

MONDAY MARCH 5

8:00 a.m.	Attendee Breakfast	Banking/Securities Forum Breakfast	Healthcare Payers Forum Breakfast	Healthcare Providers Forum Breakfast	Public-Sector Forum Breakfast	CDOCircle Breakfast
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9:15 a.m. **Gartner Opening Keynote** **Scale the Value of Data and Analytics** Rita L. Sallam, Vice President and Conference Chair; Carlie J. Idoine, Director; Kurt Schlegel, Vice President

TRACKS	A. Leadership and Organization: Scale the People, Culture and Skills	B. Business Outcomes and Strategy: Make Value Pervasive	C. Master Data Management: Create a Common Understanding	D. Analytics: Drive Insight Into Every Action	E. Governance: Build a Foundation of Trust	F. Architecture and Technology: Renovate for Digital Transformation	G. Advanced Capabilities: Power Everything You Do With AI, Machine Learning and IoT	H. Innovation: Be the Next Disruptor
10:45 a.m.	How to Create and Lead High-Performance Data and Analytics Teams	Modern Data and Analytics Initiatives Require New Pricing Models and Negotiation Strategies	The Essentials of Master Data Management (MDM)	Continuous Intelligence Drives Optimization in Your Digital Business: Start Now!	Are You Feeling Overwhelmed by Your Data? Excel at Metadata Management	The Ever-Changing DBMS Landscape for Digital Business: How the Changes Affect You	The State of AI and Machine Learning	Trends in Event Stream Processing and Real-Time Analytics

11:45 a.m. Solution Provider Sessions

12:30 p.m. **Attendee Lunch**

2:00 p.m.	Unleash Creativity and Innovation in Your Team	The Essentials of a Data and Analytics Strategy	Accelerate MDM Business Value Using Gartner's MDM Implementation Styles	Augmented Analytics: Key Trends in Next-Generation Analytics and BI Platforms You Need to Know	The Essentials of Data and Analytics Governance	State of Data Management: Balancing Collecting Data and Connecting to Data Is the Future	Case Study: TBA	Building Blockchain Into Your Data and Analytics Program
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3:00 p.m. **SPS – “As Real As It Gets” - Giving Business Users More Control at Chipotle – in Texas 4, Level 3, Convention Center**

4:00 p.m.	The State of Data and Analytics Roles and Organization: From Command and Control to Collaborate and Enable	How to Select the Right Data and Analytics Service Provider	Opportunity and Promise — Application of ML and AI to MDM	The Essentials of Modern BI and Analytics	Lifeguard Not on Duty: How to Make Your Data Lake Safe and Secure	Data Management Solutions for Analytics: Going Beyond the Data Warehouse	The Essentials of Data Science and Machine Learning: How Machine Learning Extracts Knowledge From Data	Case Study: TBA
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4:45 p.m. Exhibit Showcase and Networking Reception **Visit Semarchy at Booth # 210**

TUESDAY MARCH 6

7:00 a.m. Registration

7:15 a.m.	Breakfast for All Attendees: Networking by Topic	Insurance Forum Breakfast	MSE Forum Breakfast	Women/Diversity Breakfast
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8:30 a.m. **Guest Keynote TBA**

9:45 a.m.	Diversity in Data and Analytics Fuels Innovation on the Path to Digital Transformation	Linking Data to Outcome — Communicating the Value	Case Study: TBA	The State of BI and Analytics: The Move Toward Automated Insights Generation	How to Create an Impactful Data Quality Program	Reshape Your Data Integration Strategy for Bringing Order to Data Chaos	Use Decision Management to Operationalize Analytics	Digital Twins — Better IoT-Driven Decisions
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10:45 a.m. Solution Provider Sessions

11:30 a.m. Attendee Lunch

2:00 p.m.	From BI to AI: Focus on Business Outcomes to Architect Your Data and Analytics Platform	Magic Quadrant Power Session: Data and Analytics Service Providers	Maturing MDM to Achieve Maximum Business Benefits	Value (for) Your Customer: How Privacy in the GDPR Relates to Consent and Analytics	The State of Data and Analytics Governance: Align Risk, Optimization and Data Value Initiatives	Hadoop and Spark: Understanding Open-Source Opportunities and Risks	What the Internet of Things Means for Your Data and Analytics Capabilities	The CIO's Guide to Digital Ethics: Leading the Enterprise in the Digital Society
3:00 p.m.	To the Point: How to Transform and Run Your Data and Analytics Organization Like a Tech Company	To the Point: Expanding Business Models for Data Value and Monetization	To the Point: Planning for and Impact of Cloud-Enabled MDM	To the Point: The Convergence of Analytics Services and Software Into Serware — Take Advantage of It	To the Point: Everything You Need to Know About Data Ownership, Rights and Sovereignty (But Were Afraid to Ask)	To the Point: Use Data Virtualization to Increase Business Agility and Connect Your Universe of Data	To the Point: Advancing CX Analytics Maturity for Better Customer Experiences	To the Point: Driving Analytics Success With Data Engineering

