

CLARIDEN GLOBAL ADVANCED ANALYTICS LEADERSHIP INSTITUTE

ADVANCED PREDICTIVE AND AUGMENTED ANALYTICS

2018

SINGAPORE

3 – 4 December 2018 | Shangri-La Hotel Singapore



Transforming the Next Frontier
in Business Technology

CLARIDEN CREDENTIALS AND ENGAGEMENT

Clariden Global is the pre-eminent and influential global business leadership institution. Today, we host more than 200 global executive education and major conference events around the world. We have partnered with professional organizations such as the Association of Chartered Certified Accountants (ACCA) and thought leaders from prestigious universities such as Harvard University John F. Kennedy School of Government, Wharton School of the University of Pennsylvania and Stanford University.

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THE CLARIDEN EXPERIENCE

ENJOY LEARNING WITH THE
FIRST-CLASS, WELL-ROUNDED EXPERIENCE

To maximize both your enjoyment and professional development, Clariden Global holds its executive programs at five star hotels, some of which include:



Shangri-La Hotel, Singapore
Singapore

Amidst lush gardens, this 3-wing luxury hotel is 6 km from the iconic Marina Bay Sands resort and 9 km from Sentosa.



InterContinental Melbourne The Rialto
Melbourne, Australia

Set in a grand 1891 building, this upscale chain hotel is 3 blocks from the Yarra River, and an 8-minute walk from the SEA LIFE Melbourne Aquarium.



Conrad London St James
London, United Kingdom

Across the street from St. James's Park tube station, this sophisticated hotel is 10 minutes' walk from Buckingham Palace and 2 miles from the Victoria and Albert Museum.



Grand Hyatt: Union Square San Francisco Hotel
San Francisco, United States

Less than a block from Union Square, this stylish high-rise hotel is an 11-minute walk from the Moscone Center and 1.9 miles from Pier 39.

Terms & Conditions: Clariden Global Pte Ltd reserves the right to change the venue of the program due to reasons beyond their control.

Contact Karen Williams, Program Director at +65 6899 5030 | karen.williams@claridenglobal.org





5,000+
Companies



10,000+
Participants




15+
Countries



50+
Industries

WHY CLARIDEN GLOBAL EXECUTIVE EDUCATION?

GLOBAL ENGAGEMENT

Clariden Global is the pre-eminent and influential global business leadership institution. Today, we host more than 200 Global Executive Education and major conference events across 15 countries and 17 cities, including Singapore, London, Hong Kong, Sydney, Melbourne, Perth, New Zealand, San Francisco, Toronto, Johannesburg, Shanghai, Beijing, Kuala Lumpur, Dubai, Toronto, The Netherlands, New York and Zurich.

INTERNATIONALLY DIVERSE, SENIOR-LEVEL PARTICIPANTS

Clariden Global Executive Education programs have attracted participants from more than 5,000 global MNCs, regional corporations, and FORTUNE 500 companies, from more than 40 countries. All applications are reviewed based on professional achievement and organizational responsibility. Designed for individuals at all levels, from top executives to emerging leaders, each intensive program is crafted to equip leaders with essential capabilities to improve corporate performance and position their organizations to thrive.

THOUGHT LEADERSHIP

To provide strategic insights and relevant world-class executive education to global organizations, Clariden Global engages the best thought leaders and leading authorities from around the world. These include professors and faculty leaders from Harvard University, Stanford University, University of Pennsylvania Wharton, London Business School and other premium institutions to deliver transformational knowledge.

PROGRAM

ADVANCED PREDICTIVE AND AUGMENTED ANALYTICS

PROGRAM INFORMATION



DATES

3 – 4 December 2018



LOCATION

Shangri-La Hotel Singapore



TUITION FEES

Early Bird 1 (Register & pay by 10 October 2018): S\$2,595

Early Bird 2 (Register & pay by 7 November 2018): S\$2,795

Regular Tuition Fees: S\$2,895



PROGRAM ADVISOR

Karen Williams

Email: karen.williams@claridenglobal.org

Phone: +65 6899 5030

Group discount of 10% for 2nd participant from the same organization. For limited time only by 7 November 2018, register for 3 participants and the 4th participant will receive a complimentary seat (one discount scheme will apply).

