

CHIEF DATA OFFICER

3rd-4th May 2016 | London, UK

Brand new
speaker panel
for 2016!

Drive innovation and growth
with pre-eminent CDOs and
senior data leaders

ADDRESS THE TALENT
SHORTAGE IN DATA IN
ORDER TO SOURCE AND
SECURE THE BEST DATA
TEAM

ENSURE THE SECURITY OF
YOUR DATA TO PREPARE
FOR NEW LEGISLATION
AND AVOID IMPENDING
FINES

SECURE SENIOR LEVEL
BACKING FOR THE CHIEF
DATA OFFICER ROLE

**"Great conference with solid
content and good networking"**

Chief Data Officer, Betsson Group, 2015 Speaker



Matthew Cossor,
Chief Data Officer &
Head of Reporting and
Data Services

LE FIGARO

Samuel Profumo,
Chief Data Officer

MoneySupermarket.com

Orlando Machado,
Chief Data Scientist

MARSH

Anthony Stevens,
Chief Data Officer

EXTRACT MAXIMUM
VALUE FROM YOUR DATA
TO USE DATA AS A DIRECT
REVENUE GENERATING
ASSET



Deutsche Bank

Raveendra Bharadwaj,
Chief Data Architect



Steve Wright,
Chief Privacy Officer

**PIONEER
Investments**

Edward Boag,
Chief Data Officer



Hany Choueiri,
Chief Data Officer

DRIVE BUSINESS
INNOVATION BY
LEVERAGING DATA ASSETS
TO FIND NEW REVENUE
STREAMS AND MARKET
SHARE



**Defence
Infrastructure
Organisation**

Tony Gosling,
Chief Data Officer



**万达集团
WANDA GROUP**

Charles Cai,
Chief Data Officer

ACHIEVE AN IMPACTFUL
DATA GOVERNANCE
PROGRAMME TO ENSURE
THE MOST POWERFUL USE
OF YOUR DATA

Our past
attendees include:



IPG
MEDIABRANDS



dunnhumby

CREDIT SUISSE



Dear Colleague,

When the **Chief Data Officer Forum** was launched back in 2014, we brought together pioneering CDOs to discuss their emerging role in business. The Forum has evolved to address the changing challenges facing Chief Data Officers, and this year's gathering will see discussions on the most pressing issues this community is tackling.

I am very excited by the outstanding panel of speakers for this year's Chief Data Officer Forum, who will be exploring challenges such as:

- How to drive business innovation by leveraging data assets to find new revenue streams and market share
- How to achieve the most impactful data governance programme
- How to bridge the gap between data governance, revenue generation and technological expertise
- How to secure privacy in a data-driven economy
- How to extract the maximum value from your data
- How to achieve company-wide data literacy

2016 is going to be crucial year for those at the head of data strategy, as the nature of the role means you are required not only to uncover new areas for growth and revenue, but to drive innovation across the entire organisation using data. This requires a data leader who can spearhead organisational and cultural change, communicate the value of data and secure senior-level backing for a data-driven business strategy.

All of these issues will of course become even more urgent with the announcement of the GDPR this year, which will see serious sanctions placed on organisations who do not have their data privacy in order.

We have assembled an exciting series of sessions from roundtables and panels to keynotes and networking to address all of your biggest challenges.

I look forward to meeting you at the forum!

Kind regards,



Kim Palfrey
Event Director,
Chief Data Officer Forum

*P.S. Don't forget to
check out our full
list of speakers on
page 3*

Don't just take our word for it! Here's what our past attendees said:

“Excellent advice on
how to approach a CDO role,
what to do, what not to do”

Global Head Fixed Income
Operations, BNP Paribas, Chief Data
Officer Forum delegate

“What keeps me
up at night? Missing that
opportunity to be a data
driven company”

Chief Data Officer,
BB&T Bank, Speaker, CDO
Forum 2015

“Excellent advice on
how to approach a CDO
role, what to do, what not
to do.”

