Strategy Institute presents...

4TH ANNUAL

BIG DATA &
ANALYTICS
SUMMIT
CANADA

February 7 - 8, 2018 • Marriott Eaton Centre, Toronto

Transform YOUR business with big data, analytics, AI and machine learning.

Meet + Network + Learn From:

Sol Rashidi,
Chief Data & Cognitive Officer,
Royal Caribbean International

Sylvie Makhzoum,
Vice President Data, Analytics & Insights,
TD Insurance

Sean O’Brien,
Director of Analytics & Research,
Maple Leaf Sports and Entertainment

Vicky Marsolais,
Director, Data and Analytics,
National Programs and Strategies,
CAA (Canadian Automobile Association)

Pankaj Arora,
VP Business Planning,
Analytics and Performance Enablement,
TD Bank Group

Gayle Ramsay,
Vice President, Customer Analytics,
BMO Financial Group

Take Away Key Strategies For:

• AI and machine learning
• Personalizing customer experience
• Addressing regulatory concerns in big data
• Building predictive and prescriptive models

Master Class
Post Conference Workshops:

A Artificial Intelligence: Leverage the Power of AI to Create Efficiencies and Improve Returns

B Machine Learning: Process More Data, More Efficiently to Achieve a Competitive Advantage

C Building an Advanced Analytics Team to Drive Results

Platinum: Gold Sponsors: Silver Sponsors: Bronze Sponsors:

Cocktail Reception: Association Partners: Media Partners:

www.BigDataSummitCanada.com
Welcome to the largest cross-industry big data, analytics, AI, & machine learning conference in Canada

This event has grown into the must-attend gathering for senior business leaders who want to stay ahead in this rapidly changing field. We’ve moved beyond making the case for big data; today it’s a reality.

Now the task is to make the most of big data, to monetize it, to drive efficiencies, and to create a competitive advantage. This event brings together big data and analytics leader from across North America who will show you how to do exactly that.

Hear first-hand case studies about how to improve your business processes, drive revenues, and improve customer loyalty with big data and analytics.

Your Big Data and Analytics Team
Strategy Institute

New This Year
• **AI & Machine Learning Workshops**: Get in-depth details on assembling a big data team, employing artificial intelligence, and mastering machine learning.
• **Blockchain**: Take advantage of this revolutionary technology
• **Data Visualization**: Better communicate data
• **Securing Big Data**: Maintain the security of your data
• **Scalable, Agile Solutions**: Support the technical side of big data
• **AI and Machine Learning**: Explore new content on the hottest areas of data science
• **More Interactive Sessions**: Test best practices via two new interactive sessions
• **More Speakers**: Gain new perspectives from more than two dozen big data and analytics leaders
• **C-Level Speakers**: Source strategies from six, C-level big data executives
• **11+ New Case Studies**: Gain more insights with more case studies than ever before

Event in Numbers

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Register today by calling 1 866 298 9343 x 200
**Take Away 7 Strategies For Optimizing Big Data**

1. **Exploit AI/machine learning:** Take advantage of emerging trends
2. **Improve customer experience:** Apply data to make your organization customer-centric
3. **Reduce costs:** Create efficiencies with data
4. **Gain support:** Build organizational support for analytics
5. **Explore new technologies:** Leverage blockchain and other data technologies
6. **Monetize big data:** Turn data into profits
7. **Improve decision making:** Put data in the hands of executives

**Start the Conversation Before the Summit!**

Join the LinkedIn Group: Join the Data Analytics & Big Data Forum – Canada

Follow and tweet @BigDataSummitCA to connect with other leaders attending #BDA2018

**Who You Will Meet**

**Private Sector**

- **CDO | CIO | CMO | VP/Director/Manager:** Data Science | Customer Analytics | Business Intelligence | Marketing Analytics | Digital Strategy | Advanced Analytics | Loyalty
- Stay up to date on big data developments & drive advancements within your business
- Learn how your competitors are leveraging data to maintain their advantage in the market

**Public Sector**

- **Policy Advisor | Project Manager | CDO | CIO | Director/Manager:** Data Science | Big Data | Enterprise Architecture | Data Analytics
- Grasp the current analytics landscape and identify opportunities for your organization
- Replicate big data strategies and insights from the private sector
- Build a data-driven organizational culture using agile methods

**Technology Providers & Consultants**

- **Managing Director/VP/Director:** Marketing | Strategy | Sales | Business Development
- Benefit from industry growth and build relationships with prospective clients
- Understand the challenges facing the market and deliver on their expectations
- Demonstrate your leadership as a trusted solution provider

**Register Today**

Save your spot now for Canada's largest gathering of big data and analytics professionals.

