

DIRECTIONS

Day Planner

2009 North American Conference
November 8-12, Bally's Las Vegas



TRACK KEY:

- AD

Analytic Deployment
- AR

Analysis and Reporting
- CMM

Customer Management and Marketing
- MRLP

Managing Risk and Loss Prevention
- NPI

New Product Introductions
- P

SPSS Partner Presentations
- PS

Public Sector
- SII

Solutions for IBM i
- SMR

Survey and Market Research
- WS

Workshop

Sunday, November 8

1:30 pm - 5:30 pm	Optional Pre-Conference Courses
6:00 pm - 8:00 pm	Registration and Welcome Reception Directions Expo

Monday, November 9

7:00 am - 9:00 am	Registration, Continental Breakfast Directions Expo							
9:00 am - 10:00 am	Keynote Session: Discover New Worlds: Taking Predictive Analytics to a New Level							
10:00 am - 11:00 am	Keynote Session: Richard Thaler, Nudge: Improving Decisions About Health, Wealth, and Happiness							
11:00 am - 11:30 am	Break Directions Expo							
ROOM NAME	Bronze 3	Bronze 2	Palace 1	Palace 2	Palace 3	Palace 4	Palace 5	Palace 6
Breakout 1 11:30 am - 12:15 pm	NPI IBM SPSS Technology Vision Jason Verlen VP, Product Strategy SPSS, an IBM Company	PSMRLP Panel Session: An Inside Perspective on Applying Predictive Analytics in Government Moderator: Lt. General Harry Raduege, Jr. The Cohen Group Bill Haffey Director, Sales Engineering SPSS, an IBM Company Fred Walker Program Lead National Security Agency (NSA) Dustin Hux VP Analytics Elder Research	ARSII Picture This: Visualizing Predictive Models Tim Daciuk Director, Worldwide Demo Resources SPSS, an IBM Company	CMM Reaching Out to Customers Albert Labermeier Senior Marketing Manager Swisscom (Schweiz) AG	SMR Mastering Mobile Phone Surveys Andy Lees Global IT Project Manager Kantar Operations		ARPS Birds of a Feather Flock Together Josh Birkholz Principal Bentz Whaley Flessner	
12:15 pm - 1:30 pm	Lunch Insight Award							
Breakout 2 1:30 pm - 2:15 pm	NPIAR What's New in IBM SPSS Statistics 18? Kyle Weeks, PhD Director, Product Management David Vergara Director, Product Marketing SPSS, an IBM Company	ARSMR A Starring Role for Survey Reporting David Breihan Associate Director, Research & Organizational Development MarketCast	CMMAR Marketing Effectiveness You Can Bank On T. Tanner Mueller Marketing Strategy & Innovation First Tennessee Bank	MRLP Stopping Fraud in Its Tracks: Identifying and Combating Fraud With Text Analytics Daniel Quealy Executive Director, Fraud Investigation and Dispute Services Ernst & Young	AD The Predictive Transformation: Driving Analytics Adoption and Value Across Your Enterprise Kris Hackney VP, Worldwide Strategic Accounts & Services Michael Scruggs VP, Strategic Accounts and Services	WSAR Workshop: Test Drive What's New in IBM SPSS Statistics 18* Nancy Morrison Senior Curriculum Developer SPSS, an IBM Company *Workshops require advanced registration. Please go to registration desk to register. Space is limited.	WS SMR Workshop: Unlock Survey Secrets With IBM SPSS Data Collection* Jane Hendricks Product Marketing Manager Rich Wilson Senior Curriculum Developer SPSS, an IBM Company *Workshops require advanced registration. Please go to registration desk to register. Space is limited.	SII NPI Introduction to IBM SPSS Essbase and IBM SPSS Web Analysis for IBM i 11 Kathy Konkel Manager, Product Marketing SPSS, an IBM Company
Breakout 3 2:30 pm - 3:15 pm	PSAR Crushing Crime With Predictive Analytics Barbara Adams Intel/Analyst Officer Memphis Police Department	NPI IBM SPSS Modeler Today... and Tomorrow Darlene Knafelz Senior Product Manager Marcus Hearne Product Marketing Manager SPSS, an IBM Company	SMR Meet the Modern Call Center James Weber SVP, Information Technology & Operations Opinion Research Corporation	MRLP Improving Patient Safety With Analytics Bridgette Thom Research Analyst Nancy Kline Director of Evidence-Based Practice and Research Memorial Sloan-Kettering Cancer Center	Martijn Wiertz Director, Enterprise Analytics SPSS, an IBM Company			SII AD Automate Production Reporting for Better Decision Making Glenn Van Benschoten Senior Product Manager SPSS, an IBM Company
3:15 pm - 3:45 pm	Break Directions Expo							
Breakout 4 3:45 pm - 4:30 pm	AD Modeling Best Practices: Beginning With the End in Mind Simran Bagga Senior Sales Engineer SPSS, an IBM Company	SMR Presentations That Pop: Beyond Crosstabs and PowerPoint Rod Reicks Director, Product Management Jane Hendricks Product Marketing Manager SPSS, an IBM Company	CMM A Recipe for Success: The Ingredients of Effective Customer Management Tim Daciuk Director, Worldwide Demo Resources Heena Jethwa Product Marketing Manager SPSS, an IBM Company	ARPS Rehabbing a Rehab Program Tyler Amell Director of Program Evaluation LifeMark Health Management Inc.	CMM Separating Apples From Oranges Results in Improved Sales Revenue Nainish Patil Data Mining Team Lead Globe Life and Accident Insurance		SII IBM SPSS Essbase Troubleshooting Tips Doug Maxson Consultant SPSS, an IBM Company	
6:00 pm - 9:00 pm	Exclusive Customer Reception: Risqué Nightclub							

