

TUESDAY, AUGUST 8

7:30AM
PREFUNCTION Registration, Coffee, Networking

8:15AM
LEGENDS BALLROOM D Opening Remarks
Brian Moyer – Nashville Technology Council
Martin Vioski – Information Builders
Tim Estes – Digital Reasoning

9:00AM
LEGENDS A The Datafication of HR: Graduating from HR Metrics to Workforce Analytics [90min]
Paul Rubenstein – Visier

LEGENDS B From Data to Story: Learn Our Proven Process and Patterns for Creating Data Stories [90min]
Zach Gemignani – Juice Analytics & Robyn Mace – Metro ITS

LEGENDS C Analyzing the Analytics Function [60min]
Kevin Scott – CloverETL

MUSIC ROW 5 Throw Out the Books! Getting Past Data Warehouse and BI Dogma to Effective Hybrid Solutions [60min]
Ted Chila – ZenRelational

10:00AM
LEGENDS C Building an Analytics Culture for Industry 4.0 [60min]
Dr. Rado Kotorov – Information Builders

MUSIC ROW 5 Closer to Reality: Extending 3D GIS to the Virtual and Augmented World to Put the Citizens and Stakeholders in the Mind of the Planner [60min]
Jennifer Higgs – Metro Planning Department/GIS

Workshop Attendee Break [10:30 – 11:15] | Speaker Session Attendee Break [11:00 – 11:15]

11:15AM
LEGENDS A Start Your Engines: How Data Fuels NASCAR's Efforts to Drive Fan Engagement [60min]
Jay Graves – SSB

LEGENDS B Growing Your Analytics Function [60min]
Scott Kelly – Hospital Corporation of America

LEGENDS C Analytic Creativity: The New Oxygen for Business [60min]
Damian Mingle – Intermedix

MUSIC ROW 5 Increasing Productivity and Minimizing Errors in Operations Research Spreadsheet Models [60min]
Larry LeBlanc – Vanderbilt University Owen Graduate School of Management

12:15 – 1:15PM LUNCH & NETWORKING WITH EXHIBITORS – LEGENDS BALLROOM D + PREFUNCTION

1:15PM
LEGENDS A Self Service Operationalization of Advanced Analytics [90min]
Lorelei Samuelson & Matt Jones – CGI

LEGENDS B Accelerating Data Science in the Enterprise [60min]
Sean Anderson – Cloudera

LEGENDS C Connecting Management to the Metrics - A Story of How Operational Analytics Can Drive Results in the Field [60min]
Dan George & Joy Brown – Bridgestone Americas

MUSIC ROW 5 Synthetic Dialogue Generation Using Recurrent Neural Network with TensorFlow [60min]
Syed Nasar – Hospital Corporation of America

Speaker Session Attendee Break [2:15 – 2:345] | Workshop Attendee Break [2:45 – 3:15]

2:45PM
LEGENDS B Healthy Competition: How Adversarial Reasoning is Leading the Next Wave of Innovation [60min]
John Liu – Digital Reasoning

LEGENDS C Using Analytics to Improve The Customer Experience [60min]
Nate Brown – UL (Underwriters Laboratories)

MUSIC ROW 5 Don't Sell Your Product Short: Use Propensity Score Matching to Show Value to Your Customers [60min]
Michael Faron – Medalogix

3:15PM
LEGENDS A Discovery in Data Science: Exploratory Data Analysis with Clustering and Modeling [90min]
Jesse Spencer-Smith – Hospital Corporation of America

3:45PM
LEGENDS B Different Approaches of Operationalizing Analytics [60min]
Hrishikesh Gokhale – Tech Mahindra

LEGENDS C Using Data Analytics to Drive Your Design Decisions [60min]
Matthias Muller – SVP Worldwide

MUSIC ROW 5 Analytics Tools and Platforms: Sifting Through the Plethora of Choices for a Focused Approach [60min]
Dr. Charles Apigian & Dr. Scott Seipel – Middle Tennessee State University

4:30 – 6:30
Happy Hour at The Diner
200 3rd Ave S

WEDNESDAY, AUGUST 9

8:00AM PREFUNCTION	Breakfast & Networking with Exhibitors
9:00AM	Keynote
10:00AM LEGENDS A	Practical Storytelling for the Data Scientist [90min] <i>Philip Best – Microsoft</i>
LEGENDS B	Desktop to Department to Enterprise: Data Discovery for the Business Analyst [90min] <i>Megan Verbanick – MicroStrategy</i>
LEGENDS C	NoSQL Databases - An Essential Component of Big Data Architecture [60min] <i>Mike King – DellEMC</i>
MUSIC ROW 5	Why Privacy is Opportunity to Monetize Personal Data [60min] <i>Lydia Jones – Gartner, Inc.</i>
11:00AM LEGENDS C	<i>Stories Rule the World: How to Tell a Better Data Story</i> [60min] <i>Brent Dykes – DOMO</i>
MUSIC ROW 5	Storing is Boring: Architectures for the Next Generation Data Center [60min] <i>Jeremiah Dooley – NetApp</i>

Workshop Attendee Break [11:30 - 12:00]

12:00PM LEGENDS A	Leveraging Big Data Analytics to Build a Healthcare Startup [60min] <i>Elizabeth Ann Stringer – Axial Healthcare</i>
LEGENDS B	The Machine Learning Automation Platform for Anyone to Build and Deploy Accurate Predictive Models Fast [60min] <i>Scott Bergquist – DataRobot</i>
LEGENDS C	5 Reasons Why Spreadsheet Reporting is Bad for Business [60min] <i>Michael Hudson – Groups360</i>
MUSIC ROW 5	Building a World-Class Enterprise Analytics Team [60min] <i>Ed Marx – Vanderbilt University Medical Center</i>

1:00 - 2:00PM LUNCH & NETWORKING WITH EXIBITORS - LEGENDS BALLROOM D + PREFUNCTION

2:00PM LEGENDS A	Quick Data Insights: What's New in Tableau 10 [90min] <i>Kevin Holland – Hospital Corporation of America</i>
LEGENDS C	The Reporting of Cycle Doom [60min] <i>Dalton Ruer – Qlik</i>
MUSIC ROW 5	5 Steps to Monetizing Big Data and IoT [60min] <i>Michael Corcoran – Information Builders</i>

Speaker Session Attendee Break [3:00 - 3:15]

3:15PM MUSIC ROW 5	Delivering Big Data Results to an Executive Audience [60min] <i>Michel Guillet – Georgia State University</i>
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Workshop Attendee Break [3:30 - 3:45]

3:45PM LEGENDS A	The Emerging Threat of Cyber Crime – Are We Prepared or Are We the Next Victim [90min] <i>Scott Augenbaum – FBI</i>
LEGENDS B	Data Modeling and Delivery with Power BI [90min] <i>Aaron Kelly & Ken Raetz – Think Data Insights</i>
4:15PM LEGENDS C	Inventory Control Using K-Means Clustering and Polynomial Regression [60min] <i>Hung Le, Urvish Bhagat & Michael Pigman – Lipscomb University</i>
MUSIC ROW 5	Analytics Three-Way Showdown! Tableau vs MS Power BI vs R [60min] <i>Gabriel Basset – Information Security Analytics, LLC</i> <i>Kindall Deitman – Hunt Brothers Pizza</i> <i>Ian Raffalovich – HealthTrustPG</i>

5:15
Giveaway
Legends Ballroom D