

Data Science Summit

Design and communicate meaningful data insights to influence key stakeholders and enhance organisational efficiency

Demonstrate the value of data science to key stakeholders

Establish and optimise your data business strategy

Improve individual, team and organisational efficiency

Master the art of data communication & storytelling

30 April - 3 May 2019 Rydges World Square, Sydney

FEATURED SPEAKERS



carsales.com.au

Sveta Freidman
Director, Data Analytics and Science



Sheetal Patole
Chief Data and Analytics Officer
Macquarie Banking and Financial Services



Hendra Suryanto
Chief Data Scientist



HCF

Scott Verrall
Head of Data Analytics and Research



ATLASSIAN

Dr Hercules Konstantopoulos
Senior Data Scientist



Karl Strichow
Director, Workforce Planning



NSW Department of Industry

Danielle Baker
Director, Water Analytics



UNSW SYDNEY

Dr Lorenzo Vigentini
Senior Lecturer and Academic Lead
Educational Intelligence and Analytics



Sydney WATER

Ujjaval Mehta
Senior Analyst



NSW Education

Rob Wilkins
Leader, Information Systems Management



NSW Transport for NSW

Monte Kainth
Principal Manager, Organisational Integrity and Reporting



UTS

Shoshana Fogelman
Business Relationship Manager, Faculty of Engineering and Information Technology



nbn™

Jon Searle
Director and Cloud Performance Analytics



Charles Sturt University

Philip Uys
Director, Learning Technologies



CALTEX

Angeles Miranda
Head of Pricing, Retail Fuel



Daniella McKenzie
Director, Formerly Executive Director ICT at DFSI and Telstra



BETTER INTELLIGENCE

Adam Rowland
Founder, Chief Intelligence Officer



Felipe Flores
Founder and Podcast Host, Data Futurology
Formerly Head of Data Science, ANZ



FELIPE REGO
DATA SCIENCE & ANALYTICS PARTNER
feliperego.com.au

Felipe Rego
Data Science and Analytics Partner



THE UNIVERSITY OF SYDNEY

Craig Napier
Program Director, Business Intelligence

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AISA Australian Information Security Association

iapa Institute of Analytics Professionals of Australia

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About the Event

We have reached a critical mass with data, where information is coming from seemingly endless sources and in a variety of forms. Your ability to master the complexity, accuracy and scope of information will determine the potential of your organisation's data function in this pivotal environment.

The challenges of data science may appear unconquerable, but the opportunities you have to unlock value and boost the bottom-line are unparalleled. With the right skills, strategy and support, you'll be able to optimise your data streams and delve deep to uncover estimable insights.

Hear from a cross-section of private enterprise organisations, universities and government agencies who will forecast trends and explore the essential skills needed to ignite the tremendous value of data science within your organisation.

Pre-Summit Workshop

30 April 2019

Meaningful data storytelling

9.00 - 4.30

Understand what's motivating your audience

- Build strong relationships with internal stakeholders
- Ask the right questions to establish clarity
- Engage business units and gain buy-in

Craft a narrative around your data

- Identify and expand on your core data statement
- Define your audience's primary goal
- Bridge technical language with non-technical outcomes

Expert Facilitator: Felipe Rego Data Science and Analytics Partner

Data visualisation tools to emphasise your results

- Select the right visualisation to present your analysis
- Understand the data hierarchy to simplify your story
- Explore the best data designs

Presentation skills to help you win others over

- Guarantee an engaged audience when presenting
- Strategies to communicate with influence
- Ensure shared ownership among change managers and data teams

Summit Day One

1 May 2019

OPENING KEYNOTE CASE STUDY

9.00 - 9.50

Your data as an asset

- Create a data ecosystem where data is linked to tangible benefits
- Collaboration between data, analytics, and the organisation
- Explore the process of problem solving, solution design and technology builds

Sheetal Patole

Chief Data and Analytics Officer

Macquarie Banking and Financial Services

CASE STUDY

9.50 - 10.40

The application of AI in complex risk analysis

- Overcome data holes
- Leverage AI to streamline processes and product development
- Structure your data to suit business activity

Hendra Suryanto

Chief Data Scientist

Rich Data Corporation



CASE STUDY

10.55 - 11.45

How to create enduring data-driven value

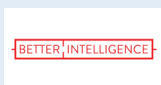
- Build internal engagement for analytics
- Streamline change management
- Define your organisation's purpose

Adam Rowland

Founder, Chief Intelligence Officer

Better Intelligence

Former Executive Manager for National Centre of Longitudinal Data



CASE STUDY

11.45 - 12.30

How to build models and analysis infrastructure from scratch

- The critical resources you need to succeed
- Steps for model testing
- How to streamline your data model

Sveta Freidman

Director, Data Analytics and Science

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DATA STRATEGY PART 1

1.30 - 2.00

Data collection, storage and access

Explore the components of a world-class data-driven business strategy.