FACULTY DIRECTOR



Santiago Vela

- **Over 20 years of global experience in Business Intelligence and Analytics** with recent special focus on digital transformation through technology and data
- **Global Lecturer in Business Strategy and Advanced Analytics** in ILSC Education Group, Institute of Digital Marketing, Kaplan Business School, Box Hill Institute, Ningbo School of Foreign Affairs and Carrick Institute of Education
- **Inbound Certified by HubSpot and awarded as Marketing Specialist** by VETTASESS Melbourne

PROGRAM ESSENCE

Led by Santiago Vela, an International Strategic Consultant in advanced analytics, Santiago will show you how to **analyze data, uncover hidden patterns and relationships to aid important decisions and predictions**. You will discover commonly used algorithms for predictive analytics using practical case studies. With insights from extensive consulting work around the world and his research on many large multinationals on data analytics, this program will examine the science of the underlying algorithms as well as the principles and **best practices that govern the art of predictive analytics**. You will discover the tips and tricks that are essential for **successful predictive modeling, theory behind predictive analytics** and techniques for conducting successful predictive analysis.

You will also learn how to **utilize augmented analytics** which **leverages machine learning and natural language processing** to improve contextual awareness and help you visualize information across the entire data and analytics workflow and drive unbiased results. Through this program, you will discover why data is your single most powerful tool and how to translate big data into meaningful, usable business information.

PROGRAM

ADVANCED PREDICTIVE AND AUGMENTED ANALYTICS

LEARNING OBJECTIVES

By the end of this program, participants will be able to:

- Future proof your organization's business strategy by leveraging emerging augmented analytics
- Understand the critical technologies that are shaping a new era in marketing automation and business dashboard interphases
- Lead large-digital technology projects by understanding how to integrate unstructured data in your marketing mix
- Predictively design and understand the Product Life Cycle of key product and service categories within your organization
- Leverage Augmented Analytics to harness business decision and stay competitive in global markets

WHO WILL ATTEND THIS PROGRAM

This program is designed for, but not limited to, middle to senior level professionals who are involved in Data Sciences, Big Data Analytics, Business Intelligence, Marketing Intelligence practitioner. It is also relevant for Chief Technology Officer, Chief Information Officer, and IT practitioners that are interested in mastering the essence of augmented analytics to optimize their business excellence to gain a competitive edge in the global market.

FACULTY DIRECTOR



Santiago Vela

*Digital Marketing Head
Kenworth Australia*

Advisor to organizations and business leaders interested in pursuing a business-first digital agenda, with a specific focus on the transformation of the enterprise through technology and data. Areas of experience and expertise include Strategy, Innovation, Marketing Automation, Customer Experience, Augmented Analytics and Blockchain Systems. Santiago is a Digital Marketing and Business Intelligence Expert with a strong background in Strategy & Consultancy. A professional with extensive experience in managing large-scale digital projects covering marketing, sales, service, and web applications. Also, a creative with sharp experience in UX design and Digital production.

Before joining the multinational PACCAR Inc. as its Digital Marketing Head, Santiago was the Director of Marketing Studies at the Ningbo School of Foreign Affairs in China and Marketing Management lecturer at KBS (Kaplan Business School) in Melbourne. As an entrepreneur, Vela was the co-founder of Beautiful Marketing Australia, one of the first Inbound Marketing agencies in Australia. Santiago also has experience in other industries/sectors including Financial Services, Manufacturing and Government and in a wide range of areas including Change Management and Design Thinking. Santiago's mentors are influential leaders including Sir. Richard Branson, Tom Peters, Ken Robinson, Simon Sinek, Seth Godin and Gary Vaynerchuk and his current research include Native Advertising, CRM Integrations in the Cloud, Human Centered Design and Advanced Augmented Analytics.