- **Phone:** 1-866-298-9343 x200
- **E-mail:** Registrations@StrategyInstitute.com
- **Website:** www.BigDataSummitCanada.com

**Past Attendees Include:**

- Alcohol and Gaming Commission of Ontario (AGCO)
- Aviva
- Burman Energy
- Cablevision
- Canada Post Corporation
- Canadian Automobile Association
- Canadian Imperial Bank of Commerce
- Capgemini North America
- CIBC
- CIPS Ontario
- Cloudera
- Corporate Solutions and Services
- Cushman & Wakefield Ltd.
- Cyberdyne Systems
- Daffron Canada
- Gilt Groupe
- IBM
- Institute of Global Research
- Just Energy
- L’Oreal Canada
- L’Equipe L’Oreal
- Lakeside Process Controls Ltd
- LoyaltyOne
- Managed Analytic Services Inc.
- Mane-frame Systems
- MaRS
- McGraw-Hill Education
- Mozilla Corporation
- New York University, Leonard N. Stern School of Business
- Newtopia Inc.
- NICE Systems Canada
- North Waterloo Farmers Mutual
- Northbridge Insurance Corporation
- Numeris
- OLG
- Ontario Teachers’ Pension Plan
- Sparksheet
- Sripathi Solutions Corp
- Sunlife Financial
- Tangerine
- TC Media
- TD Bank
- Teradata
- The Center For Financial Industry Information Systems
- The Nielsen Company
- The Travel Corporation
- Ticoon Technology
- Toronto Public Library
- TransUnion
- Yellow Pages

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Your Conference Venue

Toronto Marriott Downtown Eaton Centre Hotel
The Marriott Toronto Downtown Eaton Centre’s prime location in the heart of downtown Toronto’s business district allows for easy access to many corporate headquarters and to famous attractions like the CN Tower, Eaton Centre, and the Hockey Hall of Fame. Book your trip to the Toronto Marriott Downtown Eaton Centre Hotel to discover the ultimate in contemporary lodging.

Benefits of staying at the hotel include...

Networking: Onsite social activities for conference attendees and speakers
Upscale Services and Amenities: Exceptional on-site dining, pool, and fitness centre
Accommodations: Hotel rooms and suites feature deluxe bedding, high-speed Wi-Fi, and an ergonomic work area.

Save travel time and money. Book by Monday, January 15th to take advantage of our conference rate of $195.00/night. Mention “Big Data by Strategy Institute” when making your reservation—1-800-228-9290.

Register today by calling 1 866 298 9343 x 200

DAY ONE
Wednesday February 7, 2018

7:30 AM Registration and Breakfast

8:30 AM Opening Comments From the Chair
Bala Gopalakrishnan, Managing Director, Pelmorex Data Solutions, The Weather Network

8:45 AM Keynote: Royal Caribbean International
Using AI to Personalize Your Customers’ Experiences
Artificial intelligence isn’t just a buzzword, it’s a reality and it has the ability to drive real business results. Hear how AI can improve your customers’ experiences. Create a plan to:
• Create a data-centric organization
• Customize your offerings
• Personalize your customers’ experiences
Leverage your data using AI to improve the experiences of your customers.

Sol Rashidi, Chief Data & Cognitive Officer, Royal Caribbean International

9:15 AM Case Study: Microstrategy
Using MicroStrategy and Big Data to Better Understand the Opioid Crisis
Over the past decade the opioid epidemic has become a major issue in both Canadian and American life. In this session, we will look at how MicroStrategy can be used to bring together and analyze publicly available data from The Centers for Medicare & Medicaid Services, the CDC, and country health records to identify major takeaways and help us better understand the crisis. Attend this session to learn more about:
• What data can tell us about the opioid crisis
• How MicroStrategy and R can be used to analyze big data
• What sets MicroStrategy apart from other analytics vendors
• How you can get started with the MicroStrategy platform

David Knox, Senior Vice President, Worldwide Sales Engineering, MicroStrategy

9:45 AM Morning Break

10:15 AM Case Study: Maple Leaf Sports and Entertainment
Building your Analytics All-Star Team
The analytics talent race is underway. Organizations globally are competing for top-tier analytics and data science talent, and acquiring the right people for your organization can seem impossible. Learn how MLSE has built their data analytics/science practice with a focus on:
• Recruiting, empowering, and unleashing talent
• Creating a culture of experimentation and IP generation
• Generating and measuring business value
Take away specific and practical solutions for navigating the analytics talent shortage.