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Wednesday, November 11

8:00 am - 9:00 am	Continental Breakfast Directions Expo							
ROOM NAME	Bronze 3	Bronze 2	Palace 1	Palace 2	Palace 3	Palace 4	Palace 5	Palace 6
Breakout 10 9:00 am - 9:45 am	CMMAR Your Secret Weapon: Customer Feedback Alan Payne Manager, Member Research & Development Navy Federal Credit Union	SMRCMM Using Data Analysis to Delight Your Customers Eugene Tavares Senior Engineer Procter & Gamble	MRLPAR Give Credit Where Credit is Due: Predictive Analytics Leads to Sharper Focus, Better Results Valeria Hall Credit and Collection Manager CMR Falabella Argentina	ARAD Breaking Down Barriers: The Beauty of Thin-Client Statistics Mike Tong Associate Sales Engineer Aaron Rangel Senior Product Manager SPSS, an IBM Company	CMM Walk This Way: Making Every Customer Count Gary Dispensa Senior Statistician ShopperTrak RCT Corp.	WSAR Workshop: Don't Close Me In! Keep Your Surveys Open-Ended With IBM SPSS Text Analytics for Surveys* Jim Mott Senior Education Consultant SPSS, an IBM Company	WSADSII Workshop: Automate the Entire Analytical Process* Glenn Van Benschoten Senior Product Manager SPSS, an IBM Company *Workshops require advanced registration. Please go to registration desk to register. Space is limited.	NPIAR What's New in IBM SPSS Statistics 18? Kyle Weeks, PhD Director, Product Management David Vergara Director, Product Marketing SPSS, an IBM Company
Breakout 11 10:00 am - 10:45 am	SMR Revolutionize Respondent Management With Predictive Analytics Jane Hendricks Product Marketing Manager Colin Shearer SVP, Strategic Analytics SPSS, an IBM Company	P Triple Play: Better Decisions Through Predictive Analytics, Business Intelligence and Performance Management Gene Villeneuve Business Unit Executive, Business Intelligence Product Management IBM Software Group	PSCMM Bucking a Trend: Focused Marketing Gets Them in the Door Jimmy Jung Assistant Vice President for Enrollment Management Baruch College Robert Piurowski Director of Admission Concordia College – New York	AR Using Dynamic Data to Make Current Decisions Lisa Sell Energy Data Analyst Central Iowa Power Cooperative	ADCMM Buy and Buy Again: Succeeding at Selling More to Existing Customers Mauricio Gonzalez-Botto Director of Marketing & Business Development Banco Itaú Argentina	*Workshops require advanced registration. Please go to registration desk to register. Space is limited.		
Breakout 12 11:00 am - 11:45 am	AR Predicting Downtime Keeps Flights on Time Ed Laster Manager, Advanced Analytics Southwest Airlines Company	ARSMR Surveys Without a Server: A Guide to SaaS and Disconnected Technologies Kevin Gray Director, Product Management Dave Suedkamp VP, Services SPSS, an IBM Company	PSAR More Than Just Stats – Using IBM SPSS Statistics to Manage Data and Automate Reporting Joe Hay Senior Program Officer Agriculture & Agri-Food Canada	MRLPAD Making Sure Crime Doesn't Pay Felipe Correa Builes Section Manager, Compliance Information Bancolombia	CMMAD Rev Up Sales by Satisfying Customer Demand Scott Mutchler Senior Merchandising Scientist Advance Auto Parts	WSAR Workshop: Working With R or Python? Get More Out of the Experience With IBM SPSS Statistics* Jon Peck Technical Advisor and Principal Software Engineer SPSS, an IBM Company *Workshops require advanced registration. Please go to registration desk to register. Space is limited.	WSADSII Workshop: The Results Are In – Now Learn How to Share Them Across Your Organization* Glenn Van Benschoten Senior Product Manager SPSS, an IBM Company *Workshops require advanced registration. Please go to registration desk to register. Space is limited.	SII Upgrading to IBM SPSS WebAnalysis 11 Jane Black Eagle Senior Consultant SPSS, an IBM Company
11:45 am - 12:45 pm	Closing Reception Directions Expo							
1:30 pm - 5:30 pm	Optional Post Conference Training Courses							

Thursday, November 12

8:30 am - 12:30 pm	Optional Post Conference Training Courses continue
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PRESENTATIONS WILL BE AVAILABLE FOR DOWNLOAD POST CONFERENCE.