

Sunday *October 23*

- 7:30 – 5:00 pm** Registration
- 1:00 – 5:00 pm** **Pre-conference training (1/2 day seminar, fee) - Brasilia 1**
Mike Hardin - University of Alabama
Introduction to applying data mining techniques using SAS® Enterprise Miner®
Pre-conference workshop (FREE) - Brasilia 2
Jim Cox & Manya Mayes - SAS
Mining Customer Feedback: How to get a competitive edge by understanding what your customers are telling you

Monday *October 24*

- 7:30 am** Registration
 Exhibit Hall open - *Rio Pavilion 6 & 7*
 Continental breakfast - *Rio Pavilion 6 & 7*
- 8:45 am** Welcome from conference chairpersons - *Rio Pavilion 9*
- 9:00 am** **Keynote address - Rio Pavilion 9**
David Hand - Imperial College, London
What you get is what you want? Some dangers of black box data mining
- 10:00 am** Break - Exhibit Hall open - *Rio Pavilion 6 & 7*
- 10:30 am** **Keynote address - Rio Pavilion 9**
Johannes Gehrke - Cornell University
Privacy-Preserving Data Mining
- 11:30 am** **Lunch - Amazon A**
 Exhibit Hall open - *Rio Pavilion 6 & 7*
- 12:30 pm** **Afternoon keynote address - Rio Pavilion 9**
David Duling - SAS
SAS Data Mining Update
- 1:30-2:30 pm** **Concurrent forums (choose 1)**

	<i>Tropical E-H</i>	<i>Brasilia 2</i>	<i>Brasilia 1</i>	<i>Brasilia 3</i>	<i>Brasilia 4 & 5</i>
	Financial services Benton Gup, Mike Hardin & Mike Conerly University of Alabama <i>Business analytics applied to money laundering detection</i>	Business applications Alexander Black Computer Sciences Corporation <i>Customer intelligence: Growing your business by getting the most out of your customer relationship</i>	Business applications Ken Fritz Ohio Department of Natural Resources <i>Mining for resources - naturally</i>	New & emerging technologies David Montgomery Poindexter Systems <i>Automation of the optimal allocation of online advertising using SAS Enterprise Miner and SAS OR in an ASP application</i>	New & emerging technologies Richard Hackathorn Bolder Technology, Inc. <i>Are small worlds lurking in your data warehouse?</i>
	Financial services Shawna Ackerman & Roosevelt Mosley Jr. Pinnacle Actuarial Resources, Inc. <i>Use of credit in personal insurance</i>	Business applications Tom Bradshaw Bank of America <i>A statistical (and yet non-traditional) approach to the design, optimization, and analysis of matched market testing using linear models and time series behavioral data</i>	Business applications Ed Gaffin Walt Disney World <i>Data mining and business intelligence: The foundation for building effective marketing models for a highly segmented product set</i>	New & emerging technologies Manoj Chari SAS <i>Offer assignment with SAS marketing optimization</i>	New & emerging technologies Dmitri Kuznetsov Media Planning Group <i>Mediaphysics as statistical physics of mass-media effects</i>
- 2:45-3:45 pm** **Concurrent forums (choose 1)**

	<i>Tropical E-H</i>	<i>Brasilia 2</i>	<i>Brasilia 1</i>	<i>Brasilia 3</i>	<i>Brasilia 4 & 5</i>
	Financial services Nebahat Donmez Turkcell <i>Predictive models to prevent prepaid and postpaid churn</i>	Business applications Randy Collica Hewlett-Packard <i>Effects of missing data in data mining</i>	Business applications Olivia Parr-Rud OLVIAGroup and Sigma Marketing <i>Key steps for effective predictive modeling</i>	New & emerging technologies Nita Glickman Purdue University <i>Development of the Purdue University companion animal surveillance system</i>	New & emerging technologies Kim Larsen Charles Schwab & Co. <i>Practical predictive modeling with the naive bayes classifiers</i>
- 3:45-4:15 pm** Break - Exhibit Hall open - *Rio Pavilion 6 & 7*
- 4:15-5:15 pm** **Concurrent forums (choose 1)**

	<i>Tropical E-H</i>	<i>Brasilia 2</i>	<i>Brasilia 1</i>	<i>Brasilia 3</i>	<i>Brasilia 4 & 5</i>
	Financial services Nebahat Donmez Turkcell <i>Predictive models to prevent prepaid and postpaid churn</i>	Business applications Randy Collica Hewlett-Packard <i>Effects of missing data in data mining</i>	Business applications Olivia Parr-Rud OLVIAGroup and Sigma Marketing <i>Key steps for effective predictive modeling</i>	New & emerging technologies Nita Glickman Purdue University <i>Development of the Purdue University companion animal surveillance system</i>	New & emerging technologies Kim Larsen Charles Schwab & Co. <i>Practical predictive modeling with the naive bayes classifiers</i>
- 5:15-7:00 pm** Conference reception held in Exhibit Hall - *Rio Pavilion 6 & 7*