Global Head Fixed Income
Operations, BNP Paribas,
CDO Forum
2014 delegate

“This event literally
saved me! It will enable me
to be confident speaking and
advocating the CDO function in
France and Europe”

Project Manager, Securitas,
Chief Data Officer Forum delegate

“I enjoy
discussing data management
and the role of the CDO with other
senior executives and the chance
to network in an international
forum”

Chief Data Officer,
TD Bank, Contributor,
CDO Forum 2014

“You have to
change the mindset –
making data matter”

Chief Data Architect,
HMRC, CDO Forum
2015 speaker

Register now at enquire@iqpc.co.uk | +44 (0)207 036 1300

Meet the speakers

 <p>Matthew Cosso Chief Data Officer & Head of Reporting and Data Services</p>	 <p>Tony Gosling Chief Data Officer</p>	 <p>Charles Cai Chief Data Officer</p>	 <p>Samuel Profumo Chief Data Officer</p>	 <p>Hany Choueiri Chief Data Officer</p>	 <p>Usama Fayyad Chief Data Officer</p>
 <p>Anthony Stevens Chief Data Officer</p>	 <p>Edward Boag Chief Data Officer, Pioneer Investments</p>	 <p>Orlando Machado Chief Data Scientist</p>	 <p>Raveendra Bharadwaj Chief Data Architect</p>	 <p>Steve Wright Chief Privacy Officer</p>	 <p>Neil Taylor Head of Data and Systems, Liv-Ex</p>
 <p>Peggy Barthes-Streit Head of mData</p>	 <p>Robin Hayden Head of Data and API Services</p>	 <p>Simon Wright Strategic Governance Manager - Data Protection and Privacy, CIPP/E</p>	 <p>Niall Cottrill Head of Data Governance</p>	 <p>Andrew Mann Customer Data Director</p>	

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The 5 Hats of the Chief Data Officer



The Business Strategist

Above all, the Chief Data Officer must be a business strategist, unlocking the value of data to drive growth and innovation for the business.

For this to work, the CDO must understand business strategy and operating models and be able to envisage how data will drive innovation and growth.

Raveendra Bharadwaj, Chief Data Architect at Deutsche Bank will address this in his talk on data-driven business innovation.



The Executive Leader

The role of Chief Data Officer is not for shrinking violets. Data is competing for employee and executive mindshare against innumerable other corporate initiatives, and the Chief Data Officer must champion data above all else.

Tony Gosling, Chief Data Officer at the Defence Infrastructure Organisation will be explaining how to secure senior-level backing for the CDO role and justify your place within the c-suite.



Driver of Operational Improvement

The Chief Data Officer must ensure that data assets are top quality and being used in the most efficient way throughout the business.

Proactive improvement processes should be put in place, and should be continuously monitored and updated.

Orlando Machado, Chief Data Scientist at Moneysupermarket.com will be looking at how embedding a data-centric culture into the fabric of your organisation can help with this.

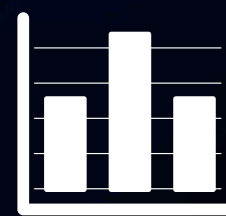


The Custodian

The CDO is the custodial role, managing the framework of control for data that is cared about in the organisation.

This is a role which entails championing data usage throughout the organisation, and putting in place the systems which will keep it as a valuable asset.

Matthew Cossor, Chief Data Officer and Head of Reporting and Data Services at RBS will be examining how to achieve the most impactful data governance programme.



The Protector

The Chief Data Officer must also increasingly think about the security of their data and strive to keep it secure. This is achieved by working with other members of the c-suite such as the CISO.

The CDO must keep abreast of privacy laws, industry regulations and corporate compliance mandates.

Steve Wright, Chief Privacy Officer at Unilever will be talking us through handling privacy in a data-driven economy.

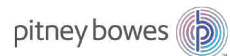


Conference Day One: Tuesday 3rd May 2016

08:00 Registration & networking coffee

08:50 Chairperson's welcome to Day 1 - Pitney Bowes

Gerhard Heide, Director, Global Market Strategy, **Pitney Bowes**



09:00 Icebreaker: What are your event objectives?

To boost networking and interactivity, the conference will begin with an opportunity for everybody to get to know each other. Attendees will have 15 minutes to discuss their key objectives for attending the event which will be used to influence discussions throughout the entire conference. At the end of the second day the objectives will be reviewed and there will be further opportunities to discuss any remaining points.

