

# 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



**Gaj Premnath**  
Chief Data Officer



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



**Simone Lewis**  
Head of Data Strategy



**Hendra Suryanto**  
Chief Data Scientist



**Scott Verrall**  
Head of Data Analytics and Research



**ATLASSIAN**

**Dr Hercules Konstantopoulos**  
Senior Data Scientist



**Karl Strichow**  
Director, Workforce Planning



**David Hall**  
Principal Architect, Digital



**Danielle Baker**  
Director, Water Analytics



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



**Tania Churchill**  
Director, Enterprise Analytics  
**AUSTRAC**



**Sydney WATER**

**Ujjaval Mehta**  
Senior Analyst



**Rob Wilkins**  
Leader, Information Systems Management



**Monte Kainth**  
Principal Manager, Organisational Integrity and Reporting



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



**Jon Searle**  
Director and Cloud Performance Analytics



**Philip Uys**  
Director, Learning Technologies



**Angeles Miranda**  
Head of Pricing, Retail Fuel



**Barnali Das**  
Senior Manager, Quantitative Analytics



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



**Adam Rowland**  
Founder, Chief Information Officer



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



**Felipe Rego**  
Data Science and Analytics Partner

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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 - 9.40

#### 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 9.40 - 10.15

#### Digital and data - The intersection of innovation

- Why do we make data-driven decisions?
- Increase collaboration between data teams
- Learn about technology and strategy that enables deployment

**David Hall**

Principal Architect, Digital

Suncorp



### CASE STUDY 10.15 - 10.50

#### 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 11.10 - 11.40

#### How to create enduring data-driven value

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

**Adam Rowland**

Founder, Chief Information Officer

Better Intelligence

Former Executive Manager for

National Centre of Longitudinal Data



### CASE STUDY 11.40 - 12.20

#### 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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### INTERACTIVE PANEL DISCUSSION 1.20 - 2.10

#### 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

**Barnali Das**

Pepper Financial

Services

**Scott Verrall**

HCF

**Monte Kainthe**

Transport for NSW



### EXPERT COMMENTARY 2.10 - 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



### DATA STRATEGY PART 1 2.50 - 3.10

#### Data collection, storage and access

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

**Daniella McKenzie** Chair

### CASE STUDY 3.30 - 4.20

#### Information security through privacy-preserving computing

- Determine if the Privacy Act applies to your data
- De-identify and anonymise data while retaining its integrity
- Prevent the fallout of privacy breaches

TBA

### NETWORKING RECEPTION 4.30 - 5.30

## OPENING CASE STUDY

9.00 - 9.40

### 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

9.40 - 10.20

### 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



## DATA STRATEGY PART 2

10.20 - 10.40

### Find insight through analysis

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

**Daniella McKenzie** Chair

## INTERACTIVE PANEL DISCUSSION

11.00 - 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
- Explain your data strategy to company values

**Jon Searle**  
NBN and dataIdeas

**Ujjaval Mehta**  
Sydney Water

**Rob Wilkins**  
Department of Education NSW



## CASE STUDY

11.50 - 12.30

### 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



## CASE STUDY

12.30 - 1.00

### Entity resolution and data matching - Fast, scaleable and accurate

- AUSTRAC's innovative solution to help detect, deter and disrupt fraud
- Link messy, misleading and incomplete data from disparate systems
- Examples of effectively automated bulk data-matching between government agencies

**Tania Churchill**  
Director, Enterprise Analytics  
Australian Transaction Report and Analysis Centre

## 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**  
Australian Taxation Office

**Tania Churchill**  
Australian  
Transaction Report  
and Analysis Centre

**Gaj Premnath**  
Veolia

**Simone Lewis**  
Bupa



## 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

3.20 - 3.40

### 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

Create, optimise and mature your data

# 3 May 2019

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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