



DIRECTIONS

2009 European Conference
11-14 May ■ Hilton Prague

Day Planner

TRACK KEY:

- A&R Analysis & Reporting
- AD Analytic Deployment
- CM Customer Management
- M Marketing
- MR Market Research
- P SPSS Partner Presentation
- PS Public Sector
- R&LP Managing Risk & Loss Prevention
- SPSS Looking Ahead with SPSS



MONDAY, 11 MAY

19:00-21:00 Registration and Welcome Reception | SPSS Expo

TUESDAY, 12 MAY

07:00-09:00	Registration SPSS Expo							
09:00-09:30	Keynote: Alex Kormushoff, Senior Vice President, Worldwide Field Operations, SPSS Inc.							
09:30-10:30	Keynote: Dr Marcus du Sautoy, Professor, Oxford University, BBC Television Personality							
10:30-11:15	Break SPSS Expo Poster Sessions							
ROOM NAME	Congress I	Congress III	Vienna / Roma	Athens / Barcelona	Berlin / Brussels	Karlin I	Karlin II	
Breakout 1 11:15-12:00	R&LP PS <i>Making Communities Safer, One Criminal at a Time</i> Keith Bentley Chief Superintendent (ret) Greater Manchester Police UK	AD <i>A Day in the Life of Predictive Analytics</i> Tim Daciuk Director Worldwide Demo Resources SPSS Inc. Canada Jane Hendricks Product Marketing Manager SPSS Inc. USA	SPSS M <i>PASW Modeler (Clementine): Today's New Features</i> Dave Pugh Director, Product Management SPSS Inc. UK	CM A&R AD <i>The Fast Track to Customer Satisfaction</i> Sebastien Le Lardic Business Manager SNCF – CRM Services France	SPSS A&R <i>A Look at PASW Statistics (SPSS Statistics) 17 and a Preview of 18</i> Kyle Weeks Director, Product Management SPSS Inc. USA Marcus Hearne Manager, Product Marketing SPSS Inc. USA	MR <i>Taking the Next Step with Dimensions</i> Richard Coffey Deputy DP Manager Cobalt Sky UK	P CM <i>Customer Loyalty Programs are No Gamble at MGM Mirage</i> Kathi Kulesza Executive Director, Loyalty Marketing MGM Mirage USA Haresh Gangwani, VP, Product Marketing Aprimo UK	
12:00-13:30	Lunch							
Breakout 2 13:30-14:15	AD <i>The Predictive Transformation – Driving Analytics Adoption and Value Across Your Enterprise</i> Kris Hackney VP, Worldwide Strategic Accounts & Services SPSS Inc. USA Paul Salmon Director, Sales Engineering SPSS Inc. UK	A&R <i>Customer Segmentation Goes Global</i> Klaus Bergmann Manager GfK SE Germany Matthias Hauck Manager GfK SE Germany	CM <i>Analytics and Innovation: Telecom Italia's Pioneering Portal</i> Attilio Somma Head of Mobile Innovation Products Telecom Italia Italy	SPSS MR <i>What's New in PASW Data Collection (Dimensions)</i> Nick Read Product Manager SPSS Inc. USA Jane Hendricks Product Marketing Manager SPSS Inc. USA	M AD <i>Show Me the Money</i> David Wyder Head of Data Mining PostFinance Switzerland	PS A&R MR <i>Survey Tools Help Ministry 'Grow' Agricultural Programmes</i> A. Adolfo Ortega Lorente Inspector of Services Ministry of the Environment, Rural and Marine Affairs Spain	M CM <i>Introduction to PASW Modeler (Clementine)</i> Sarah Dunworth Product Manager SPSS Inc. UK	
Breakout 3 14:30-15:15	Martijn Wiertz Director, Enterprise Analytics SPSS Inc. Netherlands	MR <i>Creating the 'Aha!' moment</i> Jane Hendricks Product Marketing Manager SPSS Inc. USA Rod Reicks Director, Product Management SPSS Inc. USA	M AD <i>Using 'Next Best Offer' Models to Increase Sales, Reduce Costs</i> Jim Jenkins Director, Database Marketing UPC Netherlands Andres Zelman Senior Database Marketing Analyst UPC Netherlands	A&R <i>Extending and Customising PASW Statistics (SPSS Statistics) with R, Python and .NET</i> Jon Peck Principal Software Engineer SPSS Inc. USA	MR <i>Streamlining Analysis, Clarifying Results</i> Simon Stephen Managing Director SwissPeaks UK	CM AD <i>Taking Control of Customer Data: How to Automate Analytics</i> Svilen Stoyanov Head of BI Systems Sector MobilTel Bulgaria Bulgaria	PS A&R <i>Collect, Mine, and Report: Measuring the Quality of European Higher Education</i> Dan Silverburg Director, Product Marketing SPSS Inc. USA	
15:15-15:45	Break SPSS Expo Poster Sessions							
Breakout 4 15:45-16:30	CM <i>The Customer Connection: Using Behavioural Segmentation and Social Networks</i> Ivan Janovskij Head of Scoring and Segmentation Telefónica O2 Czech Republic	AD <i>Now It's Personal!</i> Erick Brethenoux VP, Corporate Development SPSS Inc. USA	M CM AD <i>A Win-Win Model for Success</i> Michiel van Straten Senior Data Analyst KPN Zakelijk Netherlands	M CM <i>Dressed for Success</i> Julio Quiñónez Business Intelligence Director Neck & Neck Spain	A&R <i>Working Well Together: Python and SPSS Statistics</i> Heiko Klemm Director Analyses and Processes (r)evolution Germany	SPSS AD <i>What's New and What's Next in PASW Collaboration and Deployment Services (SPSS Predictive Enterprise Services)?</i> Rod Reicks Director, Product Management SPSS Inc. USA	P MR <i>Breaking New Ground in Customer Research</i> Bernhardt Witt Managing Director 2x4 Ltd. Germany	
19:00-22:00	Customer Reception: Zbraslav Castle – Buses will depart from the lower level of the Hilton Prague starting at 18:30							

Speakers and sessions subject to change.

