



REAL BUSINESS INTELLIGENCE®

MIT, Cambridge, MA

August 11 - 12, 2020

Strategic, two-day data and analytics learning event,
guided by **luminary thought-leaders.**



Dr. Kirk Borne
Booz Allen Hamilton



Prof. Alberto Cairo
University of Miami



Cole Knaflic
**Author:
Storytelling with Data**



Dr. Story Musgrave
**Retired NASA
astronaut**



Gebhard Rainer
**CEO,
Sandals Resorts**



Prof. Gary Urton
Harvard University

Accelerate success with data and analytics through new and unique approaches, methods and techniques.

Develop more balanced / realistic view of the market, dispelling hype and misinformation.

Create realistic, future-focused, data/analytics strategies.

Tools to assess, evolve, transform your strategy



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2020 Agenda

Day 1 - Tuesday, May 5

7:30 AM - 5:30 PM	Registration
8:00 AM - 9:00 AM	Breakfast and Sponsor Gallery
9:00 AM - 9:20 AM	Welcome, Agenda Goals and Plans <i>Presented by Howard Dresner</i>
9:20 AM - 9:30 AM	Research Insights Capsule: Data Culture <i>Presented by Dresner Team</i> <p>In a data culture, leaders value facts over gut feelings or intuition. Success with BI requires the right culture and strong C-level management to drive alignment of all involved parties to make BI work at a strategic level. In this short segment we'll share our latest research related to data culture.</p>
9:30 AM - 10:30 AM	The Shape and Substance of Data and Analytics in a Distant Place and Time: Explorations of Khipu Accounting in the Inca Empire <i>Presented by Gary Urton</i> <p>This presentation takes us far from the Western world, but still during the time of the European Renaissance, to a world yet to be discovered by Westerners of the time – the Inka empire of pre-Columbian South America. The Inka recorded data pertaining to administrative matters on a knotted-string device. Most such records pertained to imperial statistics, especially those concerning such matters as censuses, tribute records, goods stored in state storehouses. This was a tradition of data, statistics and analytics that was completely alien to Europeans at the time of their first encounter with the Inkas, in the early 16th century C.E. – as well as to most of us today. This presentation will challenge us to consider an alternative tradition of synthesizing and recording information which, it is suggested, offers unique insights into data, analytics, and the nature of “business intelligence.”</p>
10:30 AM - 11:00 AM	Break and Sponsor Gallery
11:00 AM - 11:10 AM	Research Insights Capsule: Data Storytelling <i>Presented by Dresner Team</i>
11:10 AM - 12:10 PM	Storytelling with Data: Bringing Data to Life Through Pictures and Story <i>Presented by Cole Nussbaumer Knaflic</i> <p>Stories resonate and stick with your audience in ways that data alone does not. Why wouldn't you leverage the power of story when communicating with data? Join this engaging session, during which Cole Nussbaumer Knaflic demonstrates the untapped potential of combining the magic of story with best practices in data visualization for communicating effectively with data. You'll leave the session inspired to bring your data to life and make it a pivotal point in an overarching story that motivates your audience!</p>
12:10 PM - 1:25 PM	Lunch break
1:25 PM - 1:45 PM	Diamond Sponsor Segment
1:45 PM - 2:00 PM	Research Insight Capsule: Data Science and ML <i>Presented by Dresner Team</i>
2:00 PM - 3:30 PM	Busting Big Data Myths with Analytics By Design and Forecasting 2.0 – New Ways to See Around Corners <i>Presented by Dr. Kirk Borne</i> <p>During this session Dr. Borne will begin with his view of the disciplines and practices of data science and advanced analytics. He will discuss major challenges and myths that impede the implementation of data analytics in organizations, and then present solutions and strategic responses to those. Strategies include: (1) Fail fast to Learn fast with DataOps; (2) Adopt a Culture of Experimentation; and (3) Think Analytics-First by focusing on purpose, products, and outcomes. He will introduce some novel approaches to predictive analytics that are different from standard time series forecasting.</p>
3:30 PM - 4:00 PM	Break and Sponsor Gallery
4:00 PM - 4:45 PM	Expert Panel <i>Platinum sponsors</i>
4:45 PM - 5:00 PM	Research Insight Capsule: BI Value Index <i>Presented by Dresner Team</i>
5:00 PM - 6:00 PM	Understanding emotional needs and experiential desires of consumers through data analytics – the convergence from tangible to intangible value propositions (or how new generations redefine consumer industries) <i>Presented by Gebhard Rainer</i> <p>In the hospitality industry, Millennials and the generations after them have a different value perception and motivation to purchase. Growing up in a “shared economy” is fundamentally different to the Baby boomer generation, which was focused on acquiring tangible assets, building a foundation for a family and a desire to create a platform for a better life for their children. This presentation will highlight the challenges and opportunities ahead of us, presented by new generations of consumers with different desires and aspirations, an increasing automation of processes and the need for human interaction coupled with strong data analysis capabilities.</p>
6:00 PM - 7:30 PM	Reception and Sponsor Gallery