09:15 The rising data force of the Chief Data Officer

- Placing data at the heart of your organisation
 - Steering a data-driven business
 - Spearheading change throughout the company
 - Driving a corporate wide data strategy to accelerate growth
- Charles Cai**, Chief Data Officer, **Wanda Group**

09:55 How to make the CDO role work and build an effective data organisation

- The Defence Infrastructure Organisation case study
- TOwnership and accountability – the first steps to changing behaviours
- TProving the concrete worth of the Chief Data Officer

Tony Gosling, Chief Data Officer, **Defence Infrastructure Organisation**

10:35

Speed networking session

A structured networking exercise designed to maximise your opportunity to make those invaluable conference connections with your peers.

SPEED
NETWORKING

10:55

Data driven business innovation: Leveraging the potential of your data

- Using predictive analytics to improve the speed of decision making
- Innovating through data to create business agility, responsiveness and agility
- Leveraging data to create new business opportunities and discover new markets
- Enabling competitive differentiation through data analytics
- Cutting unnecessary spending using data derived insights

Raveendra Bharadwaj, Chief Data Architect, **Deutsche Bank**

CDO
FORUM
RECOMMENDS

11:35

Morning coffee and peer to peer information exchange



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Conference Day One: Tuesday 3rd May 2016

12:05 Driving innovation by leveraging data

- Commercial insurance – an industry at high risk of innovative disruption
- Innovating the client experience and advisory offering
- Innovating in the trading relationship with carriers
- Innovating in developing new propositions
- Innovating in transforming the value chain
- War wounds and lessons learned

Anthony Stevens, Chief Data Officer, **Marsh**

12:45 Embedding a data-centric culture into the fabric of your organisation

- Establishing an understanding of how to use data in every area of the organisation
- Navigating change from the CDO down
- Decentralising and democratising data with minimum disruption
- Educating the entire company on the benefits of embracing data analytics, and how to achieve this
- Overcoming common pitfalls in establishing a data-driven culture

Orlando Machado, Chief Data Scientist, **Moneysupermarket.com**

13:25 Lunch and peer to peer information exchange

14:25 Preparing for new legislation

- Should the upcoming EU legislation be seen as an opportunity to drive the importance of data within your organisation?
- What will be the implications for businesses?
- What are the benefits of forming a governance group to oversee privacy activities?
- How to start preparations early to get ahead
- How would you react to a data security breach?

Simon Wright, Strategic Governance Manager - Data Protection and Privacy, **Sky**

ROUNDTABLE
DISCUSSION

15:05

Roundtable discussion:

How to achieve the most impactful data governance programme?

- Creating more formality in data management
- The most powerful structure for the data governance team
- Maintaining accurate, complete data which is consistent with legal requirements and business rules
- Establishing accountability for data governance
- Developing relationships with risk, regulatory, and business stakeholders to formalize an engagement model

Matthew Cossor, Chief Data Officer & Head of Reporting and Data Services, **Royal Bank of Scotland**

15:45

Afternoon coffee and peer to peer information exchange

16:15

Achieving company-wide data literacy

- Creating an understanding of how to use data in every area of the organisation
- Distributing data competencies throughout the organisation to ensure data literacy throughout
- Educating the workforce on the benefits of using data in everyday work
- Utilising the best tools to simplify data usage and understanding
- Establishing formal training on data usage for employees

Neil Taylor, Head of Data and Systems, **Liv-Ex**

16:55

Chairperson's closing remarks

17:00

Drinks reception



Conference Day Two: Wednesday 4th May 2016

09:25 Chairperson's welcome to Day 2 - Pitney Bowes
Gerhard Heide, Director, Global Market Strategy, **Pitney Bowes**

09:30 Privacy in a data-driven economy

- What can the Chief Data Officer do to protect data security?
- Determining and enforcing specific security and privacy requirements for each piece of data
- Navigating the use of sensitive information without breaching data privacy regulation

Steve Wright, Chief Privacy Officer, **Unilever**

10:10 Breach Detection and Data Loss Prevention through Advanced Behavioural Analytics

- Review how today payment card fraud is tackled with real-time behavioural analytics
- Consider the current state of data breach/cyber-attack defences
- Utilise behavioural analytics to learn behaviours of users/devices/machines
- Employ self-learning models to recognise and pinpoint cyber-attack on your organisation

Scott Zoldi, Chief Analytics Officer, **FICO**

10:50 Technology Demo Drives
Test the latest solutions on the market through short snappy meetings with vendors in our exhibition hall. Collect a full set of stamps from each stand to be in the running for our prize draw.