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PRESENTATIONS WILL BE AVAILABLE FOR DOWNLOAD POST CONFERENCE.



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WEDNESDAY, 13 MAY

09:00-10:15	Keynote: Stephen Baker, Author, <i>The Numerati</i> , Senior Writer, <i>BusinessWeek</i>							
10:15-10:45	Break SPSS Expo							
ROOM NAME	Congress I	Congress III	Vienna / Roma	Athens / Barcelona	Berlin / Brussels	Karlin I	Karlin II	
Breakout 5 10:45-11:30	R&LP AD <i>Nipping Fraud in the Bud</i> Richard Davies Head of Fraud Analytics B&Q Kingfisher UK	CM M AD <i>1+1+1=4: Increasing Marketing Returns by Targeting Campaigns</i> Paul Groenland Manager, Marketing Intelligence Department Rabobank Nederland Netherlands	MR <i>To Burn the Candle at Both Ends, You Need Air</i> Kevin Gray Director, Product Management SPSS Inc. USA	AD <i>Deploying Predictive Analytics: The Convergence of Analytics, Architecture, and Business Process</i> Ted Morris Director, Product Management SPSS Inc. USA Colin Shearer SVP, Strategic Analytics SPSS Inc. UK	PS A&R <i>What Do Young People Really Want?</i> Magnus Björkström Research Officer The Swedish National Board for Youth Affairs Sweden	M CM <i>Profiting in Difficult Times</i> Andreas Kokkinos Manager, CRM and Internet Marketing Marfin Laiki Bank Cyprus	CM <i>From Investment in SPSS to Payback in 14 Days!</i> Paresh Patel Marketing Planning Manager Next Directory UK	
Breakout 6 11:45-12:30	M CM AD <i>From Prospect to Customer: Automating Analytics for a Higher Return on Investment</i> James Coupel Head of Data Strategy and Exploitation BT Retail UK	MR <i>Putting the Pieces Together In Multi-Modal Surveying</i> Gregg Peterson Senior VP / Research Operations Market Strategies International USA	R&LP PS <i>Fighting Fraud with Foresight</i> Paulo Oliveira Manager, Antifraud IT Department DGITA – Ministry of Finance Portugal	M CM <i>Putting Customers First with Predictive Analytics</i> Murat Besiroglu Customer Insight Manager Isbank Turkey	M AD <i>Transforming Analyses into Actionable Business Decisions</i> Alex Nippe Head of Data Analysis / Data Mining Credit Suisse Switzerland	AD <i>Intelligent Decisions – Enhancing Business Processes with Business Rules and Predictive Models</i> Dave Pugh Director, Product Management SPSS Inc. UK Kathy Konkel Manager, Product Marketing SPSS Inc. USA	P <i>SAP and SPSS Join Forces to Help Your Business</i> John MacGregor, Senior Director, Advanced Analytics SAP USA	
12:30-14:00	Lunch							
Breakout 7 14:00-14:45	CM AD <i>Moving From Customer Satisfaction to Customer Engagement</i> Simon Dudley Customer Analytics Manager RSA (Royal & SunAlliance) UK	AD <i>Driving Adoption of Predictive Analytics – a Panel Discussion</i> Moderator: Colin Shearer SVP, Strategic Analytics SPSS Inc. UK	CM <i>Direct Marketing Campaigns Powered by Predictive Analytics</i> Malgorzata Kowalska Analytical CRM Expert Bank BGZ Poland	SPSS A&R M <i>What's New in PASW Text Analytics 13 (Text Mining for Clementine)?</i> Eric Martin Principal Sales Engineer SPSS Inc. France	SPSS <i>Picture This: Advanced Visualisation Technology is a Snap</i> Tim Daciuk Director, Worldwide Demo Resources SPSS Inc. Canada	MR <i>A New Face for Personal Interviewing</i> Eric Waring IT Director FDS International Ltd UK Kyle Weeks Director, Product Management SPSS Inc. USA	A&R MR <i>Modern Data Entry</i> Kevin Gray Director, Product Management SPSS Inc. UK	
Breakout 8 15:00-15:45	AD <i>50 Million Blogs, 1000 Friends... So, What Do We Do Now?</i> Olivier Jouve VP, Corporate Development SPSS Inc. USA Eric Martin Principal Sales Engineer SPSS Inc. France	MR <i>Surveys Go Mobile</i> Andy Lees Global IT Project Manager Kantar Operations UK	A&R <i>Hitting the Headlines</i> Andre Fuertes Rivero Market Research Manager Logista Publicaciones Spain Paz Martinez Senior Market Research Logista Publicaciones Spain	CM <i>Driving Repeat Business at Fiat</i> Giovanni Lux Customer Intelligence Manager Fiat Group Automobiles SpA Italy	AD <i>Best Practices in Automating Data Mining Processes</i> Paul Brown Senior Consultant SPSS Inc. UK	PS A&R <i>Taking "School Pictures" through Online Surveys</i> Chaim Gatt Director of Research and Statistics, IT Division Israeli Ministry of Education Israel	AD <i>Making the Business Case for Predictive Analytics</i> Rebecca Wettemann Vice President of Research Nucleus Research USA	
15:45-16:45	Closing Reception: Win a home entertainment package – see details on page 9							

THURSDAY, 14 MAY

09:30-16:30	Post-Conference Training
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