

Chief Data & Analytics Officer New Zealand

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7-8 November 2018 • Hilton Auckland, New Zealand

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250+ Attendees | 40+ Speakers | Dedicated Tracks

This is the most comprehensive event for data development and innovation having gained a prime spot on the agenda of C-suite executives across the globe. This packed two-day event will offer ample opportunity to network and create innovative strategies to your everyday challenges.

Confirmed speakers include:

- **Mohammad Shokoohi-Yekta**, Senior Data Scientist, **Apple USA**
- **John Edwards**, Privacy Commissioner, **Office of the Privacy Commissioner New Zealand**
- **David Thomas**, Chief Data & Analytics Officer, **Bank of New Zealand**
- **Dr Matthew Spencer**, Chief Analytics Officer, **Ministry of Social Development (MSD) New Zealand**
- **Evelyn Wareham**, Chief Data and Insights Officer, Strategic Policy and Programmes, **Ministry of Business, Innovation & Employment**
- **Dr Paulo Gottgroy**, Chief Data Scientist, **Inland Revenue New Zealand**
- **Graham Robertson**, Chief Information Officer, **Coca-Cola Amatil New Zealand**
- **Jacqueline Peace**, Chief Privacy Officer, **Air New Zealand**
- **Rhiannon White**, Chief Digital Officer, **Westpac New Zealand**
- **Shona McMahon**, Multi-Channel Lead, Digital, **Westpac New Zealand**
- **David Bloch**, GM Advanced Analytics, **Fonterra**
- **Nina Herriman**, Chief Storyteller (Data and Visualisation), **National Council of Women of New Zealand (NCWNZ)**
- **Andrew Crabb**, Chief Information Officer, **TR Group**
- **Brendan Downey-Parish**, General Manager CX, Technology & Data, **Tourism New Zealand | Manaakitanga Aotearoa**
- **Kari Jones**, Customer Analytics and Data Science Manager, **Air New Zealand**
- **Mike Congdon**, Head of Enterprise Information Management, **New Zealand Post**
- **Dr Ratneesh Suri**, Head of Analytics, **IAG**
- **Bryan Ng**, Head of Data and Insights, **Stuff New Zealand**
- **Tina Maclean**, Data Science & Analytics Leader, **Inland Revenue New Zealand**
- **Sarah Auva'a**, Head of Digital Trust, **Spark New Zealand**
- **Steven Bruce**, Head of Strategy & Insights, **Real Estate Authority, NZ**
- **Martin McMullan**, Director, Connected Journeys, **New Zealand Transport Agency**
- **Balaram Panda**, Data Science and Artificial Intelligence Expert, **Inland Revenue New Zealand**
- **Dr Kevin Ross**, Director of Research, **Orion Health & General Manager, Precision Driven Health**

Invited speakers include:

- **Ian McCrae**, Chief Executive Officer, **Orion Health**
- **Judith Swales**, Chief Operating Officer Transformation (Velocity) & Innovation, **Fonterra**
- **Andrew Wall**, Chief Data Officer, **TSB Bank**

CDAO NZ 2018 themes include:

- **DATA PRIVACY – The Brave New World**. Navigating the risk emerging in the digital age and resulting effects on trust with unethical or illegal uses of insights, biased uses and data being used without consent. Developing and embedding robust ethical controls.

- **CULTURE AND LEADERSHIP – The Human Element.** Defining, fostering and embedding a culture of data analytics and insight based decision-making. Democratising analytics to foster insight and co-operation throughout the organisation.
- **DATA OBLIGATION: MANAGED AND GOVERNED – The Framework.** Supporting data driven decision making across the enterprise with evolved data governance and quality strategies that support the current, rising complexity and future needs of the enterprise.
- **DATA INSIGHT AND INTELLIGENCE – The Science.** Adopting and evaluating data driven approaches and tools to support the move from data insight to execution. Practical experiences on the future of analytics: open source and advanced, predictive and experimental analytics.
- **FUTURE DATA TALENT – The Toolkit.** Understanding innovative approaches to data staff training, increasing expertise and building effective teams
- **THE INTELLIGENT ENTERPRISE – The Defining Factor.** Driving innovation, agility and business value. Monetising data to deliver strategic worth to the business.

