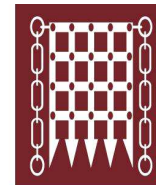


## Westminster eForum Keynote Seminar

### The future of data analytics in the UK: growth, challenges and the policy context

Timing: Morning Thursday, 7<sup>th</sup> December 2017

Venue: Central London



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Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Rt Hon the Lord McNally**
- 9.05 - 9.15 **The UK data industry: growth, regional development and the Industrial Strategy**  
Senior analyst
- 9.15 - 9.45 **Innovation in analytics tools and their use**  
**Hugo D'Ulisse**, Head of Analytical Platforms, SAS UK & Ireland  
Questions and comments from the floor with senior analyst
- 9.45 - 10.45 **Commercial opportunities and improving services**
- Retail and loyalty: improving offerings, personalisation and targeted marketing*  
Senior representative, retail
- A case study in health: R&D, holistic approaches and improving patient care*  
**Hassan Chaudhury**, Chief Commercial Officer, Health IQ
- Business cases and cost: achieving value for money and potential for streamlining services*  
**Andrew Beale**, Partner, Optimity Advisors
- The tech sector: using big data across industry as an everyday tool*  
**Sue Daley**, Head of Programme, Cloud, Data, Analytics and AI, techUK
- Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**  
**Rt Hon the Lord McNally**
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**  
Senior Parliamentarian
- 11.20 - 12.25 **Addressing key challenges to wider adoption**
- Data science: translating academic advances into real world solutions*  
Senior academic
- Bridging the skills gap: in academia and the workplace*  
Senior representative, skills
- Legal and regulatory priorities: incoming GDPR, Brexit and privacy*  
Senior lawyer
- Improving cyber security and maintaining consumer trust*  
**Dr Paul Lewis**, Chief Technology Officer, Crossword Cybersecurity
- Questions and comments from the floor
- 12.25 - 12.55 **Policy priorities for the UK: Brexit implications, international trade and regulation**  
Senior representative, policy  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster eForum closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster eForum