

5TH ANNUAL
**BIG DATA &
ANALYTICS WEST** SUMMIT

November 19 & 20, 2024
Pan Pacific Vancouver
Vancouver, BC

**5TH ANNUAL BIG
DATA & ANALYTICS
WEST SUMMIT**

**Empowering Innovation,
Enhancing Governance:
Together for a Smarter
Tomorrow**



5th Annual Big Data & Analytics West Summit 2024

Discover the forefront of data and analytics at this year's summit, focusing on AI integration, data governance, and innovative data strategies. Engage with industry leaders, participate in dynamic panels, and attend hands-on workshops designed to provide actionable insights and best practices.

Network with peers, explore cutting-edge solutions, and gain the tools needed to drive transformation within your organization. Join us in Vancouver for a transformative experience in data and analytics.

bigdatasummitwest.com



What to Expect

Get ready to engage and be engaged by industry leaders in Western Canada!



Actionable Insights:

- Gain practical strategies to optimize AI and data governance.
- Implement best practices for data quality and security.
- Transition from data analysis to delivering business outcomes.



Engaging Case Studies

- **Canada Post - Data Talent:** Innovative recruitment despite budget limits.
- **Calgary Homeless Foundation - Data Democratization:** Streamline services with self-serve data access.
- **Workplace Safety and Insurance Board - Open Data:** Promote inter-agency data sharing and collaboration.



Strategic Planning:

- Develop comprehensive action plans for AI and data initiatives.
- Source practical tips for optimizing data-driven decision-making.
- Implement strategies to recruit and retain top data talent.



Innovative Solutions:

- Discover the latest tools and technologies in data analytics.
- Visit exhibitor booths to explore new solutions and innovations.
- Experience vendor demos and consult with industry experts.



Professional Development:

- Enhance your skills in data storytelling and AI integration.
- Learn new techniques for data management and governance.
- Gain insights into evolving the role of data leaders.



Networking Opportunities:

- Connect with peers and industry leaders during networking sessions.
- Join interactive roundtable discussions to share ideas and challenges.
- Build lasting professional relationships at the evening reception.

Join us now and transform insights into action



[REGISTER HERE](#)



Speaker Preview

... AND MANY MORE!



STAFFORD DEAN
CDO
Alberta Health Services



SARAH WANG
Vice President AI & Rules
Mastercard



JOHN HARTY
Head of Governance
Mastercard



JEREMY COUGHLIN
Vice President
Enterprise Analytics
Coast Capital Savings



TOM PETRYSHEN
VP, Growth & Analytics
Rubberdesk



MATTHEW ST JOHN
Senior Director, Data &
Analytics Digital
Aritzia



RIA STONE
Director of Operational
Excellence Data and AI
Sodexo



MELISA ALBAS
Director
Enterprise Insights
First West Credit Union



ANGELA HUANG
Director, Data & Analytics
Canfor



JENNIFER MA
Senior Director, Privacy &
Product Compliance and Data
Protection Officer
Hootsuite



CAL ROSEN
Former CDO
Home Trust Company



HARMANJIT SINGH
Senior Director, Platform
and Data Engineering
Loblaw Digital



ANDREW HALL
Vice President
Data & Analytics
Canada Drives Group



ENGIN OYTAC
Founder & Chairman
PratikDepo



CASPER SHYR
Senior Director, Advanced
Analytics and Data Science,
Centre for Advanced Analytics,
Data Science and Innovation
Fraser Health Authority





Amongst Our Attendees



AGENDA - DAY 1

Tuesday, 19 November, 2024

7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **big data and analytics leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.

9:00 AM OPENING KEYNOTE: DATA STRATEGY

Moving from Analysis to Delivering Outcomes

The rise of big data necessitates managing vast amounts of disconnected data sources, expensive hybrid storage, and complex augmented technologies. Prove your value to your organization by prioritizing the key outcome: delivering enhanced solutions for customers. Develop a blueprint to:

- Transform data analysis and foster innovation throughout the organization
- Optimize data usage to provide timely insights rather than making data analysis the final goal
- Enhance leadership skills for data-driven decision-making across the organization, avoiding siloed insights
- Improve your ability to facilitate decision-making without taking over as the decision maker

Drive ROI with a data strategy that delivers results for your organization.