11:20 Morning coffee and peer to peer information exchange

11:50 Data is not difficult: Aligning everyone in the organization around data

- Transforming data literacy within the organisation
- The advantages of making data open to all across the business
- Building strategic and operation capability
- Linking technical specialists to deliver commercial results

Andrew Mann, Customer Data Director, **The Co-Operative Group**

12:30 Leveraging data to gain advanced customer insight for competitive advantage

- How to gain a better understanding of customer behaviours
- Creating a more personalised customer experience through customer insight
- Using mobile data to understand the trends and patterns of online customer activity
- Designing the best omni-channel experience for customers using knowledge gained from data analytics
- Effectively using data to create more targeted and personalised marketing campaigns

Samuel Profumo, Chief Data Officer, **Le Figaro**

13:10 Extracting maximum value from your data

- Using data as a direct revenue generating asset
- Understanding how to use data visualisation and analytics for increased business effectiveness
- Capitalising on the possibilities presented by the Internet of Things
- Unlocking the potential of datasets by embracing new technologies to access 'fast data'
- Improving product offerings and pricing through advanced analytics

Robin Hayden, Head of Data and API Systems, **Telegraph Media Group**

13:50 Lunch and peer to peer information exchange

14:50 Roundtable discussion: How to achieve the most impactful data governance programme?

- How to create more formality in data management
- The most powerful structure for the data governance team
- Maintaining accurate, complete data which is consistent with legal requirements and business rules
- Establishing accountability for data governance
- Developing relationships with risk, regulatory, and business stakeholders to formalize an engagement model

Niall Cottrill, Head of Data Governance, **Allianz UK**

15:30 Afternoon coffee and peer to peer information exchange

16:00 Driving business growth by leveraging data

- Using data to create new revenue streams
- Fostering internal growth through data
- Using predictive analytics to make business decisions
- Innovating through data to create agility and responsiveness
- Leveraging data to create new business opportunities and discover new markets

Peggy Barthes-Streit, Head of mData, **EE**

16:40 Conference close: Event objectives recap session and chairperson's closing remarks



Maximise Your Involvement: Sponsorship and Exhibition Opportunities

The Chief Data Officer Forum is attended by senior officials and decision-makers from a range of industries, bringing together buyers and suppliers in one location.

Focused and high-level, the event will be an excellent platform to initiate new business relationships. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

Exhibiting and sponsorship options are extensive, and packages can be tailor-made to suit your individual company's needs. Most packages include complimentary entry passes, targeted marketing to industry officials and executives, and bespoke networking opportunities.

Other features of sponsorship include:

- Prominent exhibition space in the main conference networking area
- Participation in comprehensive pre-event marketing campaigns
- Tailored marketing strategies to suit your organisation's size, capabilities and individual requirement

For more information and to discuss the right opportunity, contact us on +44 (0)207 368 9300 or sponsorship@iqpc.co.uk

You can access a variety of free resources such as whitepapers, articles, news, podcasts and presentations online at www.chiefdataofficersummit.com

Who will you meet?

Take a look at a sample of the attendees we are expecting at Chief Data Officer Forum 2016

What industries will attend:

- Financial services
- Retail
- Insurance
- Government and public services
- Telecoms
- Media
- Oil & gas
- Hospitality and leisure

Who will attend:

- Chief Data Officer
- Chief Data Architect
- Chief Data Scientist
- Head of Data
- Head of Data and Analytics
- Head of Data Security
- Head of Customer Data
- Head of Data Architecture
- Head of Business Intelligence
- Chief Information Officer
- Head of Analytics
- Head of CRM
- Head of Data Governance

Past attendees include:

betsson

open data institute

NEOPOST

IPG
MEDIABRANDS

Goldman Sachs

RSA

dunnhumby

CREDIT SUISSE

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2016 Sponsors:

G-TEA
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BIG DATA TALENT

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Register now at enquire@iqpc.co.uk | +44 (0)207 036 1300



3rd-4th May 2016 | London, UK

Package Options For In House Big Data Professionals	Gold Package	Silver Package
Register & Pay By 26th February 2016*	£798+ VAT SAVE £800	£499+ VAT SAVE £800
Register & Pay By 25th March 2016*	£1198+ VAT SAVE £400	£899+ VAT SAVE £400
Standard Price	£1598+ VAT	£1299+ VAT

