

DATA LITERACY FOR BANKING PROFESSIONALS

BECOME A DATA-SAVVY LEADER
FOR THE INFORMATION AGE

Cliftons Sydney
20 - 21 May 2020

Cliftons Melbourne
27 - 28 May 2020

EXPLORE

- ▶ Explore the exciting possibilities of big data and machine learning
- ▶ Navigate the open data landscape and understand the implications for banking and finance
- ▶ Protect your business and customers with robust data security measures
- ▶ Master the essentials of data and business to become a data-savvy leader
- ▶ Differentiate between good data, bad data, and everything in between
- ▶ Enhance collaboration between your data and analytics function and the broader organisation
- ▶ Align your data capability with your strategic vision

EXPERT FACILITATOR



Louis Keating
Founder & Principal Consultant
White Box Analytics

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ABOUT THE EVENT

Data is the gateway to the future. Harnessing the power of AI and machine learning, traversing the open banking landscape, and becoming a prominent player in the global economy are all dependent on an integrated data and analytics function, collaborating seamlessly with every department. As a leader of any business function or team, you need to be data-savvy.

If you're not a data and analytics expert, the world of big data, machine learning, algorithms and the cloud can seem like science fiction. How can you communicate persuasively with your stakeholders and collaborate on big-picture projects if you don't speak their language?

Don't lose anything in translation. Close the language divide and get on the same page with your data team. Louis Keating will help you master the fundamentals of data and banking so you can collaborate with your data and analytics function for outstanding business outcomes.

To make the most out of the workshop, be sure to bring a laptop so you can participate in practical exercises.

YOUR FACILITATOR

Louis has worked as a Data Scientist, Data Strategist and Analytics Manager for several large data companies and marketing agencies in London and Sydney over 18 years. He has a passion for making complex data simple for everyone to understand and use.

Having worked with technical and non-technical clients across a range of industries, Louis is exceptional at bridging the gap of understanding between people and teams to ensure data and the outputs generated from data can be used and implemented in strategy by all those that are dependent and related to it.



Louis Keating
Founder & Principal Consultant
White Box Analytics

DAY ONE

Data and business - the essentials

- ▶ Understand the characteristics of robust data infrastructure
- ▶ Explore the pros and cons of cloud-based, on-premises, and hybrid models of data storage for your business needs
- ▶ Optimise inter-departmental collaboration to boost the performance of your data and analytics function

Open data landscape - what does it mean for banking?

- ▶ Understand the essential fundamentals of the Consumer Data Rights legislation (CDR)
- ▶ Explore the business opportunities presented by open banking
- ▶ Ensure compliance with your obligations as an Accredited Data Recipient

Data privacy essentials

- ▶ Understand data security in the cloud and best practice to protect the data of your customers and your business
- ▶ Meet your privacy obligations in a shifting regulatory environment
- ▶ Explore the similarities and differences between the General Data Protection Regulation and Australian data privacy regulations to ensure the best security for your customers

Machine Learning and AI - sorting science-fact from science-fiction

- ▶ Explore the exciting possibilities of big data and machine learning
- ▶ Define the parameters for a machine learning project and identify essential collaborators
- ▶ Understand the interrelation of data, algorithms, and quality outcomes for customers and business

DAY TWO

Good data, bad data, and everything in between

- ▶ Explore the business implications of 'messy' data
- ▶ Understand the impact of data integrity on your role as a leader
- ▶ Make informed, data-savvy decisions to boost productivity and growth

You and your data team

- ▶ Deepen your understanding of the data and analytics function of your organisation
- ▶ Talk the talk - master common data and analytics lingo to enhance inter-departmental communication
- ▶ Discover how to engage your data and analytics function collaboratively in all areas of the business to improve productivity and profitability

Big picture data strategy

- ▶ Mitigate the risks associated with unwieldy big data and multiple data sources
- ▶ Scale your data ambitions to the size, capability, and strategic vision of your organisation
- ▶ Understand the impact of data infrastructure development on the ecosystem of your business

Get your hands dirty

- ▶ Put yourself in the driver's seat and experiment with coding
- ▶ Explore the power and pitfalls of data in practice
- ▶ Gain first-hand insight into the high stakes of data integrity

**BOOK
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WHO WILL ATTEND?

Strategic and operational leaders in banking, including:

- ▶ C-suite executives including CEOs, CFOs, CIOs
- ▶ Marketing managers and leaders
- ▶ Project managers and leaders
- ▶ Financial managers and leaders
- ▶ Product owners, managers, and leaders
- ▶ Customer experience managers and leaders
- ▶ ICT and digital managers and leaders
- ▶ Web and application developers, managers, and leaders

TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

WORKSHOP SCHEDULE

- 8.30 - 9.00 Registration
- 9.00 - 10.40 Session One
- 10.40 - 11.00 Morning Tea
- 11.00 - 12.30 Session Two
- 12.30 - 1.30 Lunch
- 1.30 - 3.00 Session Three
- 3.00 - 3.20 Afternoon Tea
- 3.20 - 4.30 Session Four
- 4.30 Close of Workshop

Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

Delegate Information

#	Title	Full Name or TBA	Position	Email	Attendance Date/s
1					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
2					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
3					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
4					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
5					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
6					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
7					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
8					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
9					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne
10					<input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne

Your Investment

Options (per person)

Options (per person) Qty	Value Plus Rate Register and pay by 17 March	Super Saver Rate Register and pay by 7 April	Early Bird Rate Register and pay by 28 April	Standard Rate
Workshop	\$2195 + GST = (\$2414.50)	\$2495 + GST = (\$2744.50)	\$2795 + GST = (\$3074.50)	\$2995 + GST = (\$3294.50)
Discounted off standard rates :				All Prices listed in Australian Dollars
	Save up to \$800	Save up to \$500	Save up to \$200	

Group Discounts Available:	15% off Standard Rate Team of 3 - 4	20% off Standard Rate Team of 5 - 7	25% off Standard Rate Team of 8+
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TOTAL
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Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

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Authorising Manager's Details: This registration is invalid without a signature

Name	Position	Phone	Signature	Date
			X	

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