

1 September	
17:00 - 19:00	Welcome - The Mayor of Copenhagen Municipality, Buffet & Beverages <i>The Town Hall of Copenhagen Municipality</i>
19:30	Guided Tours: Rosenborg Castle, CPH City Tour, Canal Tour

2 September				
Radisson Blu Scandinavia Hotel, Copenhagen				
	TRACK 1	TRACK 2	TRACK 3	SAS PRESENTS Exhibit Hall
8:00 - 9:00	Conference Registration Open; Breakfast in the Exhibit Hall			
9:00 - 9:15	Welcome: A2010 Opening Session			
9:15 - 10:00	Radhika Kulkarni, PhD, VP, Advanced Analytics R&D, SAS, US <i>Analytics That Drive Business Value – Perspective from Advanced Analytics R&D</i>			
10:00 - 10:30	Break; Exhibit Hall Open			
10:30 - 11:20	Jörg Wunderlich, Vodafone, Germany <i>Marketing Optimisation: Adaptive Campaign Management with Batch Data Mining</i>	Torben Frøberg and Michael Pilegaard Hansen, DONG, Denmark <i>Gas Portfolio Optimisation</i>	Katelijne Minnaert, RSVZ-INASTI, Belgium <i>Tailor-Made Web Statistics @ RSVZ</i>	<i>New Ways to Analyse and Look at Your Data with SAS® 9.2</i>
11:30 - 12:20	Gerhard Svolba, PhD, SAS, Austria <i>Data Preparation for Analytics</i>	Stefan Hunziker, Hospital Lucerne, Switzerland <i>Text Mining at Lucerne Hospital</i>	Mathias Andersson, 3, Sweden <i>Active Use of Data Mining in the Customer Life Cycle Management Process of a Telecom Operator</i>	<i>Data Mining Made Easy – Rapid Predictive Modeler Powered by SAS® Enterprise Miner™</i>
12:20 - 13:30	Lunch; Exhibit Hall Open			
13:00 - 13:30				<i>Visual Analytics – Exploring and Analysing Data with JMP® 9</i>
13:30 - 14:20	Kim Larsen, Market Share Partners, US <i>Net Lift Prediction Models: How to Maximise Marketing Impact and What Data Miners Can Learn from Presidential Campaigns</i>			
14:20 - 14:40	Break; Exhibit Hall Open			
14:40 - 15:30	Ben Sprangers, Sanoma, Belgium <i>The Circulation of Magazines</i>	Thomas Schierer, Erste Bank der Oesterreichischen Sparkassen AG <i>Next Best Product: Offering the Right Product in a Multichannel Framework</i>	Hürcan Coskun, Vodafone, Turkey <i>Predictive Risk Management in the Telecommunication Industry</i>	<i>Time Series Data Mining, New Nodes in SAS Enterprise Miner</i>
15:40 - 16:30	John Spooner, SAS, UK <i>Creating a Model Factory Using In-Database Analytics</i>	Marcel Eberle, Swisscom Ltd., Switzerland <i>How to Automate EM Model Training to Be More Efficient and to Keep Business Predictions Up to Date</i>	Christian Derquenne, PhD, Electricité De France <i>Free Model for Generalised Path Modeling and Comparison with Bayesian Networks</i>	<i>Analytical Model Management and Deployment</i>
16:30 - 17:00	Break; Exhibit Hall Open			
17:00 - 17:50	Sven F. Crone, Lancaster University Management School, and the Lancaster Research Centre for Forecasting, UK <i>Forecasting with Artificial Neural Networks – Science Fiction or the Future of Time Series Prediction?</i>			
17:50 - 20:00	Conference Reception; Exhibit Hall Open			

*Subject to change. Visit www.sas.com/a2010 for the latest agenda.