PROGRAM OVERVIEW

ADVANCED PREDICTIVE AND AUGMENTED ANALYTICS

OVERVIEW



According to the 2017 Gartner Critical Capabilities for BI and Analytics Platforms report, the number of users of modern business intelligence and analytics platforms that are differentiated by smart data discovery capabilities will grow at twice the rate of those that are not, and will deliver twice the business value by 2021. We are shifting from Big Data analytics to automating insights via analytics initiative. Leveraging augmented reality, data insights can be automated with the assist of machine learning and natural language generation (NLG), which in return could facilitate a faster and more aptly data-based decision making.



Led by Santiago Vela, an International Strategic Consultant in advanced analytics, Santiago will show you how to **analyze data, uncover hidden patterns and relationships to aid important decisions and predictions**. You will discover commonly used algorithms for predictive analytics using practical case studies. With insights from extensive consulting work around the world and his research on many large multinationals on data analytics, this program will examine the science of the underlying algorithms as well as the principles and **best practices that govern the art of predictive analytics**. You will discover the tips and tricks that are essential for **successful predictive modeling, theory behind predictive analytics** and techniques for conducting successful predictive analysis.



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PROGRAM OUTLINE

ADVANCED PREDICTIVE AND AUGMENTED ANALYTICS



08:30 – 18:00 / 3 December 2018

DAY 1

Session 1: INTRODUCTION: ADVANCED PREDICTIVE ANALYTICS 'TODAY'S ANALYTICS DISRUPTOR.'

- Learning Outcomes
- Endorsements

Session 2: EXPLORING THE BUILDING BLOCKS OF AUGMENTED ANALYTICS (3 HOURS)

- Defining Business Intelligence (BI)
- Embracing Advanced Predictive Analytic
- How is the Big Data Revolution going?
- Machine Learning

Session 3: ARTIFICIAL INTELLIGENCE (BROAD AND NARROW)

- Prescriptive Analytics
- Augmented Analytics today
- Round Table Exercise "How to analyze current and historical facts to make predictions unknown events using Advanced Predictive Analytics

Session 4: PRINCIPLES OF PRESCRIPTIVE AND AUGMENTED ANALYTICS

- Data Mining
- How to Prepare Data
- Finding Patterns in Data



08:30 – 18:00 / 4 December 2018

DAY 2

Session 1: PRACTICAL WORKSHOP

- Practical Workshop 1: Types Of Data You Have In Your Company
- Practical Workshop 2: How To Extract Insights From Data

Session 2: UNDERSTANDING THE POWER OF TODAY'S PREDICTIVE AND AUGMENTED ANALYTICS

- Implication for the Individual
- Implications for the Organization
- Implications for Governments and Regulators

Session 3: POSITIONING ANALYTICS PROJECTS IN AN ORGANISATION

- How to Define an Augmented Analytics Project
- Data Management and Business Strategic Direction
- Insights: Governance and Sharing Polices
- Adoption Rate of Augmented Analytics
- Risk Analysis
- PRACTICAL ACTIVITY 3: INTERPRETING DATA FROM LINE GRAPHS

Session 4: FUTURE OF BUSINESS INTELLIGENCE AND ANALYTICS

- Citizen Data Scientists and Experts Data Scientist
- Natural-Language Generation
- PRACTICAL ACTIVITY 4: PACCAR AUSTRALIA DIGITAL TRANSFORMATION.
- CLOSURE
 - Recommendations
 - Vendors
- Q&A SESSION



PARTICIPATING COMPANIES

More than 5,000 companies have participated in our programs

ADVERTISING, INTERNET, MEDIA, PUBLISHING

BBC Worldwide
CNN
eBay
LinkedIn
MediaCorp
Saatchi & Saatchi
Singapore Press Holdings
The Financial Times
The Hoffman Agency
The Walt Disney Company
Thomson Reuters