WHAT'S NEW FOR 2018?

1. **Speaker panel** featuring 40+ leading minds in data and analytics.
2. **VIP think-tank:** This closed-door conversation will focus on 'Too Hot To Touch' topics.
3. More **interactive networking** across the agenda with 'Let's talk' meet ups, round tables, live poll analysis, speed networking and discussion groups,
4. **Top international speakers** available to chat in our *Meet the Speakers Lounge*.
5. Expanded agenda featuring **specialised tracks** allowing delegates to tailor their learning and harness the Conversation track to network informally with attendees in their industry, hosted by expert guests.

CDAO New Zealand Day One

Wednesday 7th November, 2018

08:20	<i>Registration, Coffee & Networking in the Exhibition Area</i>
08:50	<i>Chair's Opening Remarks</i>
INNOVATION, LEADERSHIP & STRATEGY	
09:00	<p>Keynote International Genius Bar: Prospecting for Gold in the Mines of Big Data @ the Heart of Silicon Valley</p> <p>This session will explore the ways in which Apple are harnessing the power of data and reveal how they are riding the wave of disruption in the data analytics landscape.</p> <p><i>iSpeaker:</i> Mohammad Shokoohi-Yekta, Senior Data Scientist, Apple USA</p>
09:25	<p>Keynote Presentation: "We're all in" – Lessons from an Information Transformation</p> <p>In this session David will share details of their journey:</p> <ul style="list-style-type: none"> • Purpose, clarity and rapid team growth. • Great people doing inspiring work. • When did the dance floor get so full? • Sustainability and next steps. <p><i>Speaker:</i> David Thomas, Chief Data & Analytics Officer, Bank of New Zealand</p>
09:50	<p>Presentation: Taking Strategic Advantage of Analytics</p> <ul style="list-style-type: none"> • Sharing how advanced analytics have enabled a better understanding of customers and their behaviours, driven revenue and improve services. • Harnessing competitive intelligence to continuously launch new features and products around the world. • Fostering creative ideas for using analytics to drive business value. • How benefits to the organisation have been realised, communicated and built upon.
10:15	Presentation hosted by SAS
10:40	Speed Networking: <i>Let's start how we mean to go on, in discussion making valuable industry connections.</i>
11:00	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i>

