Chief Data & Analytics Officer Melbourne

Connecting You to What's Next in Data

23 November 2020 : Focus Day & Workshop
24-25 November 2020 : Main Conference

Connecting you with what's next in data

350+ attendees · **50+** speakers

Dozens of ways to do more with your data!

Confirmed speakers:
Noel Jarrett, Chief Data Office Executive, **Telstra**
Adam Skinner, Chief Data & Technology Officer, **Fitness & Lifestyle Group**
Mina Nada, CEO & Co-Founder, **Bolt Bikes**
Aaron Chau, Head of Data Analytics, **Munich Re**
Piyush Madhamshettiwar, Lead – AI, Data Science and Analytics, **VicRoads**

Key themes for 2020:

- **The future of data and analytics in a post-COVID world:** Data is the fuel for decision making – day-to-day decisions and strategic decisions. During the COVID-19 pandemic, data was the lifeblood of every country's response. This event will look at how data was used, and how it will be deployed in the post-COVID world.

- **Awaken Data Investment and Opportunity** – Turning your analytics narrative into a success story. With data analytics at a crossroads it's time to separate the grain from the chaff and ensure value.

- **Effective Risk Management for Data** – Understand specific instruments and tools that can be deployed to operationalise data governance and ensure security, privacy and the ethical use of data and AI.

- **Data-Informed –** Upskill, adapt and evolve. Learn how organisations are enabling change through entire cross-functional, data literate, agile teams who excel in consulting and communication skills.

- **Scaling for Success** – Ensure your strategy, foundational capabilities and activities are all geared towards embedding analytics into the fabric of the organisation. Obtain a strong, unified commitment from management to embedding analytics in the last mile of your strategy to translate data into business value.

Tailored sessions to get the most out of your time at CDAO, from dedicated user case presentations to off-the-record extended Q&A sessions with international speakers and a deep-dive into robust data governance as critical prerequisite for AI and machine learning.

Take part in the regional meeting place with expert and renowned leaders internationally and locally to benefit your own leadership journey with C-level discussions and thought leadership.

Data Governance & Risk Management Focus Day
Cleaner data, better analytics, successful business decisions.
A pre-conference event dedicated to your biggest priority – establishing a robust governance framework to underpin your data-driven strategies. Risk mitigation, regulatory compliance, privacy and ethics all need to be renewed to in line with future data management frameworks.

08:30	*Register, grab a coffee and say hello!*
09:00	*Chair's Opening Remarks*
09:10	Audience Interactive: **What do you Need to Consider in your Data Risk Management?** *Let's start how we mean to go on, in discussion making valuable industry connections.*
09:30	Exposed: **Building Trust in AI – Lessons Learned on the Road to Establishing an AI Ethics Framework** *Speaker:* **Noel Jarrett,** Chief Data Office Executive, **Telstra**
09:55	**Data Governance**, **Privacy and Ethics as we Move Closer to Pervasive Advanced Analytics and AI** • Looking at the considerations, models and practices that can safeguard the ethical use of data.
10:20	**From Defence to Offence: Repositioning Data Governance as an Offensive Approach to Senior Management**
10:45	*Get refreshed! Mingle*
	War Stories, **Lessons Learned**
11:15	Thought Leader Presentation *Session hosted by **IM Systems***
11:40	Keynote Talk: **Data Risk on the CDO Agenda**
12:05	Thought Leader Presentation *Session hosted by **Erwin***
12:30	Data Governance Gurus Panel: **Key Concerns - Data Governance**, **Privacy, AI and Ethics** Looking at the considerations, models and practices that can safeguard the ethical use of data.
13:05	*Mix and mingle over lunch*
14:10	**Keynote Presentation: Maturing University Capabilities through an Enterprise Data Governance Program** Data is everywhere, and the higher education sector has more than its fair share. High volumes of data, stricter regulatory requirements and growing cyber threats are major challenges for many organisations. Sasenka shares how The University of Queensland (UQ) is establishing new capabilities to strengthen the governance and management of its data. • Articulating a strategic approach to solving data governance challenges. • Gap analysis and maturity assessments to highlight the need for change. • The importance of a strategic approach to engagement and executive buy-in. • Selling data governance through analytics activities. • Developing fit for purpose operating models for our teaching and learning, research and administrative data domains.
14:35	**Continuously Delivering on Data Quality – Embedding DQ Metrics Across the Organisation**
15:00	Keynote presentation: **Establishing an Enterprise-wide Data Governance Roadmap** • Key Healthcare Statistics – ADHB Region • Growth in healthcare costs vs GDP • Healthcare costs – Historical & Projected • The Challenge - Our goal as a health system • How we have connected data across care settings, and used artificial Intelligence, 3D printing and Big data • The role to be played by Internet of things, Natural language processing, and virtual and augmented reality

