

Deloitte.



Analytics & Information Management Bootcamp

March 16-17th 2017 | Amsterdam, The Netherlands

Dear sir/madam,

In engaging with our clients across the globe, we noticed that there is a clear ambition to grow the capabilities in the Analytics and Information Management domain and therefore a strong need to train leaders and practitioners in this domain. It is a pleasure to announce that Deloitte is organizing the **Analytics & Information Management Bootcamp** exactly for this purpose.

We have drafted a two day program with a variety of trainings ranging from Analytics strategy and organization design, all the way up to hands-on sessions in various technologies and methodologies. All trainings are aligned to the latest trends and developments structured around four streams: **Big Data | Data Visualization | Data Science | Insight Driven Organization**. The program will consist of **plenary** and **break-out sessions**, facilitated by leading experts from Deloitte and external speakers.

The Bootcamp will be held on **March 16th and 17th 2017 in Amsterdam** and will start with a welcome reception on the evening of March 15th. Special rates have been arranged with the Renaissance hotel. For details see page 2.

The Analytics & Information Management Bootcamp will give you the opportunity to:

- Learn about the latest trends and technologies and get hands-on experience
- Define a personal learning path by selecting the breakout sessions of your interest
- Be inspired with innovative and valuable use cases across different industries and functional domains
- Meet fellow leaders and practitioners from different organizations and countries (EMEA region)
- Engage with various technology vendors

This brochure contains all the basic information, please reach out to EMEAAIMBootcamp@Deloitte.com if you have any further inquiries.

With great pleasure we invite you to register for the Analytics & Information Management Bootcamp. Hope to see you in March!

Yours sincerely,



Jorg Schalekamp
Partner – Analytics & Information Management EMEA

Practicalities



Date

16 and 17 March 2017

Welcome reception on March 15th



Location

Marriot Renaissance Hotel Amsterdam

Deloitte has arranged a special event rate of € 159 per room per night (excluding 5% city tax) which can be obtained when booking through our registration site (see below).

The hotel is located in the historical heart of Amsterdam surrounded by the UNESCO listed canal district, Dam Square, the Royal Palace and on walking distance to Amsterdam Central Station



Package Contents

- Welcome reception
- Extensive training & Networking program with more than 45 trainings to choose from
- Access to training materials
- Solution / Sponsor Fair & walking dinner on Thursday
- Morning coffee and tea breaks with 'brain food'
- 3 course lunch buffets
- Afternoon coffee break with savory and sweets
- Goodie bag



Cost

The participation fee is € 875 per person per day.

*Register before January 31st and receive the **early bird price** of € 675 per person per day!*



Registration is open! You can register through our [website](#)

Program Day 1 (March 16th 2017)*

Client event

	Data Science		Big Data Management		Insights Driven Organization		Data Visualization	
08:00	Morning coffee and tea with 'brain food'							
09:00	Opening by Jorg Schalekamp							
	Keynote – The Future of Analytics							
10:00	Data Science methodology - Problem framing (Fundamental)	IBM Watson and Bluemix (Fundamental)	Big Data Governance (Fundamental)	Designing Big Data architectures (Advanced)	Becoming an Insight Driven Organization (IDO) (Fundamental)	QlikSense – Everything you need to know (Fundamental)	Design thinking (Fundamental)	
11:00								
12:00	3 course lunch buffet							
13:00	Sponsor – The Beautiful Science of Data Visualization							
	Keynote – What we can learn from Smart Cities							
14:00A	Advanced Analytics escape room (Fundamental)	Data Science methodology - Acquire, prepare and structure your data (Advanced)	Spark by Cloudera (Fundamental)	Big data in the cloud (processing, storage and analytics) (Advanced)	Purple people (Fundamental)	Visualization with Power BI (Fundamental)	Extracting value from Geospatial (Advanced)	
15:00								
16:00	Cognitive Analytics and RPA 2.0 (Fundamental)	Image recognition (Advanced)	The information value loop for consumer (mobile, digital, IoT) (Fundamental)	Defining Big Data use cases for Manufacturing/CB (Fundamental)	The optimal workforce (Advanced)	Explaining difficult stuff – how do you get across something in an engaging fashion (Fundamental)	Visualizing the world of social media (Advanced)	
17:00								
18:00								
19:00	Networking Drinks followed by a Walking Dinner during the Solution Fair and Innovation Market							
20:00								
21:00								