<i>Come to the 'Meet the Speakers Lounge' within the Exhibition area</i>			
11:30	<p>Data-Driven Leaders Panel: Turning Data & Analytics into Actionable Insight</p> <ul style="list-style-type: none"> • Driving insights-led decision-making - what are the best practices for effectively managing change across your organisation? • What are the pain points that can hinder the ability of your team and your company to innovate? • How can the data in your hands empower everyone in your organisation with insights to make better, faster decisions? • Creating an agile team and approach, whilst ensuring that it is in balance with the maturity of your organisation. <p><u>Panellists:</u> Evelyn Wareham, Chief Data and Insights Officer, Strategic Policy and Programmes, Ministry of Business, Innovation & Employment Graham Robertson, Chief Information Officer, Coca-Cola Amatil New Zealand David Bloch, GM Advanced Analytics, Fonterra</p>		
12:05	<p>Presentation: The Intelligent Enterprise- How do you Bottle Innovation?</p> <ul style="list-style-type: none"> • We have more data than ever before, more technology and many talented people innovating with it - yet the barrier to turning that innovation into value for the enterprise remains. • How do you operationalise the value in innovation? • How do you create cross functional teams & leverage the best technology at the right cost to achieve this? <p><u>Speaker:</u> Martin Norgrove, Chief Technical Officer, NOW Consulting – a Division of WhereScape</p>		
12:30	<p>Keynote Presentation: How Machine Learning and AI are Shaping the Future of Data Analytics</p> <ul style="list-style-type: none"> • How best to incorporate Machine Learning and AI into your data infrastructure. • How machine learning and AI are enabling companies to progress their analytics from descriptive, to diagnostic, to predictive and finally prescriptive. • Leveraging Machine Learning and AI to improve customer engagement strategies. <p><u>Speaker:</u> Kari Jones, Customer Analytics and Data Science Manager, Air New Zealand</p>		
12:55	<p><i>Buffet Lunch & Networking in the Exhibition Area</i></p> <p><i>Come to the 'Meet the Speakers Lounge' within the Exhibition Area</i></p>	<p>VIP Private Luncheon hosted by Bank of New Zealand</p>	
	DATA MANAGEMENT	ANALYTICS & INSIGHT	CONVERSATION CORNER
<i>Delegates can attend sessions from any of the two tracks</i>			
13:55	<p>Discussion Group – Taking a Holistic Approach to Enterprise-Wide Data Management</p> <ul style="list-style-type: none"> • How to successfully implement an enterprise-wide data management framework. • Addressing key consideration: policies, standards and frameworks. • Avoiding the potential pitfalls, overcoming challenges and sharing wins. 	<p>Presentation – Leveraging Data to Influence Customer Behaviour for Competitive Advantage</p> <ul style="list-style-type: none"> • Discussing the ways in which advanced analytics can help your business to attract new customers and retain existing ones. • Measuring the links between business performance and customer satisfaction – is there a link and should you care? • Keeping pace with the connected consumer – discussing the challenges and solutions for real-time customer interaction. <p><u>Speaker:</u> Dr Paulo Gottgroy, Chief Data Scientist, Inland Revenue NZ</p>	<p>Let's Talk – Data Science <i>Wind down and network with those who have a common interest, work in a common field and can share their war stories!</i></p> <p><u>Hosted by:</u> Mohammad Shokoohi-Yekta, Senior Data Scientist, Apple USA</p>

14:30	<p>Discussion Group – Finding and Developing Analytical Unicorns</p> <ul style="list-style-type: none"> • With an increasing demand to grow analytics talent what are you doing to think laterally about how to develop talent internally? • What steps do you need to take to hire and retain talent in this space? • How do you develop analytical curiosity and stakeholder engagement within your analytics team? <p><i>Co-Chairs:</i> Sarah White, Associate Director Analytics, Hudson Shannon Roberts, Director Talent Management Queensland and NZ, Hudson</p>	<p>Presentation – Innovation without Adoption is Meaningless</p> <ul style="list-style-type: none"> • An overview on the apex between digital, data, Cx and value. • Understanding the customers digital journey, insights, going more micro on data. • Focussing on adoption – sustainable use of data and digital. <p><i>Speakers:</i> Rhiannon White, Chief Digital Officer, Westpac New Zealand Shona McMahon, Multi-Channel Lead, Digital, Westpac New Zealand</p>	<p>Let's Talk – Public Sector <i>Wind down and network with those who have a common interest, work in a common field and can share their war stories!</i> <i>Hosted by:</i> Dr Matthew Spencer, Chief Analytics Officer, Ministry of Social Development (MSD) New Zealand</p>
15:05	<p>Discussion Group How to Extract Value from Your Data</p> <ul style="list-style-type: none"> • Is Big Data and Data Lake last year's fashion? • What are the Big Data lessons learned to date? • What are the practical and pragmatic trends going forward? • Using your lake as a real-time operational data store as opposed to a proxy data warehouse. 	<p>Presentation – Utilising Data Strategy, Analytics and Data Science</p> <ul style="list-style-type: none"> • Drawn to data: Analytics as a lens for change. • Exploring the ways to convert data into actionable insights - distilling the customer's voice to inform and improve products. • Examining the ways in which you can learn from mistakes and overcome roadblocks to develop more mature analytic cultures. <p><i>Speaker:</i> David Bloch, GM Advanced Analytics, Fonterra</p>	<p>Let's Talk – Emerging Leaders Sharing the Journey: Turning Theory in Action <i>Wind down and network with those who have a common interest, work in a common field and can share their war stories!</i> <i>Hosted by:</i> Dr Ratneesh Suri, Head of Analytics, IAG</p>
15:40	<p><i>Afternoon Tea & Networking in the Exhibition Area</i> <i>Come to the 'Meet the Speakers Lounge' within the Exhibition area</i></p>		
<p>TURNING BUSINESS DATA INTO INFORMATION FOR ACTION</p>			
16:10	<p>Presentation: Understanding and Defining the Playing Field - Data Governance in a 21st Century Environment Disruption in data and analytics, including self-service, has empowered business users: They run their own analytics, there is a rise of "citizen data scientists" and we have "data to people" trends. What about governance? Is it disrupted? What are the modern approaches to data governance? What kind of data governance model has proved to be successful in a modern, fast paced environment? Surely there is a more modern and pragmatic way. This session will examine how to truly value your data as an asset.</p>		
16:35	<p>CDAO SPOTLIGHT SESSIONS: A Power for Good! Revealing the Human Impact of Data Initiatives Showcasing two 15-minute spotlight talks focusing on the essential ingredients to solve critical business/community challenges with data.</p> <p>FlashTalk A: Illustrating Gender Inequalities with Data The Gender Dashboard collects, collates and analyses data to build a shared understanding of the status of all women in New Zealand Aotearoa. We work with expert partners to illustrate key areas of inequality from an intersectional perspective. The Gender Dashboard is one of our three innovative projects within the Gender Equal NZ campaign, which also includes the</p>		

