

M2009 talks that reach across industries:

[Michael Berthold](#), University of Konstanz

Talk: **Don't Bore Your Expert: How to Interactively Learn Classifiers from Unlabeled Data**

[Stephen Brobst](#), Teradata and [Paul Kent](#), SAS

Talk: **High Performance Analytics with In-Database Processing**

[Mark Carmichael](#), Eclipse International

Talk: **How to Translate Data Mining Outputs into Measurable Uplifts in ROI**

[Hye-Chung Kum](#), University of North Carolina

Talk: **ApproxMAP : Intelligent Sequential Pattern Mining via Alignment**

[Gary Class](#), Wells Fargo & Company

Talk: **Customer Dynamics & Data Fusion: Revealing the Evolution of Customer Relationships**

[John Elder](#), Elder Research, Inc

Talk: **The High ROI of Data Mining for Innovative Organizations**

[Nick Evangelopoulos](#), University of North Texas and [Terry Woodfield](#), SAS

Talk: **Understanding Latent Semantics in Textual Data**

[Vincent Granville](#), AnalyticBridge

Talk: **TBA**

Jonathan Goldman and Shawn King, Aster Data Systems

Talk: **Advanced Analytics on Multi-Terabyte Datasets**

[Zainab Jamal](#), HP Labs

Talk: **Impact on Customer Churn of Intensity of Sharing of User-generated Content at an Online Service**

[Manfred Krafft](#), University of Münster

Talk: **Optimal Design of Mailing Campaigns - Insights from a Series of Studies**

[Choudur K. Lakshminarayan](#), HP Laboratories

Talk: **Marketing Optimization for Increased Revenues**

[Kim Larsen](#), Charles Schwab & Co

Talk: **Net Lift Prediction Models: How to Maximize Marketing Impact and What Data Miners Can Learn from Presidential Campaigns**

[Michael Leonard](#) and [Meredith John](#), SAS

Talk: **Mining Transactional and Time Series Data**

[Riku Mäkeläinen](#), TeliaSonera

Talk: **Experiences on Experiment Design in Direct Marketing**

[Will Neafsey](#), Ford Motor Company

Talk: **Strategic Marketing Analytics During Turbulent Times**

[Anita Prinzie](#), University of Manchester

Talk: **Exploiting Randomness for a CRM Choice Modeling: Random MultiNomial Logit and Random Interaction MultiNomial Logit**

[Sascha Schubert](#), SAS

Talk: **The power of the Group Processing Facility in SAS Enterprise Miner**

[Saratendu Sethi](#), Teragram and [Barry deVille](#), SAS

Talk: **Managing Your Brand Using Text Analytics and Network Analysis**

[Olivier Thas](#), Ghent University, Belgium

Talk: **Sample Space Partition Tests for Finding Associations Between Variables in Large Data Sets**

[Shusaku Tsumoto](#), Shimane University

Talk: **Trajectories Mining**

[Donald Wedding](#), SAS

Talk: **Incorporating Fuzzy Cluster Memberships Within Enterprise Miner**

[Katsutoshi Yada](#), Kansai University, Osaka, Japan

Talk: **Sequence Analysis Technique in Business**