Sean O’Brien, Director of Analytics & Research, Maple Leaf Sports and Entertainment
10:45 AM  Industry Expert: Information Builders
Best Use Cases for Big Data and the Internet of Things

In a recent survey, less than 20 percent of CEO's were very satisfied with the value they have recognized from investments in data and analytics.

This holds true for Big Data as well. Many organizations have experimented with these technologies and invested in creating data lakes for analytics.

However, these technologies need to find operational use cases in order to drive value to the business. The good news is that the Internet of Things (IoT) is now defining these use cases and new opportunities. This presentation will use multiple case studies and industry research to provide valuable information to attendees engaged in planning, or researching Big Data and IoT initiatives.

Jake Freivald, VP of Product Marketing, Information Builders

11:30 AM  5 Minute Room Change Break

Choose Your Track

Join this track for a technical discussion of big data and analytics.

**Track A**

11:35 AM  Case Study: Shoppers Drug Mart
AI Now – Moving Fast, Don’t Fall Behind
Session Details Coming Soon

12:05 PM  Industry Expert: Alteryx
Maximizing Your Big Data Investment With Self-Service Analytics

Joe Cooper, Eastern Canada, Financial Services, Alteryx

Join this track for strategy discussions and business considerations.

**Track B**

11:35 AM  Case Study: Brightpeak Financial
How Big Data and Behavioural Science Shape the Future of Marketing

Spending and saving is a rich area of exploration for big data studies. What's missing is an exploration of people's attitudes about spending and saving, as well as their behaviours leading up to those actions. In this session, source insights on:

- The importance of converging motivation, ability and triggers to change behaviours
- Examples on how behavioural change is needed to drive outcomes
- Real case studies on what has worked and what hasn’t

Source a strategy to leverage big data and behavioural science to drive business results.

Mike Milkovich, Chief Technology Officer, brightpeak financial

12:05 PM  Industry Expert: Indellient
The Learning Before Machine Learning

Gordon Uszkay, Director, Risk and Analytics, Indellient

Christopher Buchholz, Senior Strategy Consultant, Chief Analytics Office, Transformation & Operations, IBM

12:35 PM  Networking Lunch

Register online at www.BigDataSummitCanada.com
Track A

1:30 PM  Panel
Handling Disparate Data to Make Better Business Decisions

Most organizations deal with internal and external data from a variety of sources. Overcome these challenges to make the most of your data. Gain insights on how to:

- Make use of data from various sources
- Integrate unlike data
- Handle redundant data

Use heterogeneous data to better inform business decisions.

Houtsin Diep, Manager, Digital Analytics (Lead), McDonald’s Canada

Pankaj Arora, VP Business Planning, Analytics and Performance Enablement, TD Bank Group

Track B

1:30 PM  Panel
Communicating Data and Analytics to Inform the Larger Business

Data and analytics can provide essential insights to the wider business, but only if they are understood. Better communicate your data to support business decisions. Develop a plan to:

- Convey data and analytics to stakeholders who lack an analytics background
- Employ visualization and storytelling
- Help other departments to better understand data

Inform the wider business about data and analytics to provide actionable insights.

Mateusz Ujma, Senior Data Scientist, Director, Group Advanced Analytics, Manulife

Sylvie Makhzoum, Vice President Data, Analytics & Insights, TD Insurance

Mateusz Ujma, Senior Data Scientist, Director, Group Advanced Analytics, Manulife

Saad Rais, Lead Data Scientist, Ontario Ministry of Health and Long-Term Care

2:25 PM  Room Change Break

Plenary Sessions Continue

It has been a fantastic learning experience for a new entrant such as myself to the big data world.”
- Deepa Muthukrishnan, Scotiabank

“Amazing insights to solving real world problems with cutting edge technology and business process evolution.”
- Brent Uemura, Manager, Data Management & Analytics, TD Bank

Register today by calling 1 866 298 9343 x 200
**8:00 AM** | **Registration and Breakfast**

**8:30 AM** | **Opening Comments From the Chair**

**Bala Gopalakrishnan**, Managing Director, Pelmorex Data Solutions, The Weather Network

**9:15 AM** | **Keynote: XE.com**

**Leveraging Real-Time Events in Customer-Centrification and Predictive Analytics**

The drive towards customer-centrification dictates the need for a technological environment that enhances customer relationships. Create a strategy to:

- Collect and assess real-time data
- Couple real-time data with historic customer interactions
- Personalize the marketing experience

Create a customer-centric organization using predictive analytics.

