

## **M2009 speakers of particular interest for Entertainment and Communications:**

[Mattias Andersson](#), TRE and [Robert Moberg](#), TRE

Talk: **Active Use of Data Mining in the Customer Life Cycle Management Process of a Telecom Operator**

[Philippe Baecke](#), Ghent University

Talk: **Data Augmentation by Predicting Spending Pleasure Using Commercially-Available External Data**

[Bruce Lund](#), Marketing Associates LLC

Talk: **Long-Term Value Modeling in the Automobile Industry**

[Riku Mäkeläinen](#), TeliaSonera

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

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

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

[Judy Spomer](#) and [Randall LaViolette](#) Sandia National Laboratories

Talk: **Text Mining to Discover Influential Communications in Social Movements**

[Jun Yan](#), Deloitte Consulting LLP

Talk: **Generate Rating Tiers Using Different GLM Modeling Approaches: A Topic of Predictive Modeling on Personal Lines Insurance Pricing**