	Gender Attitudes Survey and the Gender Culture Taskforce. Gender Equal NZ is led by the National Council of Women of New Zealand. Nina Herriman , Chief Storyteller (Data and Visualisation), National Council of Women of New Zealand (NCWNZ)
17:05	THE PROJECT: Have you Realised Spectacular Value from your Analytics Project? ** An Opportunity for your Organisation/Team to be Recognised ** Three short-listed entries will present for 10 minutes each. Inspire us! The audience will vote on their favourite project presented, no standard metrics just based on audience chills and thrills. Awarding the winner the all-important bragging rights, and our 'Data Champions' trophy.
17:40	<i>Chair's Closing Remarks</i>
17:45	CDAO New Zealand Cocktail Reception

CDAO New Zealand Day Two

Thursday 8th November, 2018

08:30	<i>Registration, Coffee & Networking in the Exhibition Area</i>	
09:00	<i>Chair's Opening Remarks</i>	
IMPLEMENTATION & BUSINESS VALUE		
09:10	Keynote International: The Story of a Data Smart City	
09:35	Keynote Presentation: Data Privacy – Streamlining your Processes to Comply with the Updated Privacy Act <ul style="list-style-type: none"> Understanding the full implications of mandatory reporting of privacy breaches, new offences and increased fines. Latest methods for identifying risks and prevent incidents that could cause harm. Should all data be treated as private information? Re-identifying anonymised data and the ethical implications of doing so? What does the future look like? Where next on data stewardship, sources, standards and security? Exploring the ethical and privacy risks big data presents – what strategies are in place for interacting with personal information and consumer data? <p><u>Speaker:</u> John Edwards, Privacy Commissioner, Office of the Privacy Commissioner New Zealand</p>	
10:10	Keynote Panel Discussion: In Data We Trust? Rising to the Challenge of Privacy, Protection, and Security <ul style="list-style-type: none"> As customers become increasingly aware of, and concerned by, their data and its usage, what steps should we be taking to ensure that we retain public trust in our ability to steward their information? Trust-as-a-Service: Building privacy into everything we do. What impact has GDPR had on the data industry, and what should we expect from regulation in the future? Access versus control - can the two ever be balanced to ensure protection whilst enabling innovation? <p><u>Panelist:</u> John Edwards, Privacy Commissioner, Office of the Privacy Commissioner New Zealand Jacqueline Peace, Chief Privacy Officer, Air New Zealand Sarah Auva'a, Head of Digital Trust, Spark New Zealand</p>	
10:35	Presentation: Delivering on the Analytics Promise- Metrics & ROI to Support the Smart Enterprise <ul style="list-style-type: none"> Promoting an analytically driven culture within your business. What tools are available to help data and analytics proliferation throughout the business? Visualisation and self-service analytics discussed. 	
11:00	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i> <i>Come to the 'Meet the Speakers Lounge' within the Exhibition Area</i>	
	DATA CAPABILITY	DATA INNOVATION
	<i>Delegates can attend sessions from any of the two tracks</i>	
11:30		