**Cecilia Tamez**, Chief Strategy Officer, XE.com

**Jean Louis Verboomen**, Director, Data Science, XE.com

**4:45 PM** | **Conference Adjourns to Day Two**

**Register online at** www.BigDataSummitCanada.com
Choose your track

Track A

11:30 AM Case Study: Scotiabank
Use Big Data Analysis to Mitigate Your Risks

The forecasted regulations and competition pressures enforce banks to carefully comply with risk factors. Explore how you can employ machine learning and big data methods to extract risky components. Achieve a step-by-step action plan to:

- Integrate data from different departments into a single network representation
- Identify secondary relationships at various levels even in the absence of financial relationship
- Analyze the microstructure of the Cross-border Payment Network to identify the suspicious components having a potential for risky activities and illicit behaviour

Take away experienced insights to help you make the right de-risking and onboarding decisions.

Nima Safaei, Associate Director, Network Analytics, Scotiabank Global Banking and Markets

Track B

11:30 AM Case Study: Global Furniture Group
Smoothly Navigate Your Path to Bring Business Intelligence to Your Organization

Moving a company into Data Analytics is a monumental task. Reduce your anxiety as you with insights from someone who’s been down this bumpy road. Discover practical tips to:

- Smoothly navigate your path to bringing business intelligence to your organization
- Enhance team building to support your vision
- Distil the promises to help make your software decisions

Take away a roadmap to help begin your journey to making informed business decisions.

Michael Morris,
Director, Sales Analytics and Incentive Programmes,
Global Furniture Group

12:00 PM Room Change Break

Register today by calling 1 866 298 9343 x 200

“Either send your CIO or send your people who need to advise them. The info is gold....”
- Sheri Albers, Canada Revenue Agency

“Great insights on the emerging value of data analytics in the utility industry.”
- James Cochrane, Horizon Utilities
When thinking about how your organization can take full advantage of Machine Learning and Artificial Intelligence, it’s important to acknowledge that these technologies are not silver bullets for solving your business problems. Raising and training a helpful machine system is something that takes a lot of clean data, foresight and work.

In this session, our data scientists will walk through what it takes to become the proud parent of intelligent machine systems. We’ll be discussing:

• Data recipes with which to feed your young AI so that it can grow big and strong
• Training tips to help ensure that it gets the best job in the market
• Lifecycle management to prepare it for a changing workforce
• Lastly, we’ll share aspirational stories of where your young, intelligent systems might find work one day

Steve Holder, Strategy Lead, Analytic Ecosystems, SAS

Blockchain – the technology behind bitcoin – is getting a lot of attention in the world of financial services, but it's potential extends to virtually all industries. Explore what blockchain will mean for big data and your industry. Gain insights on:

• Potential use across industries
• How big data and blockchain work together
• Practical applications of this emerging technology

Develop a strategy to make blockchain work for your organization.

Kyle Kemper, Executive Director, Blockchain Association of Canada

You will discover how a small Canadian City is building on its industrial and innovative past by harnessing the power of data and partnerships.

Janet Scott, Director, Business and Community Development, Enterprise Saint John
Mirko Crevatin, Program Manager, Enterprise Saint John

Reveal hidden insights in your data with the power of machine learning.

Aksel Bedikyan, (Former) Director of Business Analytics and Consumer Insights, Cirque du Soleil

Data, even when analyzed, is valueless, unless it can be understood and used by business leaders and frontline workers. Employ visualization to improve the way data is communicated so it can be better used across the business. Source practical tips to:

• Transform complicated data sets into easily understood graphics
• Use visualization to tell the story of data
• Uncover insights not apparent in text format

Improve the way you communicate data through visualization.

Christian Rodericks, Director Analytics & Architecture, Cara Operations

Register online at www.BigDataSummitCanada.com
Workshop A - 9:00 AM TO 12:00 PM

**Rethink Your Business With Big Data And Analytics – a Strategy for Business Leaders**

As technology gets more complicated, we tend to focus more on the details we can manage instead of the high-level requirements that get us where we’re trying to go.

