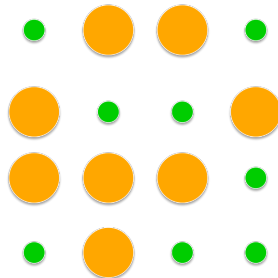# BOSTON AnalyticsWeek

Big Data & Analytics Unconference
Mar 24 – 28 2014 Boston, MA

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Presents

BOSTON AnalyticsWeek

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Overview

AnalyticsWeek is a weeklong Boston based Big Data & Analytics unconference happening between March 24 and March 28, 2014. The seed of conducting such conference emerged after an exhaustive informal interview process involving BigData architects, Scientists, managers and executives. One key fundamental question was "What has been missing in current BigData ecosystem" that not many are talking about. One highest ticket item that emerged from those interviews was "less content/discussion on Big Data Analytics challenges faced by BigData Practitioners". Big Data forums, meetups, conferences are flooded with Big Data tool information, but what resides in tools and makes it worth - the analytics, is still not getting the center stage of these discussion. As we keep getting more and more tools in big data landscape, it is important to have some dialog around BigData Analytics. These discussions will also fuel the need for building a better-sustained framework to maintain a consistent strategy for handling big data.

Our team that is conducting @AnalyticsWeek is the same team that is running successful BigData Discovery, Analytics and Visualization meetup to help build stronger Boston Big Data Community.

AnalyticsWEEK's purpose is fourfold:
➢ To bring Big Data Analytics community together;
➢ To establish thought leaderships in 4 fundamental areas of Analytics application: Health, Risk, Marketing & Talent BigData Analytics;
➢ To bring companies and right talent closer via @AnalyticsWeek platform;

Participant turnout is expected to be 1000+ through the week. More detailed descriptions about each day follow below:

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Event Details

Day 1 | AllStarKeynote Day: Big Data Analytics Landscape

The big data and analytics hype took off about three-years ago. A new era of data analytics promises tremendous value on the basis of breakthrough technology. Over 20 years of business intelligence and data warehousing (existing data analytics solutions) are challenged. But are big data technologies really the end of today's business intelligence stack? Where is the additional business value that goes beyond the value of existing solutions? Will big data be the next "SOA" or will it have lasting impact as a disruptive innovation? Try to find some answers with us in our amazing all star speaker and panelists.

@Speaker / @Panel:
6 Industry leaders come together to discuss the Big Data & Analytics Landscape as it is seen by Big Corporations to Small startups. Our Speaker/Panel lineup includes Business Leaders, Venture Capitalists, Startup Founders and Consulting Partners. Our all star lineup includes a mix of professionals who have vested themselves in the domain of Big Data and Analytics.

Date & Time:	March 24, 2013 6:00pm – 10:00pm
Expected # of Participants:	~300
Location:	To Be Announced
Target Demographics:	This event is targeted towards Big Data and Analytics professionals from Boston community. Primary target audience will be the Big Data and Analytics meetup attendees. That includes Big Data & Analytics professionals, enthusiasts, corporate executives, and startup founders.
Cost:	The registration fee of the day's event is $10, all proceed will be donated to Saint Jude Hospital
Parking & Transportation:	This venue is accessible by MBTA public transport and also surrounded by numerous public and street parking lots.

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Day 2 | Health Informatics Day: Big Data Analytics in Health

Information systems are generating huge volumes of data. Healthcare industry adopting these systems is also seeing rapid rise in these datasets. In order to keep their competitive edge, Healthcare organizations needs to stay on top of implementing efficient analytics solutions. The discussion in this track will focus on various data and analytics issues facing healthcare and possible remedies.

@Speaker / @Panel:
6 Industry leaders come together to discuss the state of healthcare informatics in Big data space. Our Speaker/Panel lineup includes Healthcare researchers, Venture Capitalists, Startup Founders and Consulting Partners. A mix of professionals who have vested themselves in the domain of Healthcare informatics.

Date & Time: March 25, 2013 5:00pm – 9:00pm

Expected Attendee: ~200

Location: Microsoft New England R&D, One Memorial Drive, Cambridge, MA

Target Demographics: This event is targeted towards Health Informatics Big Data and Analytics professionals from Boston community. Primary target audience will be the Big Data and Analytics meetup attendees. That includes Big Data & Analytics professionals, enthusiasts, corporate executives and startup founders from Health Informatics.

Cost: The registration fee of the day's event is $10, all proceed will be donated to Saint Jude Hospital

Parking & Transportation: This venue is accessible by MBTA public transport and also surrounded by numerous public and street parking lots.

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Day 3 | Finance/Risk Day: Big Data Analytics in Finance/Insurance

The Finance/ insurance industry is already well aware of the transformative power of big data and the challenges it faces in getting the most out of it. The opportunities range from understanding risk, finding patterns in fraud, better underwriting, to predicting patterns for better-informed decisions through better analysis of data from existing or new sources. Bigdata and analytics presents a previously unavailable opportunity for insurers to find new insights and to improve their business processes. The data/ analytics rush is on and the first movers will gain the most competitive advantage.

@Speaker / @Panel:
6 Industry leaders come together to discuss the Big Data & Analytics Landscape in Finance / Insurance Analytics as it is seen by Big Corporations to small vendors. Our Speaker/Panel lineup includes Business Leaders of fortune 100 companies, small fund managers, freelancing consultant to finance/insurance researcher who are dealing with these areas head-on. Our track lineup includes an ideal blend of professionals who have vested themselves in the domain of Finance / Insurance Analytics.