CONGLOMERATE

Fraser & Neave
General Electric
General Motors
Mitsubishi
Monsanto
Siemens AG
Sodexo

FINANCIAL SERVICES, INSURANCE

Bank of America Merrill Lynch
AIA
Allianz Global Investors
American Express
Aviva
AXA
Barclays Bank
Citibank
DBS Bank
Deutsche Bank
HSBC
JP Morgan Chase Bank
Manulife
MasterCard
Maybank
Mizuho Bank
OCBC Bank
PayPal
Prudential
Rabobank
Standard Chartered Bank
Suncorp
Swiss Reinsurance
TD Securities
Visa
Westpac
Zurich Insurance

FOOD, BEVERAGE

Coca-Cola Beverages
Danone
Ferrero
Heineken
McDonald
PepsiCo

GOVERNMENT, NONPROFIT

Australian Securities and Investments
Commission
Central Provident Fund Board
Changi Airport Group
Economic Development Board
GIC
NSW Treasury
Serco
Temasek Group

HEALTHCARE, PHARMACEUTICALS

Abbott Laboratories
Eu Yan Sang
Glaxosmithkline
Hoffmann-La Roche
Johnson & Johnson
Merck
Pfizer
Sanofi

HOSPITALITY

CapitaLand
Far East Organization
Fraser Hospitality
Hilton Worldwide
Marriott Hotels
Pan Pacific Hotels Group
Shangri-La Hotels & Resorts

MANUFACTURING (CONSUMER)

British American Tobacco
Estee Lauder
Fonterra Brands
Heineken
Kimberly-Clark
Kraft Foods
Lego
Mars Foods
Nestlé
Procter & Gamble
Unilever

MANUFACTURING (INDUSTRIAL)

Airbus
Corning Optical Communications
Daimler
Harley Davidson
Intel Semiconductor
Rolls-Royce
Volvo Group
Wearnes Automotive

OIL & GAS, NATURAL RESOURCES

Caltex
Chevron
ConocoPhillips
ExxonMobil
Maersk

Petronas
Santos
Saudi Arabian Oil
Schlumberger
Shell

PROFESSIONAL SERVICES

AECOM
Aon Hewitt
Ernst & Young
PricewaterhouseCoopers

RETAIL, TRADE

Adidas
Cargill
DFS
Harvey Norman
Hennes & Mauritz
IKEA
L'Oreal
Marks and Spencer
NTUC Fairprice
Tesco

TECHNOLOGY, ELECTRONICS

3M
Apple
Canon
Dell
Hewlett Packard
Intel Technology
Lenovo
Micron Technology
Microsoft
Oracle
SAP
Sony Electronics
TE Connectivity

TELECOMMUNICATIONS

Ericsson
Nokia
Olive Communications
Singtel
Starhub
Tata Communications
Telstra
Verizon
Vodafone

TRANSPORTATION

Auckland Transport
Cathay Pacific Airways
Dubai Air Navigation Services
New Zealand Transport Agency
Fiji Airways
Metro Trains Melbourne
NSW Trains
SBS Transit



FACULTY DIRECTOR SANTIAGO VELA'S TESTIMONIALS



“ Santiago’s digital marketing experience has been critical to our operation as we developed a new distribution channel in Australia. His expertise in web development and content management systems have proven to be extremely helpful, delivering excellent results. ”

PACCAR Leasing Company Australia

“

Santiago is not only a great professional, but also is up-to-date with lots of techniques and knowledge, that is required to be successful as a proper professional. His mentoring is quite unique, giving real examples of how to think different, as well as super practical and useful, which is way better than traditional education based on old studies and presentations that might not be even relevant nowadays in the real world.

”

Grasshopper International





IN-HOUSE CUSTOM EXECUTIVE PROGRAMS

Clariden Global delivers custom learning programs for organizations all around the world. Whatever your business challenges are, we create focused learning experience that enables your organization to achieve success. Through partnerships with the most renowned thought leaders, industry experts and professors from around the world, these in-house custom executive programs will equip you with essential skills and capabilities to develop and implement strategies more effectively at your organization.

