

# BIG DATA WEEK

20-26 APRIL, 2015 - 40+ CITIES WORLDWIDE

Company: Big Data Week  
Contact: Andrew Gregson  
Tel: 0759 526 4183  
Email: [hello@bigdataweek.com](mailto:hello@bigdataweek.com)

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## BIG DATA WEEK 2015 The World's Largest Big Data Event to start on April 20<sup>th</sup>

*The call for papers is now open for the 4th annual Big Data Week, the largest global big data festival in the world. This edition of Big Data Week will include two tracks, a business track and a technical track and will focus on how companies and individuals across a series of industries put big data to use.*

LONDON, October 9<sup>th</sup> 2014. The 4<sup>th</sup> edition of Big Data Week is set to begin on 20 April 2015 and the call for papers is now open. After a very successful edition in 2014, when over 30 cities worldwide brought together 30,000+ big data practitioners to discuss the connected society and the internet of things, the next Big Data Week aims to bring together over 40,000 participants across four continents.

The purpose of the 4<sup>th</sup> Big Data Week is to inspire more individuals and SMEs to start a data project and tap into the immense growth potential of big data. As such, this edition will feature two tracks – one oriented towards business decision makers, consultants and analysts, and one towards the more technical big data practitioners, such as developers, sysadmins, devops and data scientists:

- The business track will showcase real world success stories from five industries: retail, finance, publishing, gaming and science.
- The technology track will include best practices, howtos, workshops and case studies from big data professionals that have hands on experience in working with big data technologies such as Hadoop, NoSQL databases, visualisation and integration software.

Papers can be submitted on the festival's [website](#).

“In 2014 we addressed the social impact of big data – we looked at smart cities, the quantified self and the connected society. In 2015 we intend to look at the day-to-day, practical aspects of starting a big data project. Big data doesn't have to mean big teams and big budgets – SMEs, startups and individuals can tap into the potential of data to generate tremendous results. So we're looking for the success stories, for the trailblazers who can inspire others to derive value from data in new, innovative ways. ” said co-founder **Andrew Gregson** (@andegregson).

“Many companies are excited about the potential of big data but have a hard time figuring out the way ahead. We hope to create a library of case studies from around the world, which companies of all shapes and sizes can use when building their own big data business cases. We hope this will especially enable smaller organizations and NGOs to start exploring the power of their data without having to invest in expensive consultancy or training.” Added co-founder **Stewart Townsend** (@stewarttownsend).

**Bigstep**, 2014 supporter of Big Data Week, has already confirmed support for 2015. “There is still a long way to go before the average business starts to understand why and how to harness the potential of data. Big Data Week, with its strong community and powerful international presence, can lead the way towards making data analysis a palpable reality for any business, not the enterprises.” said **Flaviu Radulescu**, CEO at Bigstep.

For more information about the events taking place visit: <http://bigdataweek.com/> or follow Big Data Week on Twitter at @bigdataweek and #bdw15.

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## About Big Data Week

Big Data Week is one of the most unique global platforms of interconnected community events focusing on the social, political, technological impacts of Data.

The festival connects a number of global cities through locally hosted meetups, events, networking functions, data visualisation demo's, debates, discussion and hackathons. Events are designed to provide a platform to educate, inform and inspire – organised by people who are passionate and knowledgeable about data. We're a self-organising community where anyone is able to host and create an event during the festival; making the our platform completely open and community driven.