Stafford Dean, CDO, [Alberta Health Services](#)

9:30 AM STRATEGY PANEL

How Can We Plan for Future AI Projects Based on What We've Learned so Far?

Businesses and organizations have made substantial investments in AI. What value have they gained, and how has it all unfolded? Improve your AI ROI by adopting best practices from organizations at different stages of their AI journey. Achieve a step-by-step action plan to:

- Drive revenue with AI projects that deliver tangible results
- Optimize your AI strategy by navigating through the noise and complexities in the AI landscape
- Execute your projects more effectively by understanding common reasons for AI project failures

Amplify your AI strategies to maximize ROI and your organization's success.

Hardeep Mehrotara, Vice President, Information Security & Architecture, [Concert Properties](#)

Sarah Wang, Vice President AI & Rules, [Mastercard](#)

Ria Stone, Director, Operational Excellence Data and AI, [Sodexo](#)

10:00 AM INDUSTRY EXPERT

How to Enrich Your AI Models While Reducing Data Costs and Risks with Synthetic Data

As decision-makers demand better quality insight, data leaders need to develop their predictive capabilities. This is very challenging without raw quality data that can often be expensive, incomplete, and prone to privacy restrictions. Utilize synthetic data to mimic real-world observations, providing quick and cost-effective insights to your key stakeholders. Develop a blueprint to:

- Incorporate partial, full, and hybrid synthetic data into your predictive models
- Strengthen your synthetic data sets using Generative Adversarial Networks (GANs)
- Determine the minimum reliable data set required to experiment with advanced machine learning models and applications
- Demonstrate how synthetic data drives new predictive capabilities while upholding security and privacy

Enrich your predictive analytics with synthetic data to unlock cost savings and reduce risks.

Adastra and Microsoft

10:30 AM SPEED NETWORKING! MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of data leaders and gain invaluable support.

11:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the **latest technologies** and strategies with our industry's leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:15 AM PANEL: ANALYTICS

Harnessing the Future: AI and Data Analytics for Industry Innovation

Data analytics is transforming industries by enabling smarter decision-making, but true innovation comes from combining quality data, governance, and the power of AI. In this session, learn how different industries are leveraging cutting-edge analytics techniques to unlock new efficiencies, from finance, retail, healthcare and beyond. We will explore the crucial role of data quality and governance in driving innovation and examine how AI-driven analytics are enhancing outcomes across sectors. Take back strategies to:



AGENDA - DAY 1

Tuesday, 19 November, 2024

- Ensure high data quality and governance standards to boost the reliability of analytics
- Integrate AI-powered analytics tools for greater accuracy and efficiency in insights
- Apply advanced analytics techniques tailored to specific industry challenges

Reimagine how AI and data governance can work hand in hand to create faster, more accurate, and impactful results for your business.

Josh Kim, Lead Data Scientist, [RBC](#)

Simran Saluja, Sr Marketing Science Analyst, [Lululemon](#)

11:30 AM INDUSTRY EXPERT

Build Trust in Data Quality and Reduce the Risk of Large Language Models

Generative AI tools like ChatGPT can enhance data quality and expedite decision-making by creating synthetic data for new ML algorithms. However, these tools and the large language models (LLMs) behind them also carry significant risks. Improve efficiency and customer responsiveness by implementing strategies tailored to your specific context. Adopt best practices to:

- Optimize your technology stack by understanding the potential of these new technologies
- Empower your teams to collaborate effectively with AI while being mindful of human factors that may lead to inaccuracies
- Adapt your governance frameworks to support, rather than hinder, an AI-infused data strategy

Improve your data quality to build trust and extract quality insights effectively.

Safe Software

12:00 PM CASE STUDY

And the AI said, "Let there be Governance!"