Engage with our thought leader today:



Santiago Vela

*Digital Marketing Head
Kenworth Australia*

Santiago is a seasonal global advisor to organization and business leaders with more than 20 years of global experience that shares the passion in assisting leaders in pursuing a business-first digital agenda, with a specific focus on the transformation of the enterprise through technology and data. Areas of experience and expertise include Strategy, Innovation, Marketing Automation, Customer Experience, Augmented Analytics and Blockchain Systems. Santiago is a Digital Marketing and Business Intelligence Expert with a strong background in Strategy & Consultancy.

Before joining the multinational PACCAR Inc. as its Digital Marketing Head, Santiago was the Director of Marketing Studies at the Ningbo School of Foreign Affairs in China and Marketing Management lecturer at KBS (Kaplan Business School) in Melbourne. As an entrepreneur, Vela was the co-founder of Beautiful Marketing Australia, one of the first Inbound Marketing agencies in Australia. Santiago also has experience in other industries/sectors including Financial Services, Manufacturing and Government and in a wide range of areas including Change Management and Design Thinking.

CONTACT US



**PROGRAM ADVISOR
Karen Williams**

Email: karen.williams@claridenglobal.org
Phone: +65 6899 5030



CONTACT US

We encourage you to learn more about Clariden Global Executive Education custom and open-enrollment programs. Our staff will be happy to answer your questions and help you determine the programs work best for you and your organization.

ENQUIRY FOR THIS PROGRAM

Karen Williams

Email: karen.williams@claridenglobal.org
Phone: +65 6899 5030

REGISTRATION & PAYMENT MATTERS

Email: admissions@claridenglobal.com
Phone: +65 6899 5030

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Fax: +61 3 9909 7788
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530 Little Collins Street, Level 1
Melbourne VIC 3000, Australia


REGISTRATION


PROGRAM FEES

Program	1st Early Bird Fee (If payment & registrations are received by 10 October 2018)	2nd Early Bird Fee (If payment & registrations are received by 7 November 2018)	Regular Fee Per Participant
Program (3 - 4 December 2018): Advanced Predictive and Augmented Analytics	S\$2,595	S\$2,795	S\$2,895

4 WAYS TO REGISTER

 Email: admissions@claridenglobal.com

 Fax: +65 6567 4328

 Call: +65 6899 5030

 Website: www.claridenglobal.com

GROUP DISCOUNTS

Group discount of 10% for the 2nd participant from the same organization. For limited time only by 7 November 2018 register 3 participants and the 4th participant will receive a complimentary seat.

***One discount scheme applies.**

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____ Job Title: _____ Department: _____ Telephone: _____ Fax: _____ Email: _____ Organization: _____ Address: _____ _____ Postal Code: _____ <input type="checkbox"/> I would like to receive more information on hotel accommodation using Clariden Global corporate rate.
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Please register the following participant for this seminar.

1st Participant Name (Mr/Mrs/Ms): _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____ Date of Birth: _____

2nd Participant Name (Mr/Mrs/Ms): _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____ Date of Birth: _____

3rd Participant Name (Mr/Mrs/Ms): _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____ Date of Birth: _____

4th Participant Name (Mr/Mrs/Ms): _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____ Date of Birth: _____

FOR OFFICIAL USE

FEE RECEIVED	REFERENCE L8153/MW/KW
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3 PAYMENT METHODS

 By Cheque/ Bank Draft

 By Telegraphic Transfer


 By Credit Card

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment details will be sent together with the invoice based on your preferred payment method.

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.


VENUE AND ACCOMMODATION INFORMATION

 Shangri-La Hotel Singapore

 3 - 4 December 2018

 22 Orange Grove Rd, Singapore 258350

 +65 6737 3644

 <http://www.shangri-la.com/singapore/shangrila/>

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

***All cancellations must be received in written form.**

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

PLEASE NOTE: Clariden Global Pte Ltd reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global Pte Ltd and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.