Date & Time:	March 26, 2013 5:00pm – 9:00pm
Expected Attendee:	~200
Location:	To Be Announced
Target Demographics:	This event is targeted towards Finance/Risk Big Data and Analytics professionals from Boston community. Primary target audience will be the Big Data and Analytics meetup attendees. That includes Big Data & Analytics professionals, enthusiasts, corporate executives and startup founders Finance/Risk domain.
Cost:	The registration fee of the event is $10, all proceed will be donated to Saint Jude Hospital
Parking & Transportation:	This venue is accessible by MBTA public transport and also surrounded by numerous public and street parking lots.

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Day 4 | Marketing Day: Big Data Analytics in Marketing/Web/Mobile

Marketing and sales have encountered a game-changing event with the advent of Bigdata becoming a defining entity for driving market strategies. Shifts in market landscape have been very much influenced with this sudden influx of data, whether it's customer behavior or natural phenomenon. It's imperative to use analytics to identify key business opportunities from the data to drive decisions and improve marketing returns on investments.

@Speaker / @Panel:
6 Industry leaders come together to discuss how Bigdata is affecting marketing landscape. Our Speaker/Panel lineup includes Marketing experts; Venture Capitalists, Startup Founders and Consulting Partners-A mix of professionals who have vested themselves in the domain of Marketing management & analytics.

Date & Time: March 27, 2013 5:00pm – 9:00pm

Expected Attendee: ~200

Location: Microsoft New England R&D, One Memorial Drive, Cambridge, MA

**Target
Demographics:**   This event is targeted towards Marketing Big Data and Analytics professionals from Boston community. Primary target audience will be the Big Data and Analytics meetup attendees. That includes Big Data & Analytics professionals, enthusiasts, corporate executives and startup founders from marketing domain.

Cost: The registration fee of the event is $10, all proceed will be donated to Saint Jude Hospital

**Parking &
Transportation:**   This venue is accessible by MBTA public transport and also surrounded by numerous public and street parking lots.

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Day 5 | Talent & Workforce Day: Big Data in Talent & Workforce

Talent workforce analytics and big data are now must-have capabilities in HR. As the business world has transformed by the sheer volume, speed and availability of data and as the search for competitive advantage intensifies, data about people and performance becomes ever more critical. Much has been written on the issue of talent analytics. Most of the discussion on Talent & Workforce Analytics debate could be contained within one or more of the three silos: Technology, Techniques and Talent.

There seems to be less focus on what is actually happening. What is the appetite on the ground for talent analytics and bigdata? What are the barriers and enablers to developing this capability and what is happening within organizations? This track day will focus on exactly that. We will find those answers in our power packed day of talent & workforce analytics. Attendees will get a fair amount of idea on what industry leaders are doing and what are the challenges surfacing this industry.

@Speaker / @Panel:
6 Industry leaders come together to discuss the Big Data & Analytics Landscape in Talent & Workforce Analytics as it is seen by Big Corporations. Our Speaker/Panel lineup includes Business Leaders of fortune 100 companies who are dealing with these areas head-on and startup founders who are addressing this problem with their unique solution. Our lineup includes a mix of professionals who have vested themselves in the domain of Talent & Workforce Analytics.

Date & Time: March 28, 2013 5:00pm – 9:00pm

Expected Attendee: ~200

Location: To Be Announced

**Target
Demographics:**   This event is targeted towards Talent/Workforce Big Data and Analytics professionals from Boston community. Primary target audience will be the Big Data and Analytics meetup attendees. That includes Big Data & Analytics professionals, enthusiasts, corporate executives and startup founders from Talent/Workforce.

Cost: The registration fee of the event is $10, all proceed will be donated to Saint Jude Hospital

**Parking &
Transportation:**   This venue is accessible by MBTA public transport and also surrounded

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by numerous public and street parking lots.

Media Support

Print/Electronic Advertising – As a sponsor, you will be included in press releases and/or advertisements we will be launching to attract @AnalyticsWeek signups. A complete sponsorship list will also be available on @AnalyticsWeek website for 2 months.

Joint Press Release – Some participants have showed interest in organizing joint Press Release for increasing the outreach and bringing = traffic to website which will have links and mention of our sponsors on the website.

Ad space – If substantial funds are raised, a banner will be placed in Boston Globe and Boston.com.

Other Event Promotion

Publicity – Invite only event will generate lot of word-of-mouth and therefore, it will result in more traffic than we could handle.

Web Site – The website for the @AnalyticsWeek is: http://analyticsweek.com. We will list sponsoring companies and link to partner companies' website as soon as they become available.

Partner Web Site – Event announcements and updates will also be posted on partner blogs: http://cognizeus.com, http://bigdataclub.org, http://launchhack.com and http://v1shal.com. We will list sponsoring companies and link to those companies' website, when applicable.

Direct Mail – Direct mail to all of our contacts will be made to create awareness and allowing more people to signup.

Social Media – We will be leveraging many outlets for social media advertising including: (~# of followers)
Twitter: AnalyticsWeek (~266), Cognizeus (~1,400), BigDataClub (~7,000), VishalTx (~7,239), EkVoice(~6,393), LaunchHack(~4,000)

On-Site Activities

AnalyticsWeek Unconference activity will be tracked using twitter hash tag #BOSAW14 on twitter. There will be raffles and other participant engagement activity for keeping attendees engaged. There will be networking slots between events, at start and at the end of session.