Daniella McKenzie Chair

EXPERT COMMENTARY

2.00 - 2.50

Communicate with influence and clarity

- Discover the psychology behind the decision-making process
- Identify effective channels for communication
- Explore influence through the power of voice

Arabella Macpherson

Founder and Communications Coach

Resonate Communications



INTERACTIVE PANEL DISCUSSION

3.10 - 4.00

Harness your competitive advantage by leveraging data analysis

- Determine your organisation's data strategy
- Understand what non-technical business units are
- Increase synergy between technical and non-technical units

Angeles Miranda

Caltex

Craig Napier

University of Sydney

Scott Verrall

HCF

Monte Kainthe

Transport for NSW



DATA STRATEGY PART 2

4.00 - 4.30

Finding insight through analysis

Reflect on your data strategy and devise a plan to make it more valuable.

Dr. Ian Opperman Chief Data Scientist & Chief Executive Officer,
NSW Data Analytics Centre **NSW Treasury**

NETWORKING RECEPTION

4.30 - 5.30

OPENING CASE STUDY

9.00 - 9.45

Tell enthralling stories through data visualisation

- Exemplary data visualisation models
- How to use annotations and sequences to build suspense
- Create emotional truths with objective data

Dr Hercules Konstantopoulos
Senior Data Scientist
Atlassian



CASE STUDY

9.45 - 10.30

Extract actionable insights from data anarchy

- Pull data points from different sources
- Develop dashboards to draw insights
- Explore access, governance and data literacy 'grey areas'

Dr Lorenzo Vigentini
Senior Lecturer and Academic Lead
Educational Intelligence and Analytics
University of NSW



INTERACTIVE PANEL DISCUSSION

10.50 - 11.50

Develop domain expertise and navigate company politics as a data pro

- Build better relationships with decision makers
- Learn to stay alert, speak up and confront unfair resistance
- Align your data strategy to company values

Jon Searle
NBN and dataIdeas

Ujjaval Mehta
Sydney Water

Rob Wilkins
Department of Education NSW



Education



CASE STUDY

11.50 - 12.50

NSW's future water resource needs

- Explore how to test new machine learning techniques
- Understand how data sets can be recycled
- Turn insight into tangible results

Danielle Baker
Director, Water Analytics
Department of Industry NSW



Shoshana Fogelman
Business Relationship Manager, Faculty of
Engineering and Information Technology
University of Technology Sydney



INTERACTIVE PANEL DISCUSSION

1.50 - 2.40

Build the right data team, build the right culture

- Define the data science role
- Explore different structures of data teams
- Where should the data function live and report to

Karl Strichow
Director, Workforce Planning
Australian Taxation Office



Hendra Suryanto
Chief Data Scientist
Rich Data Corporation



CASE STUDY

2.40 - 3.20

Data for good - From privacy to ethical governance frameworks

- Collect, share and analyse data responsibly
- Develop ethically appropriate tools, models and frameworks for data mining
- Explain the importance of governance frameworks to technical and non-technical stakeholders

Philip Uys
Director, Learning Technologies
Charles Sturt University



DATA STRATEGY PART 3

3.40 - 4.00

Data-driven change

Develop the skills to own your data function and be accountable for implementing change projects.

Daniella McKenzie Chair

INTERACTIVE CLOSING ROUNDTABLE

4.00 - 4.30

Your data future - The end is just the beginning

- Reflect on key highlights
- Identify your pain points
- Plan how to overcome critical challenges

Daniella McKenzie Director,
Formerly Executive Director ICT at DFSI and Telstra

Post-Summit Workshop

3 May 2019

Create, optimise and mature your data

9.00 - 4.30

Streamline data capture

- Define the question you're looking to answer
- Investigate whether the data exists and how you can access it
- Build relationships with key stakeholders

Storing new data and accessing previous data

- Deal with dataset anomalies
- Prevent data swamps and avoid other forms of data deterioration
- Strategies to munge data with improved accuracy

Data analysis

- Discern practices for analysing data
- Validate your model and identify holes
- Create stories using data that will improve buy-in

Deploy analysis to improve outcomes

- Understand the principles of productive change management
- Create roadmaps that hold change owners accountable
- Relate data-driven outcomes to intangible benefits

Expert Facilitator: Felipe Flores Founder and Podcast Host **Data Futurology** Formerly Head of Data Science, ANZ

Who will attend?

- Data Scientists, Analysts and Researchers
- Business Analysts and Intelligence Specialists
- Statisticians

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Qty		Register and pay by 21 December	Register and pay by 8 February	Register and pay by 29 March	
_____	4 Days	\$3695 + GST = (\$4064.50)	\$3795 + GST = (\$4174.50)	\$3945 + GST = (\$4339.50)	\$4095 + GST = (\$4504.50)
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_____	1 Day Workshop	\$1195 + GST = (\$1314.50)	\$1245 + GST = (\$1369.50)	\$1295 + GST = (\$1424.50)	\$1395 + GST = (\$1534.50)
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Group Discounts Available:	15% off Standard Rate Team of 3 - 4	20% off Standard Rate Team of 5 - 9	25% off Standard Rate Team of 10-14	30% off Standard Rate Team of 15 +
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