* Please be informed the program may be subject to change. We will inform you on the final program through our webpage and future communication

Program Day 2 (March 17th 2017)*

Client event

	Data Science	Big Data Management	Insights Driven Organization	Data Visualization			
08:00	Morning coffee and tea with 'brain food'						
	Sponsor – The Grey Area: Humans, Machines & Decision Points						
09:00	Keynote – Data & Innovation						
10:00	Alteryx (Fundamental)	Building and analysing complex structured scenarios – With examples from stress testing (Advanced)	Informatica (Fundamental)	Master Data Management in a world of Big Data (Advanced)	Becoming an Insight Driven Organization (IDO) (Fundamental)	Tableau (Fundamental)	Tailor made visualizations with D3 (Advanced)
11:00	Innovation market						
12:00	3 course lunch buffet and innovation market						
13:00	Workforce Analytics (Fundamental)	Scheduling optimization (Fundamental)	Ethics for Big Data – panel discussion (Fundamental)	Securing Big Data and IoT Platforms (Advanced)	Lego Agile game (Fundamental)	Usability testing (Fundamental)	Data visualization in Virtual Reality (Advanced)
14:00A	Keynote – Storytelling with data						
	Sponsor – Unlocking Big Data to Create New Business Models and Opportunities in Analytics and IoT						
15:00	Data Science methodology - Analysis and modeling (Fundamental)	Developing a custom model – customer analytics (Advanced)	The Big Data operating model – labs and factories (Fundamental)	Data modeling for Big Data (Advanced)	Purple people (Fundamental)	HIPE – High Interactive Picture Explorer - An advanced visualization solution (Advanced)	Integrating your visualizations in a web environment (mashup) (Advanced)
16:00							
17:00	Closing						
	Goodbye Coffee with savory and sweets						

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Trainings

To give an example of what you can expect

The Analytics team of the future

In a rapid changing world, the required capabilities for delivering analytics keep changing, and with it, the operating model to drive analytics in the organization. This session will deliver Deloitte's view on what the analytics team of the future will look like and give best practices to facilitate a discussion between participants.

Area:
Insights Driven Organization

Theme:
Strategy & People

Level:
Fundamental

Can this robot please take over my boring tasks?

Adoption for cognitive technologies is on the rise to automate repetitive knowledge-based tasks. It is important to not to get left behind and understand what this technology can do for your company. In this hands-on session, we look at different cases and use cognitive tools to explore these possibilities.

Area:
Data Science

Theme:
Process & Technology

Level:
Fundamental

Man vs Machine: Segmentation with Self Organizing Maps

Segmentation is one of the most applied strategic approaches in Marketing. It is key to understand customer characteristics. In this hands-on training, participants will learn how to perform a segmentation and how to interpret the results to extract real value.

Area:
Data Science

Theme:
Strategy, Data & Technology

Level:
Advanced

Building compelling stories with your visualizations!

Presenting a range of insights in a clear and concise way is a challenge. The most persuasive form of communication is a compelling story to drive future business strategies and turning data into insights. In this session, experts will share techniques to tell compelling stories with data.

Area:
Data Visualization

Theme:
Process

Level:
Fundamental

Tailor-made advanced visualizations with D3

Certain complex data sets ask for tailored solutions to visualize data and answer specific business questions. Next to basic chart types, more advanced, often custom built, visualizations can summarize complex datasets for specific purposes. Participants will push the limits of visualization in this hands-on training.

Area:
Data Visualization

Theme:
Data & Technology

Level:
Advanced

Big Data from the ground up

This session goes deeper into the technological details of Big Data. It gives insights into the basic algorithms and reference architectures that allow vast amounts of data to be accessed. After this training, participants will have a better understanding of big data architectures and how to apply them.

Area:
(Big) Data Management

Theme:
Data & Technology

Level:
Advanced

Contact information

For general questions, please contact us at EMEAAIMBootcamp@Deloitte.com



Coordination

Johan van der Veen
JvanderVeen@Deloitte.nl



Communication & Marketing

Laurien Overakker
LOverakker@Deloitte.nl



Program & Curriculum

Lisa Kroes
LKroes@Deloitte.nl



Logistics & Venue

Michelle Bertoen
MBertoen@Deloitte.nl



Program & Curriculum

Robert Philp
RPhilp@Deloitte.nl



DTTL Events

Andrea Pedemonti
APedemonti@Deloitte.com



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