Beyond the Noise
A FUTURE OF CLARITY, PURPOSE, AND PERSPECTIVE

FEATURING

Peter Schwartz
Author
The Art of the Long View

Amy Webb
Author
The Signals Are Talking

Dr. Hal Gregersen
Executive Director
MIT Leadership Center

SEEBEYONDTHENOISE.COM
In a fully connected world, how do you determine what’s meaningful or just noise?

Real Business Intelligence 2018: Beyond the Noise
A Future of Clarity, Purpose, and Perspective

HIGH IMPACT

Exclusive event for senior-level professionals, with a carefully curated curriculum, focused on what you need to know. Leave with tools that help “move the needle”.

IMMERSIVE

More than a tech conference, an immersive educational experience in a world-class academic setting. With extraordinary, uniquely qualified faculty, a collection of experts you will not hear elsewhere.

AHEAD OF THE TRENDS

Explore the trends impacting your information management, analytics and business intelligence strategies. Learn to think about the future and turn it into real strategic plans and specific actions.
Since its inception, our goal has been to provide a high-impact event, where attendees come away with the tools to help “move the needle” within their organizations.

More than a technology conference, our event is designed to provide an immersive, educational experience in a world-class academic setting.

Howard Dresner
Conference Founder and Co-chair

Conference sessions have been carefully curated and organized around three central themes:

**IMAGINE - What you’ll learn:**
- Why you must develop the best business questions first
- How to recognize emerging trends before they become evident
- How to develop scenarios as a tool for thinking about and planning for the future
- The key trends impacting the business intelligence market: The emerging and the dominant; The substance and the hype

**PLAN - What you’ll learn:**
- The key ingredients required for project success
- The secrets of how successful companies organize to succeed at scale with BI
- How to design an organization-wide system of measurements to continually improve enterprise performance

**EXECUTE - What you’ll learn:**
- Staying ethically ahead of current and developing regulatory requirements
- Ways to give your data the right voice
- Which established or emerging technologies organizations should consider for BI/analytics
### AGENDA

#### DAY ONE - WEDNESDAY, JUNE 27, 2018

<table>
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<tr>
<th>Time</th>
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<tr>
<td>07:30am - 05:30pm</td>
<td><strong>Registration</strong></td>
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<tr>
<td>08:00am - 09:00am</td>
<td><strong>Breakfast and Sponsor Gallery</strong></td>
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| 09:05am - 09:10am | **Welcome**  
*Presented by: Howard Dresner*   |
| 09:10am - 09:25am | **Agenda Goals and Plans**  
*Presented by: Bill Hostmann*   |
| 09:25am - 10:15am | **State of Business Intelligence**  
*Presented by: Howard Dresner*   |
| 10:15am - 11:00am | **Break and Sponsor Gallery**                                           |
| 11:00am - 12:15pm | **Asking Catalytic Questions Before It’s Too Late**  
*Presented by: Dr. Hal Gregersen*   |
| 12:15pm - 01:30pm | **Lunch**                                                              |
| 01:30pm - 02:30pm | **Scenarios for Navigating an Uncertain World**  
*Presented by: Peter Schwartz*   |
| 02:30pm - 03:15pm | **Expert Panel - Topic to be announced**  
*Presented by: Moderator Jim Ericson, vendor panel*   |
| 03:15pm - 04:00pm | **Break and Sponsor Gallery**                                           |
| 04:00pm - 05:00pm | **Driving Actionable and Compelling Stories That Users Love**  
*Presented by: Mico Yuk*   |
| 05:00pm - 06:00pm | **Data Privacy and GDPR**  
*Presented by: David Dadoun, Aldo Group*   |
| 06:00pm - 08:00pm | **Reception and Sponsor Gallery**                                        |

Such a wide variety of topics, with the added value of great presenters who are experts on their topic. A lot of relevance, and many points to take home from each presentation.
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| 09:05am - 09:15am | Review of Agenda
  Presented by: Howard Dresner                                      |
| 09:15am - 10:15am | Defining, Creating and Tracking Metrics at Airbnb
  Presented by: Dr. Theresa Johnson                                   |
| 10:15am - 10:45am | Break and Sponsor Gallery                                            |
| 10:45am - 11:45am | Scaling an Agile Insight Delivery Organization at Target
  Presented by: Ben Schein, Target Stores                             |
| 11:45am - 01:00pm | Lunch                                                                |
| 01:00pm - 02:00pm | The Signals Are Talking
  Presented by: Amy Webb                                              |
| 02:00pm - 02:45pm | Analytic Data Infrastructure: Strategies for a Market and Technologies in Transition
  Presented by: Bill Hostmann                                         |
| 02:45pm - 03:15pm | Break and Sponsor Gallery                                            |
| 03:15pm - 04:15pm | Breaking New Ground: Transformational Data Leadership
  Presented by: Brendan Aldrich, Chief Data Officer, California State University |
| 04:15pm - 05:15pm | The Role of IoT and Advanced Analytics in Deriving Smart Systems
  Presented by: Dr. Ella Hilal, Shopify                               |
| 05:15pm - 05:25pm | Closing                                                              |
Brendan Aldrich  
Chief Data Officer  
California State University

David Dadoun  
Director of Business Intelligence and Data Governance  
Aldo Group

Howard Dresner  
Founder and Chief Research Officer  
Dresner Advisory Services

Jim Ericson  
Vice President and Research Director  
Dresner Advisory Services

Dr. Hal Gregersen  
Executive Director  
MIT Leadership Center

Dr. Ella Hilal  
Director of Data  
Shopify

Bill Hostmann  
Research Fellow  
Dresner Advisory Services

Dr. Theresa Johnson  
Data Scientist  
Supply Growth at Airbnb

Ben Schein  
Senior Director of Enterprise Data, Analytics and Business Intelligence CoE  
Governance  
Target Stores

Peter Schwartz  
Author  
The Art of the Long View

Amy Webb  
Author  
The Signals Are Talking

Mico Yuk  
Author  
Data Visualization for Dummies
WHAT’S INCLUDED IN YOUR REGISTRATION

- Single track ensures access to all speaker sessions and workshops
- Peer and faculty networking breakfasts, coffee breaks, lunches
- Evening networking reception with peers and faculty
- Real-time interaction using Poll Everywhere software
- Access to Real BI conference portal for session presentations and videos
- Access to Real BI Slack community
- Solution expo

PRICING

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Extended until May 18th

Contact info@realbusinessintelligence.com for more details.
Conference website and registration: www.seebeyondthenoise.com
Conference location: MIT Tang Center, 70 Memorial Drive, Cambridge, MA

SPONSORS

PLATINUM

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- jedox
- Prophix

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- MIT Sloan Management Review
- TechTarget
- Search Business Analytics
June 27th and 28th, 2018
Tang Center
Massachusetts Institute of Technology
Cambridge, MA

SEEBEYONDTHENOISE.COM

"Excellent perspectives, good variety of information and good opportunity to meet peers and share experiences."

"This conference was just what I needed to re-energize and refocus our next steps and direction in BI. I will definitely be back and bringing some team members with me!"