3 September		Radisson Blu Scandinavia Hotel, Copenhagen			
	TRACK 1	TRACK 2	TRACK 3	SAS PRESENTS Exhibit Hall	
8:00 - 9:00	Conference Registration Open; Breakfast in the Exhibit Hall				
9:00 - 9:15	Welcome				
9:15 - 10:00	Bart Baesens , Katholieke Universiteit Leuven (Belgium) and University of Southampton (UK) <i>Data Mining in the Financial Services Industry: Change We Need</i>				
10:00 - 10:30	Break; Exhibit Hall Open				
10:30 - 11:20	Eugene Liebenberg , Nedbank, South Africa <i>Developing and Managing Analytical Models</i>	Filip Deforce and Julie Conti , Delhaize, Belgium <i>Promotion Effectiveness for Retailers</i>	David Rose , SAS, and Jeff Stagg , Kraft Foods, UK <i>A JMP-Based User-Friendly Analysis and Presentation System for Consumer Test Evaluation and Interpretation in the Food Industry</i>	<i>SAS Text Analytics – Extracting Value from Unstructured Data</i>	
11:30 - 12:20	Panel Discussion Moderator: Anne Milley , SAS, US Keynote Speakers: Kim Larsen , Bart Baesens , Sven Crone , Radhika Kulkarni	Jean-Paul Valois , TOTAL, France <i>Graphical Analysis of Large-Sized Data Sets</i>	Carlo Amati , Italian Ministry of Economic Development <i>VISTO: An Operational Tool to Visualise the Duration of Public Investment Projects</i>	<i>Visual Analytics – Exploring and Analysing Data with JMP 9</i>	
12:20 - 13:30	Lunch; Exhibit Hall Open				
				<i>Time Series Data Mining, New Nodes in SAS Enterprise Miner</i>	
13:30 - 14:20	Wayne Thompson , SAS, US <i>Rapid Predictive Modelling for Customer Intelligence</i>	Hans SJ de Wit , ING Retail, Netherlands <i>Automatic Data Preparation for Marketing Models to Support Next Best Action (NBA) Campaigns</i>	Andrew Pease , SAS, Belgium <i>Forecasting Flight Traffic at Eurocontrol in Unprecedented Times</i>	<i>New Ways to Analyse and Look at Your Data with SAS 9.2</i>	
14:20 - 14:40	Break; Exhibit Hall Open				
14:40 - 15:20	Dag Roll-Hansen and Kristian Lønø , Statistics Norway <i>Statistics Crossing Borders</i>				
15:20 - 15:30	Conference Concludes				

Pre-Conference Training Courses*

30 August - 1 September		3-Day Training Courses Held at the Training Center, SAS Denmark					
	Bart Baesens , Assistant Professor, K.U. Leuven (Belgium) & University of Southampton (UK) <i>Advanced Analytics for Customer Intelligence Using SAS</i>	Gerhard Svolba , PhD, Product Manager at SAS <i>Building Analytic Datamarts</i>	Søren Gram-Christensen , Senior Consultant at SAS <i>Building and Solving Optimisation Models with SAS/OR®</i>	Gordon Linoff , Founder and Principal of Data Miners Inc. <i>Data Mining Techniques: Theory and Practice</i>	Søren Lund-Ambrosen , Senior Consultant at SAS <i>Forecasting Using SAS Software: A Programming Approach</i>		
30 & 31 August		2-Day Training Courses Held at the Training Center, SAS Denmark					
	Kristina Birch , Senior Consultant at SAS <i>Advanced Predictive Modeling Using SAS Enterprise Miner</i>	Anders Richter , Senior Consultant, SAS <i>Forecasting Using SAS Forecast Server Software</i>	Kim Larsen , VP of Analytical Insights, Market Share Partners <i>Net Lift Models: Optimising the Impact of Your Marketing Efforts</i>				
1 September		1-Day Training Course Held at the Training Center, SAS Denmark					
	Kasper Munck , Senior Consultant at SAS <i>JMP® Software: Data Exploration</i>	Dorthe Krogh , Senior Consultant at SAS <i>Managing SAS Analytical Models Using SAS Model Manager</i>	Anne Boilesen and Frans Holm , Senior Consultants at SAS <i>Mining Textual Data Using SAS® Text Miner for SAS®9</i>				

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