

INVITATION

Business Intelligence Symposium III

Finding the Key to Unlock Relevant Data in Your Business

The ongoing operation of your organization generates a **treasure trove of information**. Are you optimizing (or even leveraging) this **critical asset**? Discover **best practices** at the 2011 Business Intelligence (BI) Symposium.

Specifically for business executives and information technology (IT) professionals that **use and need analytical data**, the BI Symposium provides a forum for **sharing ideas, stories, experiences and business cards**.

The symposium includes case studies presentations, along with live demonstrations, in a **collaborative environment** that facilitates **peer networking** and BI discussions for an **enhanced learning experience**.

Thursday, February 3, 2011 | 8:00 a.m. to 1:00 p.m.

BI Symposium III — Agenda

- 8:00am–8:30am Registration and Continental Breakfast
- 8:30am–9:30am **Business Intelligence = Customer Retention: How Western & Southern is using BI to increase customer touch points and contract renewals** – Keynote Speaker - Mr. Doug Ross – Vice President and Chief Technology Officer - Western & Southern Financial Group
- 9:30am–10:00am **Registries, Outcome Measurement and Genotype/Phenotype Databases - Research Data Warehousing at Cincinnati Children's Hospital Medical Center** - John Hutton, MD - Vice President and Director, Biomedical Informatics Cincinnati Children's Hospital Medical Center.
- 10:00am–10:15am Coffee Break & Conversations
- 10:15am–10:45am **Improving patient outcomes and operational efficiencies with Business Intelligence** – Brett M. Harnett, MS-IS, Research Assistant Professor, College of Medicine, University of Cincinnati, Associate Director, Center for Health Informatics
- 10:45am–11:30am **Increasing Customer Lifetime Value by targeting the best customers with the right products, via the most profitable campaigns. How eCommerce Retailers are using BI to mature business practices.** – Mr. Matt Craven, Vice President Delivery Services – Acteea
- 11:30am–11:45am Break/ Pick up lunch
- 11:45am–12:30pm Lunch /Speaker Panel Discussion led by Bart Perkins, Former CIO, YUM Brands and Dole Foods, and ComputerWorld Columnist



You must register to attend

Registration Fee \$49
Includes Parking, Breakfast & Lunch

REGISTER NOW

Contact

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Location

**Kingsgate Marriott
Conference Center**
151 Goodman Drive
Cincinnati, OH.