Symposium Agenda
Analytics 360: Multi-Industry Insights in Data and Intelligence
April 8, 2015

8:00-9:00am: Registration

9:00-10:00am: Keynote address: Robert Carver: A Statistician Asks Ethical Questions about Big Data Analytics (located in Sherman Hall)

10:00-10:30am: Coffee/Networking Break

10:30-11:45am: Breakout Session A

Concurrent Sessions:
- The Application of Analytics in the Student’s Academic Lifecycle, Leanne Bateman (located in Luria)
- Text Mining the Largest Health Online Community in China, Haijing Hao, PhD (located in Levine-Ross)

11:45-1:00pm: Lunch & Networking

1:00-2:15pm: Breakout Session B

Concurrent Sessions:
- A Holistic Approach to Being Data Science Driven, David Dietrich (located in Luria)
- Show Me The Data! How to Improve the Learning Experience Using Operational Analytics, Shlomi Dinoor (located in Levine-Ross)

2:15-2:30pm: Break

2:30-3:45pm: Breakout Session C

Concurrent Sessions:
- How CRM, Big Data Analytics, and Multi-Channel Marketing Enhance Profitability and Customer Lifetime Value (CLV), Leslie Ament, PhD (located in Sherman Hall)
- 10 Steps to Tracking Engagement and Influence Online, John McDougall (located in Levine-Ross)
- The Open Data Analytics Initiative, Alan Girelli (located in Luria)

3:45-4:30pm: Networking/Closing/Vendor Giveaways