	• The governance challenge: Complex systems landscape, 700+ systems, many legacy systems nearing end of life and an overworked workforce • Data Governance: Our Implementation Approach • Phase 1 – Understanding the Business, Identifying Key Stakeholders and Building support and communicating • Importance of socialising governance recommendations and responsibilities with key stakeholders • Ensuring that minimal work is allocated to data stewards
15:25	*Conversation over Coffee, Talk with Tea*
15:55	Roundtable Deep Dive: **Data Privacy**, **Protection and Principles** *Delegates will choose a topic to discuss with their peers.* • Tackling distrust in data – how data literacy programs can help overcome this. • How effective can protections around data be? How legally binding are they? • Communicating wins to the business – building a culture for data management. • How should data ethics inform your policy? • Data Quality in an environment centred on the business user. • Legislative Environment • Measuring Benefits – what are they and how do we measure them?
16:25	**Conclusion of Focus Day**

	Interactive Workshop
15:45 - 18:45	**Workshop:** **Building an Analytics Practice from Ground Up. Analytics Myths & Best Practices** Setting up an analytics practice from nothing takes a tremendous effort and skill. Within a relatively short time your team can drive analytics transformation across various enterprise functions and deliver analytics products enabling top line growth. In this interactive workshop, our expert leader will share their experiences and best practices and take you step by step on how to set up your analytics practice and successfully deliver on analytics projects. *Topics covered include:* • Building an analytics function from ground zero and common challenges encountered. • Shifting your organisation's maturity from BI to advanced analytics. • Generating the analytics demand. • Analytics project intake, qualification & prioritisation. • How to monetise your data and deliver ROI on your analytics projects. • Understanding who your stakeholders are and getting buy in. • Analytics organisation structures key functions. • Talent strategy - Identifying talent and growing your team, plus tips on combatting high attrition rates common in analytics. • How to measure analytics success: key metrics. • Determining & delivering analytics value & ROI.

Data at Dusk VIP Dinner

Draft Agenda – Subject to Change.

In our sixth year we are excited to invite the data analytics elite to join us again, showcasing their wins, providing updates on their journey and exploring what 2020 will have in store.

	CDAO Melbourne 2020 Day One Conference: Tuesday 24th November 2020
	Moulding Culture with Innovation
08:20	*Register; grab coffee. Mix, mingle and say hello to peers old and new.*
08:45	Welcome from Corinium and Chairperson
08:50	**CDAO Melbourne 2020 Opening Address**

09:00	International Keynote Presentation: **Improving and Enhancing Analytics to Deliver the Exceptional**
09:25	Thought Leader Presentation **Databricks**
09:50	**Keynote Presentation: AI in the Industrial Setting** • Identifying the business opportunities for AI. • Outlining an AI roadmap to the future.
10:15	**Keynote Discussion Panel: Data–driven Decision Making during a Crisis** Data is the fuel for decision making – day-to-day decisions and strategic decisions. During the COVID-19 pandemic, data was the lifeblood of every country's response. This panel discussion will explore what that decision making looked like in Australia, and what were the lessons learned. • What does interdisciplinary knowledge really look like? • Data sharing – and why the value of those models can only increase with sharing • Examining the usefulness of information in a context like this • How to consider all the evidence in decision making • How do we measure the effectiveness of different data decisions? • How do you explain it and communicate it to the public?
10:40	*Get Refreshed! Mingle* *Come to the 'Meet the Speakers Lounge' within the Exhibition Area*
11:10	CFO Panel: **Executive Buy-In, Establishing Top-Down Investment in Your Data Strategies** Do you face an uphill struggle convincing your CFO and CEO to invest in your data and analytics projects? Discover what CFO/ CEOs are looking for and how gain unanimous buy-in and funding right through to the last mile of your data strategy. Featuring panellists who have successfully gained support for their data transformation initiatives, this session will reveal key tips and techniques to win executive-level support.
11:45	Thought Leader Presentation hosted by **SAS**
11:45	**Keynote Panel Discussion: The Future of Data and Analytics post-COVID-19** Correlation tells you how numbers interacted in the past, but it doesn't tell you the structure of that data. After a shock, the ability for data leaders to forecast future scenarios is so much harder, as you can't just draw on previous trends. This panel will examine: • What will the post-COVID business look like? Will there be a major swing to online? • To what extent will data and analytics play a more important role in most organisations? • What digital trends have been accelerated for organisations? • How do data and analytics leaders support organisations during a crisis? • Do we see a reverting back to a tried and tested (and not necessarily right) data approach during a crisis? • What happens when you cannot use historical data to make decisions? • How have businesses had to change their approach around systems and frameworks?
12:10	Thought Leader Presentation hosted by **Qlik**
12:35	*Mix and mingle over lunch. Enjoy downtime with your peers.* **VIP Private Data Driven Leader Luncheon**