Despite the hype of AI evolving into supreme intelligence, the main message from the conversation stresses the importance of governance. Significant privacy and ethical considerations accompany the transformative potential of AI. Future proof your AI programs by prioritizing data quality, data management, and governance frameworks that amplify both. Create a roadmap to:

- Cultivate a governance culture that recognizes how governance benefits customers and the KPIs of each function
- Optimize change management processes to instill cultures necessary for effective governance
- Foster collaboration while upholding privacy and security protocols in interagency data sharing

Transform your organization's culture to value structure, leading to the freedom to harness the most cutting-edge technologies.

John Harty, Head of Governance, [Mastercard](#)

12:30 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest data issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **big data colleagues**.

TRACK 1

1:45 PM PANEL: BEHIND THE GLASSDOOR

Be a more innovative Data Leader and Talent Recruiter by Understanding the Journey of Junior Data Professionals Who Have Transitioned into Data Teams from Left-Field Careers

Data leaders are adapting to new paradigms to foster data democratization and compelling storytelling through team diversity. Yet, integrating diverse talent into your team brings its own challenges. Take back to your office strategies to:

- Streamline your onboarding process to optimize team structure
- Gain insights into the integration experiences of new talent in established data teams
- Leveraging the strengths of diverse teams while addressing blind spots and biases that hinder innovation
- Recruit talent that adds value and diversity to your data teams

Bolster your recruitment and engagement strategies to empower your data teams for innovation and success.

Sonali Kumar, Data Analyst, Talent Acquisition, [Nike](#)

Monica Kay Royal, Data Career Strategist, [Nerd Nourishment](#)

Lauren Rosenthal, Customer Success Lead & Analytics Specialist, [Maven Analytics](#)

Christopher Chin, Leadership Communication Coach, [The Hidden Speakers](#)

TRACK 2

1:45 PM PANEL

Mastering Data Storytelling to Convey Insights, Influence Decisions, and Drive Organizational Change Effectively

Storytelling is now considered one of the most important data skills. With the growth of data sources, visualization tools, and delivery methods, data leaders can sometimes lose sight of the fundamental task — engaging the audience effectively. Master the success factors to:

- Transform your stories into insightful exchanges
- Craft data into compelling narratives that resonate and drive action
- Enhance your leadership by mastering the art of data storytelling, essential in today's data-driven decision-making world

Heighten impact by turning your data into narratives that inspire action and resonate with your audience.

Jeremy Coughlin, VP, Enterprise Analytics, [Coast Capital Savings](#)

Tom Petryshen, VP, Growth & Analytics, [Rubberdesk](#)

Parveen Sarana, Manager, Database Marketing and Analytics, [BCAA](#)



AGENDA - DAY 1

Tuesday, 19 November, 2024

TRACK 3

1:45 PM INTERACTIVE WORKSHOP

Co-Design the West Coast Data Leader USP of the Future

Vancouver is caught between two powerhouses, Seattle and Toronto. Many data leaders settle in Vancouver because of the quality lifestyle, however due to the lack of major companies, often cycle between similar jobs every two years. Uncover how to leverage Vancouver's unique culture, natural beauty, start-up ecosystem, and plethora of data graduates as a melting pot for data innovation that attracts top talent. Leave this co-design session with strategies to:

- Enhance your data leader skillset by understanding the unique attributes and opportunities that Vancouver provides
- Update recruitment strategies to attract the future data leaders and enhance career pathways
- Build your data leader brand and that of Vancouver as a data destination

Grow your career by building Vancouver's USP as a data destination.

