance of data governance and how to ethically get the most out of your data
 - Addressing the concerns around privacy and security
 - The Facebook debacle – how to reassure customers after a high-profile scandal
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🕒 13:10 - 14:10

NETWORKING LUNCH & VISIT TO INNOVATION LOUNGE

🕒 14:10 - 14:30

Building your unique AI roadmap

- It's no secret that AI is the way forward for businesses across the board, but how do you ensure your strategy is the right fit?
 - Tailoring your strategy to suit your specific goals
 - Establishing the infrastructure and developing the skills
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🕒 14:30 - 14:50

Keeping customers happy via smart analytics

- The effective use of data can allow companies to personalise the customer experience and better understand their needs
 - In today's fast paced world, customers want fast paced service – how can AI facilitate this?
 - How data analytics has changed marketing forever
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🕒 14:50 - 15:20

Boosting ROI with data analytics

- Creating more accurate strategies and identifying opportunities for growth
 - Making sense of the abundance of business data
 - Converting data insights into actionable steps towards optimal ROI
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🕒 15:20 - 16:00

PANEL DISCUSSION:

COVID-19 and eCommerce: the global rush to online shopping

- How businesses adapted to the disruption caused by the pandemic
 - How has the pandemic transformed the retail space, and which changes are here to stay?
 - Challenges faced and flaws revealed
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🕒 16:00 - 17:00
SDS+ DATA AWARDS

🕒 17:00 - 17:05
MC CLOSE

Day 2 - 18 November 2021

🕒 08:40 - 09:00

WELCOME ADDRESS & MC OPEN

🕒 09:00 - 09:20

Add value to your data with DaaS

- Flexible, cost-effective and fast alternative to on-premise management
 - Real world examples – who is succeeding and why?
 - Challenges and rewards
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🕒 09:20 - 09:40

Demystifying data through storytelling

- Simplifying an overwhelming process to allow for stronger focus on selling
 - Data storytelling takes the 'what' and provides the 'why'
 - Clear, robust communication with your team to generate better results
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🕒 09:40 - 10:20

PANEL DISCUSSION:

The role of data in governments' post COVID recovery plans

- How can governments begin the journey to economic recovery when uncertainties remain?
 - Striking a balance between protecting people and rebooting the economy
 - Utilising data effectively to ensure decisions are properly informed and rooted in evidence
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🕒 10:20 - 10:40

Developing the right business intelligence strategy

- Employing an effective plan to avoid missing out on the full potential of your data
 - Aligning your strategy with your business goals
 - Equipping your team with the tools necessary to make informed, data-driven decisions
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🕒 10:40 - 11:10

NETWORKING BREAK & VISIT TO INNOVATION LOUNGE

🕒 11:10 - 11:30

The omnichannel approach

- Why should we adopt it and how does AI come into the equation?
 - Presenting a unified brand message for a seamless experience
 - The importance of walking in the customer's shoes
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🕒 11:30 - 11:50

The evolution of the CMO

- Focusing on a strategic approach to the market and thinking long term
 - Driving growth through careful data analysis processes
 - How the pandemic has changed the role and demanded innovation
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🕒 11:50 - 12:30

PANEL DISCUSSION:

Creating a culture of data fluency

- Upskilling employees is essential in the road to digital transformation
 - Challenges in the process
 - Ensuring workplaces are equipped to effectively handle data strategies and prepared for disruption
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🕒 12:30 - 12:50

Cloud Computing and AI: the perfect match

- Digital assistants have become an integral part of life thanks to AI technologies and Cloud
 - Harnessing the power of large data sets in a simple and efficient manner
 - Debunking security myths and addressing fears of compromised privacy
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🕒 12:50 - 13:10

A collaborative approach to data

- Businesses are increasingly turning to third party partnership ecosystems to drive growth, but there is still some resistance
 - How to establish trust between parties and create a meaningful partnership
 - Pooling resources and capabilities for mutual benefit
 - Utilising PPC techniques to ensure secure and safe data exchange
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🕒 13:10 - 14:10

NETWORKING LUNCH & VISIT TO INNOVATION LOUNGE

🕒 14:10 - 14:30

Trends to watch in the AI space

- Up and coming technologies that are tipped to revolutionise businesses
 - Which industries are reaping the benefits?
 - How to navigate the constant and increasingly rapid state of digital transformation
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🕒 14:30 - 15:10

PANEL DISCUSSION:
Fighting cybercrime with AI

- As technology advances, so too does the world of cybercrime. How can businesses protect their data?
 - Using algorithms to filter out abnormal user behaviour and better identify attacks
 - Risks continue to increase as we become more and more connected. How to keep up with advancing technology without compromising security
 - Real world examples and practical approaches
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🕒 15:10 - 15:50

PANEL DISCUSSION:
Lessons to be learned: Scaling AI Successfully

- A massive 84% of top level executives recognise the importance of implementing AI for their business's growth
 - Unfortunately, 76% also admit to struggling with implementation. How can we bridge this gap?
 - What lessons can be learned from the companies who have successfully scaled AI across their business operations?
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🕒 15:50 - 16:00
WRAP UP & MC CLOSE

An Event by:



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