	<p>Discussion Group – Building A Data Driven Culture</p> <ul style="list-style-type: none"> • Generating an understanding of what value data can bring to make timely well informed and impactful decisions. • Ensuring data is managed, understood and governed consistently across the organisation. • Defining, fostering and embedding a culture of data analytics and insight based decision making. • Democratising analytics to foster insight and co-operation throughout the organisation; Breaking down enterprise silos. <p><i>Co-Chair:</i> Bryan Ng, Head of Data and Insights, Stuff New Zealand</p>	<p>Presentation - Building a Lego Aircraft Carrier - Evolving Data & Analytics</p> <p>This presentation explores the recent rapid implementation and evolution of Data & Analytics within one of New Zealand's oldest organisations. It explores the transformational strategy and roadmap, the impacts on people, processes and technology, the lessons learnt, and the fundamental paradigm shift and culture change that was necessary to become a data driven business. A true greenfield Data & Analytics journey.</p> <p><i>Speaker:</i> Mike Congdon, Head of Enterprise Information Management, New Zealand Post</p>
12:05	<p>Discussion Group – Data Management: The Foundation for Digital Transformation</p> <ul style="list-style-type: none"> • Building a data driven enterprise, rolling out the data management programme enterprise wide. • Effectively managing massive volumes of data. • Ultimately improve business processes for operational efficiency and compliance through effective data management. <p><i>Co-Chair:</i> Vikash Kumar, Artificial Intelligence & Analytics Team Leader, winesearcher.com</p>	<p>Presentation - Using Data Insights to Identify and Reduce Consumer Harm in Real Estate Transactions</p> <ul style="list-style-type: none"> • Enabling a better real estate experience for all • Using data insights to identify and target consumer and industry segments most at risk • Empowering consumers: the creation of an independent website to guide Kiwi home buyers and sellers - settled.govt.nz • Increasing industry professionalism: using industry segmentation data insights to be a more proactive and intel-led regulator. <p><i>Speaker:</i> Steven Bruce, Head of Strategy & Insights, Real Estate Authority, NZ</p>
12:40	<p><i>Buffet Lunch & Networking in the Exhibition Area</i> <i>Come to the 'Meet the Speakers Lounge' within the Exhibition Area</i></p>	<p>VIP Private Luncheon hosted by SAS</p>
FORGING AHEAD: OUTLOOK		
13:40	<p>Panel Discussion – Women & Diversity in Data</p> <ul style="list-style-type: none"> • What does #pressforprogress mean for you? • What role does mentoring and coaching have in encouraging more women into data? • Thoughts on how we keep women in data. • Beyond the workplace, let's talk about what initiatives we are doing to encourage budding female leaders. <p><i>Co-Chairs:</i> Jan Sheppard, Manager Business Information Services, Tertiary Education Commission Helene Kaltak, Information Manager Analyst, NIWA (National Institute of Water and Atmospheric Research) Zarina Bazoeva, TV Analytics Manager, MediaWorks New Zealand</p>	<p>Presentation –Smarter Decision Making: Leveraging Data as a Tool to Determine Future Direction Rather than Evaluating Past Performance</p> <ul style="list-style-type: none"> • From idea to value - How to make data actionable? • Identifying the main challenges of a data project and why value is first. • Evaluate the (data) innovators dilemma: pull vs push? Technology driven vs business driven? • Designing and adopting with 'fast-fail' to move forward and monetise data assets. <p><i>Speaker:</i> Andrew Crabb, Chief Information Officer, TR Group</p>
14:15		<p>Presentation – Frontline Analytics in ACC that Considers Ethics in Algorithms</p>