Cal Rosen, Former CDO, [Home Trust Company](#)

TRACK 1

2:15 PM CASE STUDY

How to Scale GenAI Initiatives Across Organizations and Integrate with Different Teams and Functions

Companies often build their own GenAI initiatives, and these tend to be decentralized. Yet questions remain on how impactful these tools have been on company culture, learning and development (L&D), and talent engagement. Drive talent retention and an innovation culture through successful GenAI change management. Adopt best practices to:

- Effectively integrate GenAI throughout different levels of your organization as it matures
- Optimize change management for workforce training, process simplification, and automation

TRACK 2

2:15 PM CASE STUDY

Modernizing Healthcare with Advanced Analytics and AI: Building a Culture of Innovation

As healthcare evolves, so must its data ecosystem. Modernizing your organization's data infrastructure is key to unlocking the full potential of advanced analytics and AI experimentation. In this session, discover how to transform your healthcare data landscape to foster a culture of innovation. Learn how leading healthcare organizations are driving breakthroughs through cutting-edge analytics and AI applications. Take back actionable insights to:

- Redesign your data ecosystem to enable seamless integration of advanced analytics and AI tools
- Foster a culture of experimentation to accelerate AI-driven healthcare innovation

- Evaluate the impact of GenAI on your processes and workforce

Bolster your AI initiatives across different teams to enhance collaboration, drive innovation, and maximize the impact of GenAI on your organization's goals.

Ria Stone, Director of Operational Excellence Data and Ai, [Sodexo](#)

- Leverage AI for predictive insights and improved patient outcomes through real-time data analysis
- Unlock the future of healthcare by integrating modern data practices with a forward-thinking analytics strategy.

Casper Shyr, Senior Director, Advanced Analytics and Data Science, Centre for Advanced Analytics, Data Science and Innovation, [Fraser Health Authority](#)
Sheazin Premji, Executive Director, The Centre for Advanced Analytics, Data Science and Innovation, [Fraser Health Authority](#)

TRACK 1

2:45 PM INDUSTRY EXPERT: RAG'S

RAG to Riches: Unleashing GenAI's Full Potential

Generative AI (GenAI) has garnered significant attention for its potential to revolutionize various industries, from creative arts to data analysis. However, realizing this potential requires more than simply using ChatGPT to answer a few questions. Elevate your efficiency, content quality, and customer personalization by mastering the power of retrieval augmented generation (RAG). Take away specific solutions to:

- Integrate GenAI successfully with your own systems and data
- Develop GenAI tools and solutions tailored to your organization's needs
- Master approaches for implementing RAG to provide better, more meaningful responses

Optimize RAG to deliver more creative content and insightful decisions using GenAI.

Dominic Sartorio, VP of Product Marketing, [Denodo](#)

TRACK 2

2:45 PM INDUSTRY EXPERT

How to Successfully Implement New Data Stewardship and Governance Programs to Boost Business Efficiency

Successful AI implementation hinges on quality data, which relies on robust governance, stewardship, and data management practices. Rather than chasing new trends, prioritize the foundational work required for successful AI deployment. Master the implementation of new data stewardship and governance programs to gain traction and stakeholder buy-in. Take back to your office strategies to:

- Determine the appropriate model (federated, centralized) and establish governance bodies
- Recruit and support the right talent with ongoing training
- Create benchmarks with specific use cases to leverage experiences as an advantage

Perfect your governance and stewardship to drive ROI on your AI investments.



AGENDA - DAY 1

Tuesday, 19 November, 2024

3:15 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of big data and analytics innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:45 PM CASE STUDY

Driving Transformation with an Analytics Maturity Model: Lessons from Three Organizations

Successfully transforming your organization through data analytics requires a clear, actionable framework that resonates with leadership and delivers measurable business results. This session will introduce a practical analytics maturity model that has been implemented across three leading organizations, helping them elevate their data and analytics capabilities. Grounded in simple yet impactful language, this model is designed to align with executive goals and accelerate transformation. Take back key strategies to:

- Apply an actionable analytics maturity model to assess and evolve your organization's data capabilities
- Drive measurable business impact through data-driven decision-making and advanced analytics
- Engage executives and foster alignment between data teams and business leaders

Explore the future of data, AI, and the evolving role of the Data & Analytics function as critical enablers of organizational growth and innovation.

