Big Data Connected World
Day 1 (May 31, 2016)

smartcon ISTANBUL 2016

Registration, Refreshments and Networking

Welcome and Introduction: Key Global Trends for Big Data and IoT and Mission for smartcon and Analytics Center

What Turkey does and needs to do to be a driver of the new inovation economy?

The Implications of the Evolving Big Data Landscape on Traditional Business

Break - Exhibits and Networking

New wave of digital disruption, treats and ways to get fit

Charismatic Machines, Robotic Stand-up Show

Lunch

Digital Marketing: Big Miracle or Snake Oil for the Modern Marketeer?

TRACK I DIGITAL AND MARKETING	TRACK II BIG DATA AND TECHNOLOGY
Panel: Phygital Marketing: Physical to Digital Engagement	**Panel:** The Rapid Modernization of BI and Analytics: What They are and Why Now?
Business Analytics & Big Data In The Age Of Digital Disruption Economy	Big Data Analytics – A shift from traditional to new data
Real Time Analytics That Works Every Time	A Hierarchical Data Warehouse in Hadoop

Reception and Entertainment

Big Data Connected World
Day 2 (June 1, 2016)

smartcon ISTANBUL 2016

Registration, Refreshments and Networking

Finding the Business in Data

Creating Data Driven Innovation Culture in Corporate Companies

5 Data Tips for the Boardroom

Break - Exhibits and Networking

Invigorating the Telco Landscape: How Telco's Can Use Data Assets to Create New Applications

Use Cases of Big Data at Telecoms and the Changing Customer Centric Role
of the CIO; **Case Study from T-Mobile**

Turkish Analytics Capability & Skill Set Research Announcement

Lunch

Big Data Visualization: Understanding the Language of Data

Break - Exhibits and Networking

TRACK I DIGITAL AND MARKETING	TRACK II BIG DATA AND TECHNOLOGY
Panel: How to Market to the Future Shopper?	**Panel:** Big Data Analytics Use Cases: How Analytics Drives Scalable Monetization
	If we want machines to think, we need to teach them to see
How Digital Supercharges Brand Marketers?	**Case Study:** Using Clustering Techniques to Drive Segment Based Targeting

Reception and Entertainment

IoT Day
Day 1 (May 31, 2016)

smartcon ISTANBUL 2016

Registration, Refreshments and Networking

Welcome and Introduction: Key Global Trends for Big Data and IoT and Mission for Smartcon and Analytics Center

The Age of The Industrial Internet: Age of Opportunity

Break - Exhibits and Networking

Mining IoT data on Cloud

The New Industrial Revolution Sessions

Panel: IoT in Action, Case Studies

Unlocking the promise of the IoT

Lunch - Exhibits and Networking

How Germany is shaping new industrial revolution

IoT: A Personal Experience Sessions

IoT: Making Cities Smarter

Break - Exhibits and Networking

Panel: Can Sensors Make Us Happier, Healtier and Smarter?

Creating Textile Integrated Wearables

Reception and Entertainment

Start-up Day
Day 2 (June 1, 2016)

smartcon ISTANBUL 2016

Registration, Refreshments and Networking

Welcome and Introduction: Key Global Trends for Big Data and IoT and Mission for Smartcon and Analytics Center

How start-ups are disrupting the world economy?

Start-up Rising: The Entrepreneurial Revolution Remaking the Middle East

Break - Exhibits and Networking

Start-up Pitch Session 1

Panel: Start-up Culture in Turkish Companies

Investing in the Future

Lunch - Exhibits and Networking

Start-up Pitch Sessions 2

Panel: Success Stories in the Emerging Technologies Landscape

Break - Exhibits and Networking

Panel: Creating the Hi-Tech Start-up Ecosystem

Winning startup presentation and closing

Reception and Entertainment