	How to Stop the Wheels Spinning and Affect Change!			
	Data Management	**Data Driven to Data Informed**	**Smarter!**	**Industry Connects**
13:45	**Presentation** Session **Details to be Announced** *Session hosted by* **Snowflake**	**Presentation** **Building a Data-Led Decision Making Culture in Queensland Government**	**Presentation** Vision: **The Future of AI in Customer Experience** • Predicting the future vs creating the future.	*Informal but key open conversations, joined by guest experts.* *Room 1:* **Healthcare**

			- Machine learning in the real world. - Voice of customer vs brand leadership. - Developing strategic goals for now and the future. *Speaker:* **Christian Bowman**, Group General Manager, Customer Experience and Engagement, **Ladbrokes**	*Room 2:* **Not-for-Profit/ Charity**
14:20	`Presentation` **How to Protect Data: Privacy**, **Integrity & Usage**	`Presentation` **Session Details to be Announced** *Session hosted by* **Servian**	`Presentation` **Session Details to be Announced** *Session hosted by* **DataRobot**	
14:55	`Presentation` **How to Save your Data Lake: Switch your Single Purpose to Multipurpose Data Lake** In this session, you will learn why data lake projects are failing and how: - Data virtualisation provides the essential data fabric to operationalise a data lake. - Data virtualisation accelerates advanced analytics program implementation. - Data virtualisation makes data lakes multipurpose and broadens end-users. *Speaker:* **Chris Day,** Director, APAC Sales Engineering, **Denodo**	`Presentation` **Building Strong Data Literacy Programs**	`Panel Discussion` **Scaling AI in the Cloud** *Panellists:* **Adam Skinner**, Chief Data & Technology Officer, **Fitness & Lifestyle Group**	
15:30	*Get Refreshed! Mingle*			
16:00	**Driving Transformation and Enabling Data for Positive Impact**			`VIP Think Tank` *– Invite only* **What's Next for the Intelligent Enterprise? Trends, Talent & Technology** This closed door conversation will focus on "Too Hot to Touch" topics. There's no holding back in our candid discussions held. How better to get to know what your peers *really* think?
16:25	**Becoming a Trusted Consultant, Translator and Educator Within Your Organisation through Data Literacy** - Being a strategic partner for continued growth. - Build, inform and include- educating on core emerging technologies is essential to continue democratising the data analytics process and to build a culture of analytics understanding. - Learn how to structure your core analytics CoE as a core strategic group designed to implement an analytics first culture			

	across your organisation.
16:50	**Keynote Presentation: AI Supported IoT System for Monitoring Rehabilitation at Home Post Knee and Hip Replacement Operation**
17:15	**Cheers with Peers!** *Opportunity to continue the conversations in a fun and entertaining way at our CDAO cocktail reception.*
18:00	**Data after Dark VIP Dinner** – *Invitation only hosted by **Qlik***

CDAO Melbourne 2020
Day Two Conference: Wednesday 25th November 2020

	Data Control, **Creativity and Curiosity**
08:20	*Register; grab coffee and a breakfast bite. Mix, mingle and say hello to peers old and new.*
08:50	Welcome from Corinium and Chairperson
09:00	2020 Headliner: Leveraging Behavioural Analytics for Maximum Business Impact
09:25	Thought Leader Presentation: Keynote Presentation: **Successfully Leveraging the Latest Tech for Innovation** To succeed in today's hyper-competitive marketplace, a data-driven enterprise needs data products that are essential and integral to its business. However, enterprises face many challenges and bottlenecks as they work to build scalable data products, especially for complex business use-cases. To overcome those challenges, industry leaders are learning how to combine scalable analytics engines, data science platforms, and the right mix of people and processes. In this session, we will present industry examples, reference data product framework and the best practices to march toward success.
09:50	Keynote Perspectives Panel: **Culture is King: Fostering a Culture to Support the Latest Tech** • Accelerating change through technology. • Establishing a start-up-like culture to foster innovation. • Adjusting strategies to emphasise data and analytics.
10:25	Keynote Presentation: **Yes! Showcasing Optus' CLV Journey**
10:50	*Get Refreshed! Mingle* *Come to the 'Meet the Speakers Lounge' within the Exhibition Area*
11:20	Keynote Presentation: **Case Study: Using Analytics to Predict Patient Readmission** Epworth Healthcare has developed analytics to measure, with 88% accuracy, the likelihood of a patient being re-admitted, during the original hospital stay. This has huge potential to reduce the burden of readmission of the patient. This session will look at how the team: • Used hospital date to predict which patients would be re-admitted • Created models and tested these over the last 12 months • Are taking steps for preventing re-admission • Deploy a bedside a score per patient • Pushing the project forward to action • Journey to support clinician's decisions • Being predictive not prescriptive
11:45	Thought Leader Presentation *hosted by* **Databricks**
12:10	Lightening Talks: **Business Decisions Showcase** *Revealed*: How organisations have completed a data/analytics project that ended up providing valuable business insights - see step-by-step how they: 1.) Planned 2.) Built and 3.) Used it. *These organisations will take you through their project for 10 minutes, no waffle all substance.*