Pass Includes	Networking Pass	Economy Pass
Main Conference (3rd-4th May 2016)	✓	✓
Drinks reception & networking (17.45 3rd May 2016)	✓	✓
Access to Breakfast Briefing (8.45am 4th May 2016)	✓	✗

Solution Providers & Consultants - Conference Only	Standard Price
Register & Pay by 26th February 2016*	£1999+ VAT
Conference Only Pass	£2299+ VAT

A la Carte - Add to any packages or purchase separately	
Breakfast briefing	£299 +VAT
Conference presentations on B2B Shop at www.b2biq.com only	£499 +VAT

Team Discounts
Team of 4 - 10% on any ticket • Team of 7 - 15% on any ticket • Team of 10 - 30% on any ticket

- Please note:
- All prices are exclusive of UK VAT at VAT 20%UK. VAT registration no. GB799225967
 - *All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.
 - Any discounts offered (including team discounts) must also require payment at the time of registration.
 - All discount offers cannot be combined with any other offer.

PAYMENT METHOD

Total price for your Organisation: (Add total of all individuals attending):
Card Number: VISA M/C AMEX

Exp. Date: Sec:
Name On Card:

Billing Address (if different from above):
City/County/Postcode Cheque enclosed for: £
(Made payable to IQPC Ltd.)
(Please quote 23508.004 with remittance advice) Bank account details (GBP):
Account name: IQPC Ltd Bank: HSBC Account number: 551304143 Sort code: 40 38 18
IBAN: GB59MIDL40381851304143 SWIFT: MIDLGB22

3 WAYS TO REGISTER

TELEPHONE: +44 (0) 207 036 1300 EMAIL: ENQUIRE@IQPC.CO.UK FAX: +44 (0)20 7368 9301

To speed registration, please provide the priority code located on the mailing label or in the box below.

My registration code #EQ

Please contact our database manager on +44(0) 20 7368 9300 or database@iqpc.co.uk quoting the registration code above to inform us of any changes or to remove your details.

DELEGATE DETAILS - SIMPLY COMPLETE THIS FORM AND CLICK SUBMIT

Please photocopy for each additional delegate

Mr Mrs Miss Ms Dr Other

First Name

Family Name Job Title

Tel No.

Email

☐ Yes I would like to receive information about products and services via email

IQPC Point of contact

Organisation

Nature of business

Address

Postcode Country

Telephone

Fax

Approving Manager

Name of person completing form if different from delegate

I agree to IQPC's cancellation, substitution and payment terms

Special dietary requirements: Vegetarian Non-dairy Other (please specify)

Please indicate if you have already registered by: Phone Fax Email Web

Please note: if you have not received an acknowledgement before the conference, please call us to confirm your booking.

VENUE & ACCOMMODATION

Venue:
London, UK. Exact venue to be released shortly.

Accommodation:
Please check www.chiefdataofficersummit.com for further information
Accommodation: Travel and accommodation are not included in the registration fee.

TEAM DISCOUNTS*

IQPC recognises the value of learning in teams. Groups of 3 or more booking at the same time from the same company receive a 10% discount, 5 or more receive a 15% discount, 7 receive a 20% discount. Only one discount available per person.

FREE ONLINE RESOURCES

You can access a variety of free resources such as whitepapers, articles, news, podcasts and presentations online at www.chiefdataofficersummit.com

START KNOWLEDGE SHARING AND NETWORKING BEFORE THE EVENT

Follow us on Twitter @BigDataSummits
 Join our linked In group Big Data and Analytics Management

TERMS AND CONDITIONS

Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions. Return of this email will indicate that you accept these terms. Payment Terms Upon completion and return of the registration form full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a £49 (Plus VAT) processing fee per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received. IQPC Cancellation, Postponement and Substitution Policy You may substitute delegates at any time by providing reasonable advance notice to IQPC. For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference. In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation. In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement. Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances. IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible. Discounts All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer. The purchase of any conference audio, video or digital recording on B2B Shop (www.b2biq.com) includes keynote, topic and panel sessions where the presenters agree to grant permission for their presentation/sessions to be audio and/or video recorded by IQPC and further agree to release all rights to IQPC related to the contents of the recording, its distribution, sale, reproduction, broadcast in whole or in part and without limitation or compensation. Please be aware that in respect of this IQPC cannot guarantee the inclusion of any or all sessions until after the conference has taken place.
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