3:45 p.m. Solution Provider Sessions

5:00 p.m. **Guest Keynote When: The Scientific Secrets of Perfect Timing** Daniel H. Pink, Author and Speaker

6:00 p.m. Exhibit Showcase **Visit Semarchy at Booth # 210**

WEDNESDAY MARCH 7

7:15 a.m. Registration								
7:15 a.m. Attendee Breakfast 8:30								
a.m. Guest Keynote TBA								
TRACKS	A. Leadership and Organization: Scale the People, Culture and Skills	B. Business Outcomes and Strategy: Make Value Pervasive	C. Master Data Management: Create a Common Understanding	D. Analytics: Drive Insight Into Every Action	E. Governance: Build a Foundation of Trust	F. Architecture and Technology: Renovate for Digital Transformation	G. Advanced Capabilities: Power Everything You Do With AI, Machine Learning and IoT	H. Innovation: Be the Next Disruptor
9:45 a.m.	Doing Good With Data: How to Impact Society and Create a "Data for Good" Culture	Engaging Decision Makers Through Data Storytelling	Practicing MDM in the Absence of an Enterprise MDM Solution	Case Study: TBA	Adopt a Data Hub Strategy: Stop Blindly Integrating Data and Start With Governing It	Data Management: The Impact and Cost of Cloud Practices and Technology Options	Apples and Oranges: How to Pick the Right Data Science and Machine Learning Platform for You	Rage Against the Machine Intelligence: Human Intervention Required
10:45 a.m. Solution Provider Sessions								
11:30 a.m. Attendee Lunch								
2:00 p.m.	Soft Skills Are Hard! How to Establish a Data-Driven Culture	Real True Stories of Artificial Intelligence	The Impacts of GDPR on MDM: Why You Need a 360-Degree View of the Data Subject	Machine Learning Is the New Hiring Manager	Gartner Magic Quadrant Power Session: Enterprise Data Management	Data Hubs, Lakes and Warehouses: Choosing the Core of Your Digital Platform	The State of Social Analytics in 2018	The Impact of VR, AR and Machine Learning on Analytics
3:00 p.m.	To the Point: Information as a Second Language (ISL): Enabling Data Literacy for Digital Society How to Transform and Run Your Data and Analytics Organization Like a Tech Company	To the Point: Why Privacy Is an Opportunity to Drive Data Value	To the Point: Top 4 Reasons Your MDM Program Will Fail, and How to Avoid Them	To the Point: Achieve Self-Service Data and Analytics at Scale	To the Point: What's Wrong With Master Data Management? From MDM to Application Data Management	To the Point: From Pointless to Profitable — Using Data Lakes for Sustainable Analytics Innovation	To the Point: Five Best Practices Data and Analytics Leaders Can Learn From Spy Agencies	To the Point: How Complexity Becomes Your Competitive Advantage
3:45 p.m. Solution Provider Sessions								
5:00 p.m. Gartner Keynote Digital 2025: A Rant Against Solutionism, A Plea for Duality and the Struggle for Success Frank Buytendijk, Vice President and Gartner Fellow								
6:00 p.m. Attendee Reception Visit Semarchy at Booth # 210								

THURSDAY MARCH 8

7:00 a.m. Registration								
7:15 a.m. Breakfast								
8:00 a.m.	Case Study: TBA	Data and Analytics Strategy Explorations: Strategy as a Process of Continuous Learning	End-to-End "Thing" Data — A Key to Success in IoT	Top Trends in Analytics That Will Change Your Business	Get Privacy: Use GDPR as Foundation Guide for Data and Analytics Prerequisites	From Self-Service to Enterprise Data Preparation — The Next Wave of Disruption for Pervasive Analytics	Cortana, Siri, Alexa and Friends: Welcome to the AI Conversation!	If "Enterprise Blockchain" Is the Answer, What Exactly Is the Question?
9:00 a.m. Solution Provider Sessions								
9:45 a.m. Solution Provider Sessions								
10:30 a.m. Who Killed the Database (and Most Other Data Management Conventional Wisdom)?								
10:30 a.m.	Data-Driven Culture: CDOs Must Be the Chief Curiosity Officers for Their Organization	Drive Business Results and Improved CX With Customer Journey Analytics	Why You Need MDM for an Optimal Customer Experience	Accelerate Your Move to Artificial Intelligence With Machine Learning as a Service	If You Still Try to Control Your Data and Analytics Practice, You Probably Aren't Governing It	Case Study: TBA	Advancing in Machine Learning: Deep Learning and Beyond	Applied Infonomics: How to Monetize, Manage and Measure Information as an Asset
11:45 a.m. Closing Keynote On Fire: The 7 Choices to Ignite a Radically Inspired Life John O'Leary, Author and Speaker								