	Speaker: **Mina Nada**, CEO & Co-Founder, **Bolt Bikes**			
12:50	*Mix and mingle over lunch. Enjoy downtime with your peers.*		**VIP Private Luncheon**	
	How to Stop the Wheels Spinning and Affect Change			
	Collaboration, Teams, Talent & Diversity	**Applied Insight**	**Translating Recommendations into Business Value**	**Industry Connects**
13:55	**Presentation** Building a Winning Team: To Hire or Train?	**Presentation** From insight to action: Using your data to improve patient outcomes • Comparing the effectiveness of data platforms from multiple jurisdictions, including Victoria • How they are designed to move patient analytics from insight to action • Possible barriers to achieving actionable insights	**Presentation** Showcasing Business Outcomes of Analytics and AI	*Informal but key open conversations, joined by guest experts.* *Room 1:* **Tertiary Education** *Room 2:* **Energy & Resources**
14:30	**Discussion** Organisational Structure and Skills Gaps – Getting the Structure Right • Determining the right blend of job functions for your data analytics projects.	**Presentation** Where is the Cognitive World Heading? • What are companies hoping to achieve with cognitive technologies? • What are the challenges in integrating your AI tools and algorithms? • How can you build a culture and hire the right team that supports AI and manages sceptics? What does the right team look like? • How are you building AI capabilities for the future to have a much bigger impact on customer experience? What initiatives have you set in place?	**KnowledgeHub** Data Science 2020 Given the rapid rate of change this session brings together the data science community to discuss their pressing challenges to deep-dive into where and how there are opportunities for progress. • *Impact* - How can products and data science outputs be embedded in business processes or decisions to realise value? • *Strategy* - How to change the mind-set to engage data science along the implementation of projects to deliver value: DataOps methodology. • *Upskill* - What is data science to your organisation? Are data scientists being set up to fail… do data scientists need	
15:05	**Panel Discussion** Delivering Through Diversity • Broadening the funnel of diverse applicants.	**Presentation** Collaboration and Connectivity: Leveraging Smart Data for Asset Management *Speaker:*		

		Alan Riesenweber, Practice Director Data and Analytics, **GHD**	superpowers to do it all? • *Storytelling*- Bringing data and model output/metrics to life that various stakeholders can understand and act on. • *Curiosity* – How to keep asking 'why' and 'what if' about the real world problem you are trying to build a solution to solve.	
	• Encouraging more diverse groups to apply. • What is a diverse workforce – examining the blend of personality traits that make for a winning team. • How to encourage more diverse talent beyond just the recruitment phase - Keeping diverse groups engaged long term.			

15:40	*Get Refreshed! Mingle*
	Future Proofing: **What's Around the Corner?**
16:10	**CDAO Reflect Sessions** During this interactive session, attendees join roundtables based on the topic they wish to explore further and discuss with their peers. Group discussion will take place for 20 minutes, followed by 15 minutes of feedback to the rest of the delegates. Don't miss out on this final session to brainstorm with your peers and take ideas back to your workplace. *Topic 1:* Cornerstone: **Data Governance for Data Driven Innovation** *Topic 2:* People: **Building a 'Fail Fast' Analytics Culture & Successfully Leading Change** *Topic 3:* Process: **The First 90 Days of an Advanced Analytics Implementation** *Topic 4:* Technology: **Successfully Deploying New Tech**
16:45	**Close of CDAO Melbourne 2020**

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Join data leaders and influencers at **CDAO Melbourne 2020**!
To get the full details of all the sessions visit **https://cdao-mel.coriniumintelligence.com**