2020 Agenda

Day 2 - Wednesday, May 6

7:30 AM - 5:30 PM	Registration
7:00 AM - 8:00 AM	Women in Technology Breakfast <i>Presented by Robin Washington</i>
8:00 AM - 9:00 AM	Breakfast and Sponsor Gallery
9:00 AM - 9:15 AM	Agenda Review <i>Presented by Howard Dresner</i>
9:15 AM - 10:45 AM	Machine, Platform, Crowd: Harnessing Our Digital Future <i>Presented by Erik Brynjolfsson</i> <p>We are in the early stages of not one, but three fundamental revolutions, each driven by profound advances in technology. Machines are now transforming the role of human decision-making, digital platforms allow products and services of others to be sold and brokered, and there's a proliferation of an almost-magical effectiveness for obtaining ideas from the general public – the crowd – rather than from the experts at the core of the business. Erik Brynjolfsson explains what has changed since the dawn of the digital age and how organizations can evolve with the times by rebalancing from mind toward machine, from product toward platform and from the core toward the crowd. In this presentation, Brynjolfsson combines his earlier thesis on the advent of the second machine age with further research on the effects of digital platforms and a limitless abundance of data to paint a full picture of the “new economy,” and how to harness its power rather than be sunk by change. He explains how the technologies that will evolve our abilities is already here and will radically accelerate in the next few years. But, just as businesses were slow to adapt to new technologies like electricity, many leaders today are trapped by outdated assumptions, processes and strategies.</p>
10:45 AM - 11:15 AM	Break and Sponsor Gallery
11:15 AM - 12:00 PM	CFO Fireside Chat/ Future of Finance <i>Presented by Robin Washington</i> <p>Join acclaimed CFO, Robin Washington, for a fireside chat to address many of the pressing issues facing organizations today, from a C-level and Office of Finance perspective. Topics to be examined and discussed will include: the impact of digital transformation, GDPR, privacy, and regulation, artificial intelligence, and more. This will be an interactive session, with questions from the audience.</p>
12:00 PM - 1:15 PM	Lunch break
1:15 PM - 1:30 PM	Research Insight Capsule: Data Literacy <i>Presented by Dresner Team</i>
1:30 PM - 2:30 PM	What You Design is Not What People See: The Power and Danger of Data Visualization <i>Presented by Alberto Cairo</i> <p>We've all heard that a picture is worth a thousand words, but what if we don't understand what we're looking at? Charts, infographics, and diagrams are ubiquitous. They are useful because they can reveal patterns and trends hidden behind the numbers we encounter in our lives. Good charts make us smarter—if we know how to read them. However, they can also deceive us. Charts lie in a variety of ways—displaying incomplete or inaccurate data, suggesting misleading patterns, and concealing uncertainty— or are frequently misunderstood. Many of us are ill-equipped to interpret the visuals that politicians, journalists, advertisers, and even our employers present each day. We need to learn to not only spot the lies in deceptive visuals, but also to take advantage of good ones.</p>
2:30 PM - 2:45 PM	Research Insight Capsule: Hyper-Decisive Maturity Model <i>Presented by Dresner Team</i>
2:45 PM - 3:15 PM	Cox Automotive: A Practical Guide to the HDMM
3:15 PM - 3:45 PM	Break and Sponsor Gallery
3:45 PM - 5:00 PM	The Derivation of Unique Solutions and Future Trajectories through the Simultaneous Exploration of Intrinsic Multi-Domain Synergies <i>Presented by Story Musgrave</i> <p>Along the way Story Musgrave got tossed into many different worlds and of necessity achieved varying degrees of mastery in each of them. He soon discovered that the solutions to problems in one domain already existed in many other domains and could be creatively adapted to the problems at hand. Over the decades and within many diverse operational scenarios Story learned how to explore, leverage and live on the naturally occurring ubiquitous synergies that exist between all domains and disciplines and eventually, he developed a formal set of principles for doing just that. At Real Business Intelligence Story will take you on this journey with real-life scenarios that precisely exhibit and confirm these principles. The take-away is your immediate ability to create totally unique solutions to current problems and spectacular future trajectories for yourselves and for your companies.</p>
5:00 PM - 5:15 PM	Closing / Raffle Winners <i>Presented by Howard Dresner</i>

Why attend

Many organizations focus upon technology as a means of enhancing user perspective and fact-based decision-making.

And, while technology is an important enabler, it's a relatively small part of the equation. We know that the essential ingredients for success lie with people, process and organization - enabled by technology. We've long believed that there's a need for a fresh in-person forum for business and IT leaders to help achieve success with information, business intelligence and analytics.

Accordingly, the Real Business Intelligence® conference is different from others you may have attended because it's **NOT about technology.**

Rather it's focused on strategies for success with business intelligence, analytics, performance management and information management (e.g., people, process and organization supported by technology).



Designed as an interactive executive forum, we focus upon topics which enable attendees to help their respective organizations become more performance-directed and information-driven.

Our aim is to teach new processes, share new ideas and help "move the needle" within your organization with pointed and actionable advice.

We've assembled an impressive (and unconventional) faculty that you won't see or hear anywhere else. They are among the best in the industry, picked to ensure a rich learning experience. All are prominent thought leaders in their disciplines and each deliver important insights and **actionable, real-world advice.**



As a very small and intimate forum (300 attendees) we limit attendance to very senior business and IT leaders.

This means that there are many more opportunities to have meaningful interactions and build relationships with peers and faculty members.

Now in our fourth year of hosting this important event,

100% of past attendees have said that they would attend again,

with many rave reviews and endorsements. So, we hope you will join our community of forward-thinking leaders and experience something new and unique in the realm of events.



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