Matthew St John, Senior Director, Data & Analytics, Digital, [Aritzia](#)

4:15 PM CASE STUDY: DATA STRATEGY

From Retail to Gaming: Transforming Data and Analytics Across Industries

Join Nancy Liang, Director of Data and Analytics at Kabam, as she shares her journey from leading retail data initiatives at Best Buy to driving innovation in the gaming sector. Drawing on her unique experience, Nancy will share how she built the data strategy from the ground up and led a digital native through a full data foundation and transformation. Enhance your strategy through:

- Adopting best practice from both enterprise and digital native companies
- Building data-driven cultures in your organization
- Harnessing data to enhance player & staff engagement

Join this keynote to hear Nancy's inspiring story and learn how to apply data and analytics expertise across different sectors. Discover actionable insights on how to drive data innovation, whether you're in retail, gaming, or beyond.

Nancy Liang, Director of Data & Analytics, [Kabam](#)

4:45 PM ORCA TANK: VANCOUVER EDITION

For the West Coast to become the investment and talent destination for D&A in Canada, it needs to grow the start-up and innovation eco-system. With 5 Unicorns, many of them built around data, the foundation is there. The collaboration between senior data leaders in large corporates, academics in universities, vendors and hungry entrepreneurs can lift the whole region. In the Orca Tank entrepreneurs and intrapreneurs alike will present their ideas to a panel giving delegates the opportunity to walk away with:

- Approaches to optimize the execution of new tools and innovations
- A roadmap for moving from pilot to scaling effectively
- Strategies for enhancing innovation in enterprises

Rochelle Grayson, Founder, [Mosaic Accelerator](#)

5:15 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

5:30 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC & NETWORKING

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to win fun prizes at our **Reception Gift Giveaway**.
- Make dinner plans with your **new connections** and explore the best of what Vancouver nightlife has to offer. Just be sure to set your alarm for Day 2!

6:15 PM CONFERENCE DAY 1 ADJOURNS



AGENDA - DAY 2

Wednesday, 20 November, 2024

7:00 AM NATURE IMMERSION & BREAKFAST

Gain insight on your most important strategic questions in the glory of Stanley Park. With you have big questions for your data organization or your own career, this session will give you the clarity you need while demonstrating the superpower that is available to all local data leaders who know how to connect with nature. You will walk out of Stanley Park and into the summit with the following:

- Fresh insights related to your current professional challenge
- Clarity and confidence around where you are in your professional journey
- Revitalise yourself in beautiful nature and connect to a select group of delegates

Kick off your day with a bang and harness the power of nature to drive your most important strategies

Jeremy Behrmann, Proudler and Wilderness Guide, [Strategy Institute](#)

7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **big data and analytics leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.

9:00 AM OPENING KEYNOTE

Telling Data-Driven Stories for Innovation with Diversity and Inclusion (D&I)

Effective storytelling is becoming increasingly vital for data to deliver value. Teams often face challenges due to differing languages, varying data sources, and diverse stakeholder perspectives, which can either hinder or enhance innovation decision-making processes. Master the success factors to:

- Develop your team structure and collaboration approaches
- Mitigate biases that can limit innovation in your team and hinder successful data transformation projects
- Driving innovation through robust D&I strategies

Improve accurate decision-making in your business with D&I to build your credibility.

Jennifer Ma, Senior Director, Privacy & Product Compliance and Data Protection Officer, [Hootsuite](#)

Melisa Albas, Director, Enterprise Insights, [First West Credit Union](#)

9:30 AM PANEL: CAREER DEVELOPMENT

Building a Career in Analytics in British Columbia: Pathways, Opportunities, and Insights

As the field of data analytics continues to grow rapidly, so too does the demand for skilled professionals in British Columbia. This keynote will provide a comprehensive guide to building a successful career in analytics within the region. Key topics include:

- Navigating the Analytics Landscape in BC:
- Educational Pathways and Skill Development:
- Networking and Community Involvement:
- Career Growth and Advancement:

Gain valuable knowledge and actionable advice on how to build and grow a successful career in analytics in British Columbia.

