



First edition of the Big Data Congress

3 and 4 November – Barcelona

Organised by Big Data CoE with the collaboration of the Barcelona City Council, the Government of Catalonia, Eurecat and Oracle

Imagina auditorium. Mediapro Building (177, Diagonal Avenue. Barcelona)

Programme

Promoting partners:



Generalitat de Catalunya
Departament d'Empresa
i Ocupació



Programme

Tuesday 3 November | DEMAND

08:30-09:30h **REGISTRATION**

09:30-10:00h **WELCOMING SESION**

10:00-10:30h **KEYNOTE SPEAKER**

In this session, an international speaker discusses the anticipated prospects and evolution of Big Data. Special emphasis will be placed on Big Data trends in business and how these technologies are breaking new ground for companies.

10:30-11:00h **BIG DATA, BUILDING DATA-DRIVEN ORGANISATIONS**

Data are becoming a key asset for management and decision-making in companies. This session will present the new role of data in companies and how they are changing and evolving into “data driven organisations”.

11:00-11:30h **COFFEE BREAK & NETWORKING**

11:30-12:15h **GETTING THE MOST FROM YOUR CUSTOMER DATA**

Using real success stories, we will learn how companies are extracting value from their customers’ data by enriching them with different sources of data. Cases of use are expected to be presented and explained from a customer’s point of view, as well as the goals and challenges pursued and the results obtained.

12:15-13:00h **CITY MANAGEMENT**

This session will discuss various real projects to show how many people’s needs may be managed more effectively and efficiently, improving public services and relations with the public by using Big Data (for example, resource transport management, emergencies, etc.).

13:00-14:00h **BIG DATA, BIG QUESTIONS**

This debate will address the challenges faced by data-related companies and institutions, as well as other issues about Big Data, with different experts reflecting on the following aspects:

- How to define an organisation’s Big Data strategy.
- Organisation and governance models in companies.
- Big Data-related talent and professional profiles.
- Data privacy and the ethics of data use.
- How to obtain quality data sets.
- Data processing in real time: the necessary infrastructure and tools.

14:00h **END OF SESSION**

Programme

Wednesday 4 November | TECHNOLOGY

08:30-09:30h REGISTRATION

9:30-10:30h **ANALYTIC MODELS TO IMPROVE BUSINESS EFFICIENCY AND REDUCE USER CHURN**

This session will deal with emerging trends and technologies in predictive analytical models and the associated technology that has been developed to improve company efficiency and/or reduce customer churn. Pioneer cases of use from companies that provide Big Data will be examined.

10:30-11:00h **TECHNICAL KEYNOTE SPEAKER**

In this session, an international speaker will discuss the technological trends in Big Data.

11:00-12:00h **BIG DATA VISUALISATION**

This session will present two leading visualisation tools to show attendees trends and new features that should help companies to extract value from data combined with unstructured data.

10:00-10:30h COFFEE BREAK

12:00-12:30h **BIG DATA START-UPS: NEW ECOSYSTEM BASED ON DATA**

A space for new companies created around data. Cases of start-ups that base their business on data will be discussed.

12:30-13:30h **BIG DATA TALENT AWARDS**

The Big Data Talent Awards are aimed at recognising Master's and PhD thesis projects related with business analytics with the most socio-economic impact and technological innovation. In this session, awards will be given for different defined categories.

14:00-14:10h **CLOSE**