The quality of the analyses depends on the quality and completeness of the data, but even the best analytics won’t help if it doesn’t provide the business with specific value that drives it forward.

In this data strategy workshop, you’ll learn how to achieve better alignment between business and IT, prioritize business initiatives and challenges, and identify the people, processes, and tools needed to support them. Take away:

1. A use case of an automobile manufacturer leveraging the power of Sensor data analytics to transform and bring efficiencies into their manufacturing processes
2. An assessment of your current “data state”
3. Tailored recommendations based on that analysis
4. An actionable worksheet that can serve as a checklist for continued planning
5. A foundation for using data, including big data, and analytics to reach your organization’s business goals

Jake Freivald, VP of Product Marketing, Information Builders

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Workshop B - 1:00 PM TO 4:00 PM

**Machine Learning: Process More Data, More Efficiently to Achieve a Competitive Advantage**

Machine Learning: Because of new computing technologies, machine learning today is not like machine learning of the past. While many machine learning algorithms have been around for a long time, the ability to automatically apply complex mathematical calculations to big data – over and over, faster and faster – is a recent development. The result? High-value predictions that can guide better decisions and smart actions in real time without human intervention:

1. Machine Learning & AI: Why all the Hype?
2. Computer Vision with Deep Learning: Image Processing and Analysis
3. Real Time Fraud Detection on Streaming Data: Event Stream Processing
4. Getting Value from your Unstructured Data: Text Analytics

Cindy Zhong, Sr. Data Scientist, SAS

Lorne Rothman, Sr. Data Sciences Specialist, SAS

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Workshop C - 1:00 PM TO 4:00 PM

**Building an Advanced Analytics Team to Drive Results**

An analytics program is only as good as the team that supports it. Ensure the success of your program by assembling a team of analysts, data scientists and others with the right skill sets and develop a strategic plan to achieve results. This workshop will address the following practical topics:

1. Understand corporate strategic directions and determine where data analytics should sit in your organization
2. Identify the skills your organization needs
3. Recruit, train and retain skilled data professionals
4. Establish strategic goals for your team
5. Improve collaboration & integration with businesses
6. Assess options in building COEs
7. Deliver results and create business value

*Improve business results by assembling an advanced analytics team.*

Dr. Eugene Wen, Vice President, Group Advanced Analytics, Manulife

Register today by calling 1 866 298 9343 x 200
Connect with Big Data and Analytics Executives
Find Answers to your Biggest Challenges!

**EVENT SPONSORSHIP & EXHIBIT OPPORTUNITIES**
AT CANADA’S LARGEST BIG DATA AND ANALYTICS CONFERENCE!

Our audience of big data and analytics leaders are strategic thinkers and decision-makers - exactly who you want to engage with to build new leads and nurture existing ones. Make sure you are at the centre of the action, where important decisions on new investments are initiated.

**Top 5 Reasons to Sponsor**
1. Meet data professionals from major brands like BMO, Cirque du Soleil, and MLSE.
2. Demonstrate your standing as a trusted big data and analytics advisor.
3. Target your intended audience in tracks for technical subjects vs. business use.
4. Be at the centre of the original Canadian big data event.
5. 8+ hours of interactive and networking sessions.

*Limited exhibit space and sponsorship packages are available.

**Who You Will Meet**

**Audience Breakdown**
- Information: 42%
- Technology: 30%
- Data Science & Business Intelligence: 15%
- Marketing: 12%
- Business Strategy: 11%
- Solutions Providers and Consultants: 8%
- Human Resources: 6%
- Industry Stakeholders: 6%

**Title Breakdown**
- Analytics: 30%
- Data: 25%
- Technology: 20%
- Information: 20%
- Marketing: 7%
- Other: 3%

Don’t miss this opportunity to be at the centre of the action!

To learn more, contact Simon Wren at 416-944-9200 ext. 229 or email wren@strategyinstitute.com

*Limited exhibit space and sponsorship packages are available.

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Cancellations: Cancellations must be received in writing by Wednesday January 24th, 2018. Cancellations received by this date will be eligible for a prompt refund less a $495.00 (plus HST) administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

Early Bird special: Expires on November 10th & December 22nd, 2017. Cannot be used with group discount.

Group Discount: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

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Register by November 10th
SAVE $100
Register by December 22nd

CONFERENCE CODE: 118017

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MLSE BMO CAA CARA RoyalCaribbean International