Andrew Hall, VP, Data & Analytics, [Canada Drives](#)

Jeremy Coughlin, VP, Enterprise Analytics, [Coast Capital Savings](#)

Gordon Hamilton, Data Quality Improvement Instructor, [British Columbia Institute of Technology](#)

10:00 AM ROUNDTABLES → DISCOVER THOUGHT-PROVOKING IDEAS

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your big data and analytics peers on a topic of your choosing:

- 1. Driving Innovation through Data Fabric:** Overcome the complexity of managing and orchestrating multiple data sources and platforms to create a Data Fabric that enables innovation.
- 2. Map the Fast-Moving Privacy Landscape:** Stay ahead of privacy regulations like the Québec Act of 2023 and the UK/US Data bridge to future-proof your data strategy.
- 3. Apply Diverse Human-Centred Design:** Develop technologies and systems with a focus on end-user needs, leveraging your organization's diversity for better outcomes.
- 4. Responsible AI: Scale Augmented Analytics with Confidence:** Develop an ethical approach to scaling AI technologies considering the following key elements:
 - Training and culture
 - Governance and principles
 - Technology and enablers
- 5. Demonstrating Value through Democratization:** Enable different functions to control their data destiny, adapting your leadership to facilitate value creation across the organization.



AGENDA - DAY 2

Wednesday, 20 November, 2024

11:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

TRACK 1

11:30 AM CASE STUDY: GEN AI

Drive efficiency and revenue through effective execution of GenAI

To unlock the full potential of Generative AI (GenAI) in your business, it is essential to evolve your data and analytics ecosystems. As GenAI continues to reshape industries, companies must adapt their infrastructures, processes, and strategies to harness this transformative technology effectively. Enhance your GenAI playbook by:

- Upgrade your data infrastructure to support the high computational demands of GenAI
- Implement robust data governance frameworks to ensure the quality and security of the vast datasets needed for GenAI models
- Identify the most promising use cases for GenAI within your organization, from content generation to predictive analytics
- Develop a strategic roadmap to integrate GenAI capabilities across different departments, ensuring alignment with business objectives

Adapt your their data and analytics ecosystems to fully harness the power of GenAI

Harmanjit Singh, Senior Director, Platform and Data Engineering, **Loblaw Digital**

TRACK 2

11:30 AM CASE STUDY: TALENT RETENTION AND PERFORMANCE

Optimizing Technical Employees' Ability to Deliver by Managing Mental and Emotional States

Incorporating the mental and emotional states of employees and customers, the two most valuable assets of a corporation, into their relationship management is paramount. Corporations that acknowledge this and use it as an input in their decision-making will deliver more accurate data insights and more successful data transformations. Vancouver and the wider West region has the opportunity to make this a key part of it's USP when understood and appreciated. Create a roadmap to:

- Tackle the elephant in the room: Why mental-emotional states are no longer taboo and are hugely correlated to D&A accuracy
- The role of technology in this shift (data collection, analytics, and customization).
- AI's role in managing mental and emotional states.

Build the brand of your data team, enhance talent retention and drive the accuracy of your efforts through managing emotional states.

Engin Oytac, Founder & Chairman, **PratikDepo**

12:00 PM INDUSTRY EXPERT

Secure a Talent Pipeline by Taking an Active Role in Career Mobility and Data-Driven Culture Building

Data leaders face immense pressure to provide superior insights to their organizations, yet this is hindered by the challenges with cost and difficulty in attracting data and analytics talent. Reduce your reliance on external talent by democratizing data access, enhancing data literacy, and facilitating seamless transitions for existing employees into data roles. Source your plan of action by:

- Fostering a closer collaboration with HR to strengthen your employee value proposition for internal talent, elevating the significance of data as a future-proofed skill
- Advancing your knowledge of the latest technologies that improve data literacy and no/low code data-driven decision-making
- Transform career pathways in your organization to facilitate smooth transitions between functions and encourage experimentation with data roles

Amplify your internal talent mobility strategy to support professional growth and maximize the use of employees' diverse skillsets.

12:30 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest data issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **big data colleagues**.