	<p>Discussion Group – Information is an Asset: Strategies for Monetising, Measuring and Managing Data</p> <ul style="list-style-type: none"> • How are businesses deriving economic benefits from their information, as well as the information of others? • Understanding the importance that clear demonstration of data monetisation represents to the role of the CDAO. • The importance of owning and controlling your data and the implications for third-party partnerships. <p><i>Co-Chair:</i> Martin McMullan, Director, Connected Journeys, New Zealand Transport Agency</p>	<p>Soon, the majority of ACC claims will be accepted as they are lodged, thanks to a new system that will reduce the time it takes for clients to find out what’s happening with their claim. The new system utilises a suite of statistical models that uses data from 12 million anonymised claims lodged between 2010 and 2016, to determine the probability that a given claim will be accepted. No claim will ever be automatically declined. This will support ACC to operate more efficiently and effectively, while providing greater certainty to injured New Zealanders. There have been many media articles around the use of statistical models in the public sector regarding ethics, the need for transparency and validation of statistical models. In this talk you will hear more about the frontline predictive models, the open approach taken by ACC and how we considered the ethics.</p> <p><i>Speakers:</i> Laura McElhone, Manager of Lodgement and Triage, Accident Compensation Corporation Ernestynne Walsh, Senior Data Scientist, Accident Compensation Corporation</p>
14:15	<p>VIP Think Tank- 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 <i>really</i> think? <i>1hr session.</i></p>	
14:50	<p><i>Afternoon Tea & Networking in the Exhibition Area</i> <i>Come to the ‘Meet the Speakers Lounge’ within the Exhibition Area</i></p>	
15:20	<p>Keynote Presentation – Creating Maximum Value from Machine Learning Applications Bryan will talk about the business problems, vision at Stuff and the role of data & analytics within that vision. We will share the journey that Stuff is on - starting from their initial state to target state, including the foundations in data science and machine learning that they are laying to ensure data and analytics helps inform the business.</p> <p><i>Speaker:</i> Bryan Ng, Head of Data and Insights, Stuff New Zealand</p>	
15:45	<p>Keynote Panel Discussion: Cognitive Technology Development and Adoption – Keeping up with the Rapid Pace of Change, from AI, ML to DL What is Next?</p> <ul style="list-style-type: none"> • Discussing strategies for keeping current in a technological environment which is rapidly changing and developing. How do you determine what technology to invest in, and how can you stay current without tones of investment? • Bleeding edge technology - Where is the optimal point to be on the technology adoption curve? And how do you balance risk vs. reward whilst trying to stay current? • Which tools should you have within your analytical tool kit, and how do you go about building a winning portfolio of technology and tools? Which areas are worth more investment than others? • Preparing your analytics capability for the present and the future – balancing longevity and new technology. <p><i>Panelists:</i> Balaram Panda, Data Science and Artificial Intelligence Expert, Inland Revenue New Zealand Dr Kevin Ross, Director of Research, Orion Health & General Manager, Precision Driven Health</p>	
16:10	<p>CDAO Round Tables During this interactive session, attendees will be split off by their individual roundtable to discuss the top 10 tips in data and analytics and what mistakes to avoid. Each facilitator will guide the discussion. Discussion will take place for 25 minutes, followed by 10 minutes of feedback to the rest of the delegates.</p> <p>Round table 1: How do we make sure our data assets are manageable through this journey through analytics?</p> <p>Round table 2: Data privacy – At what point will customers ‘storm the bastille’?</p> <p>Round table 3: CDO – Chief Data Officer or Chief Disruptive Officer. Should they overlap?</p>	

**LARGEST
ROUND TABLE
SESSION YET!**

	<p>Round table 4: Organisational culture - Making sure you are able to affect real change at all levels.</p> <p>Round table 5: Data as a profitable asset - How to quantify this?</p> <p>Round table 6: How to Identify and Leverage Internal Business Talent through Career Pivots <i>Hosted by: Kari Jones, Customer Analytics and Data Science Manager, Air New Zealand</i></p> <p>Round table 7: How to actually make data science sustainable throughout the organisation over time</p> <p>Round table 8: Analytics prioritisation: How do you prioritise the right projects in order to support the business strategically?</p>
16:45	<i>Chair's Closing Remarks & Close of CDAO New Zealand 2018</i>

Draft agenda is subject to change.