Tuesday *October 25*

- 7:30 am** Registration
Exhibit Hall open - *Rio Pavilion 6 & 7*
Continental breakfast - *Rio Pavilion 6 & 7*
- 8:45 am** Welcome from conference chairpersons - *Rio Pavilion 9*
- 9:00 am** **Keynote address** - *Rio Pavilion 9*
David Salsburg - Consultant, former Pfizer fellow
Ten percent is not ...
- 10:00 am** Break - Exhibit Hall open - *Rio Pavilion 6 & 7*
- 10:30 am** **Keynote address** - *Rio Pavilion 9*
Gregory Smith - World Wildlife Fund
The road to data mining: A WWF case study on business intelligence in the non-profit sector
- 11:30 am** **Lunch** - *Amazon A*
Exhibit Hall open - *Rio Pavilion 6 & 7*
- 12:30 pm** **Afternoon keynote address** - *Rio Pavilion 9*
Jay Coleman - University of North Florida
Allen Lynch - Mercer University
Mike DuMond - ERS Group
Profit(ing) the NCAA: Three applications in college sports

	<i>Brasilia 3</i>	<i>Brasilia 2</i>	<i>Brasilia 4 & 5</i>	<i>Brasilia 1</i>	<i>Tropical E-H</i>	<i>Tropical A-D</i>
1:30-2:30 pm Concurrent forums (choose 1)	Education & business applications Tom Bohannon Baylor University <i>Data mining applications at Baylor University</i>	Business applications Kevin Ikeda SAIC <i>Helping the best get even better with enterprise miner</i>	New & emerging technologies Choudur Lakshminarayan Hewlett-Packard <i>Statistics in text mining and web mining</i>	Business applications Justin Petty Aspen Analytics, Inc. <i>Proactive customer retention: Improving loyalty one customer at a time</i>	Business applications Joe Somma Sigma Marketing <i>Lifetime value segmentation in the B-to-B market: A comparison of approaches</i>	Bioterrorism & fraud detection Bhavani Thuraisingham University of Texas at Dallas <i>Data mining technologies and their applications to counter-terrorism</i>
2:45-3:45 pm Concurrent forums (choose 1)	Education & business applications James Cappel Central Michigan University <i>A survey of practices and opinions about business intelligence</i>	Business applications Glenn Hofmann HSBC <i>Marketing strategies for retail customers based on predictive behavior models</i>	New & emerging technologies Kasindra Maharaj & Robert Ceurvorst Synovate <i>Data mining-based segmentation for targeting: A telecommunications example</i>	Business applications Randy Rose Computer Sciences Corporation <i>CSC and SAS solve the IPIA fraud and erroneous payments compliance challenge</i>	Business applications Robert Jenkins Acxiom <i>The business intelligence grid – the ultimate data mining weapon</i>	Bioterrorism & fraud detection Terry Woodfield SAS <i>Predicting Workers' Compensation Insurance fraud using SAS Enterprise Miner 5 and SAS Text Miner</i>
3:45-4:15 pm	Break - Exhibit Hall open - <i>Rio Pavilion 6 & 7</i>					
4:15-5:15 pm Concurrent forums (choose 1)	Education & business applications Paolo Giudici & Silvia Figini University of Pavia <i>Bayesian feature selection for the estimation of customer lifetime value</i>	Business applications Pete Affeld Sprint Brij Masand Data Miners <i>Use of survival analysis in telecommunications</i>	New & emerging technologies John Wallace Business Researchers, Inc. <i>Predicting customer types in retail data: bizocity revisited</i>	Business applications Debbie Megee David Shepard Associates <i>The road to profit through data driven marketing: An analysis of advanced customer - information-based techniques to drive direct marketing strategies</i>	Business applications Denise Best, Stacy Yehle & Judi Field Hallmark Cards, Inc. <i>One-to-one marketing at Hallmark Cards, Inc.</i>	Business applications Thomas Thomaidis & Koos Berkhout Loyalty Management UK <i>Intelligent automation: optimizing one of Europe's largest and most complex direct mailing campaigns</i>

Wednesday *October 26 – Friday* *October 28*

- 7:30-8:30 am** Post-conference training registration
- 8:30-5:00pm** Post-conference training