1:30 PM PANEL: AI EXECUTION

For the past five years, the AI Lab at Praxis Spinal Cord Institute has been leveraging machine learning models to enhance the predictability of outcomes for individuals with Spinal Cord Injuries (SCI). Remarkably, our models can predict with 90% accuracy whether a recently injured individual will survive and regain mobility. Develop a step-by-step plan for:

- Developing data quality and master data management
- Train and refine your AI models to deliver valuable insights

Develop life-changing predictions for your stakeholders

Nader Fallah, Scientist, Associate Director AI, **Praxis Spinal Cord Institute**
Sam Douglas, IT Support Analyst, **Praxis Spinal Cord Institute**



AGENDA - DAY 2

Wednesday, 20 November, 2024

2:00 PM PANEL: DON'T TAKE MY WORD FOR IT!

Develop Cultures that Agree on a Common Language Around Data and its Value in Stories that Influence Action

Data projects often face challenges in securing budget and buy-in as leaders assume universal understanding of data definitions and that quality data speaks for itself. Strengthen your data culture while prioritizing alignment and agreement within your organization's data framework. Walk away with an action plan on:

- Developing clear and agreed-upon definitions of key data terms across functions, regions, and generations
- Prioritizing decision literacy to align stories with decision-makers' priorities and trade-offs
- Designing an optimal team structure to ensure effective delivery of data stories

Transform your data storytelling to enable faster and more informed decisions across your business.

2:30 PM INDUSTRY EXPERT

How to Effectively Leverage Large Language Models (LLMs) to Improve Your Data Science Efforts

How can you effectively use LLM algorithms to improve your data science efforts? What infrastructure changes will make this possible? Master best practices for maximizing the impact of LLMs in the data science realm. Create a roadmap to:

- Adopt ethical and regulatory considerations into algorithm deployment to ensure transparency and compliance
- Equip your data science team with the necessary skills to work with LLMs and stay current with evolving AI technologies
- Establish protocols for generating data to feed LLMs and interpreting the outcomes
- Use tangible examples as benchmarks and integrate feedback from those actively using this technology

Optimize your use of large language model algorithms to improve your data science efforts.

3:00 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of big data innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:30 PM CASE STUDY

Best Practices for Scalable Enterprise Data Security

Data plays a crucial role in driving insights and business outcomes, but many organizations struggle with bridging the gap between data collection and actionable insights. Central to this challenge is the need to implement flexible and scalable data policies within the modern data stack. Develop a blueprint to:

- Optimize inventory of existing data technologies, users, processes, and regulatory requirements to understand your organization's data landscape
- Create, vet, and implement a data strategy that aligns with current needs and future objectives
- Prioritize data security and access control measures, ensuring scalability alongside business growth

Adapt your data security policies to protect your team and brand.

4:00 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

4:30 PM CONFERENCE CONCLUDES



“

“A great line up of speakers with timely and relevant advice and tips for the world we live in today. From chat GPT to storytelling about data, the info was interesting and useful to senior leaders and data scientists.”

Royal Bank of Canada



“

“Professional even with premier speakers discussing the immediate landscape of data and AI and the future of the industry.”

MNP

“

“Event was well organized and educational. Also presented a lot of opportunity to connect with peers.”

Pelmorex

“

“Great setting, well managed, good food. Very good speakers.”

Scotiabank

“

“The event was well organized and surpassed my expectations.”

Affinity Credit Union



“

“Excellent networking event with great Canadian content.”

Teradata Canada



November 19 & 20, 2024
 Pan Pacific Vancouver
 Vancouver, BC

How to Register

IN-PERSON PASS

FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables and one week of pre-event networking via our dedicated platform

FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders

5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

VIRTUAL PASS

TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:

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ON-DEMAND ACCESS:

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Group Discount for Final Price	
2 People	\$1,495/PP
3 People	\$1,395/PP
4 People	\$1,295/PP
5+ People	\$1,195/PP

REGISTER FOR DELEGATE PASSES

Contact:

Tommy Jones
 Delegate Sales Executive
 Email: tommy@strategyinstitute.com

Regular Price **\$1,495 CAD**

Regular Price **\$1,195 CAD**