



SAS<sup>®</sup> FORUM  
IRELAND 2018

## AGENDA: MORNING SESSIONS

08:30	<b>REGISTRATION / NETWORKING / REFRESHMENTS</b>	Marker Suite Foyer
09:15	<b>Welcome to SAS Forum Ireland 2018</b> Dave Ferguson, SAS Ireland	Marker Suite
09:25	<b>Living in an Analytics Economy</b> Charles Senabulya, VP & Country Manager, SAS UK & Ireland	Marker Suite
09:35	<b>Ensuring a Brighter Future for Ireland in a Digital World - a Government Perspective</b> Barry Lowry, CIO, Irish Government	Marker Suite
10:15	<b>Leadership lessons from women in STEM:</b> What are the opportunities for IoT in healthcare? Is AI being used as widely as the hype suggests? How are new technologies transforming financial services? How do we drive more diversity in leadership roles?	Marker Suite
11:00	<b>BREAK</b>	Marker Suite Foyer
11:30	<b>The Digitisation Formula - Disrupt or Be Disrupted!</b> Paul Kavanagh, Country Manager, Cisco	Marker Suite
12:05	<b>Analytics and AI in Sports Marketing</b> Geoff Wilson, CEO, Geoff Wilson Consultancy	Marker Suite
12:45	<b>LUNCH AND NETWORKING (AFTERNOON SESSIONS START AT 13:45)</b>	Marker Suite Foyer



## AGENDA: AFTERNOON SESSIONS

	<b>STREAM 1: Marker Suite</b>	<b>STREAM 2: Shannon Room</b>	<b>STREAM 3: Hibernia Room</b>
<b>13:45</b>	<b>Challenge SAS® With Your Business Problems</b> Jo Lee, SAS	<b>Gather IQ - SAS Data for Good Programmes</b> Jennifer Major, SAS	<b>Leveraging SAS® Viya®</b>  Steve Ludlow, SAS
<b>14:15</b>	<b>Growing Our Analytics Maturity Using SAS®</b> Colin Mason, Irish Life	<b>Data Management for AI</b>  Reece Clifford, SAS	<b>Man and Machine: The Best of Both Worlds to Fight Fraud</b> Roland Theys, SAS
<b>14:45</b>	<b>Enabling Analytics at Scale</b>  Sean Mullen, AIB	<b>A Customer Journey to SAS® Viya®</b> James Allsop, Permanent TSB	<b>Improve Customer Experience with AI</b> Adrian Carr, SAS
<b>15:15</b>	<b>BREAK</b>		<b>Marker Suite Foyer</b>
<b>15:45</b>	<b>The Changing Face of Analytics</b> John Spooner, Head of Analytics, SAS UK & Ireland		<b>Marker Suite</b>
<b>16:15</b>	<b>Panel Discussion - Artificial Intelligence and Innovation in Practice</b> Peter Pugh-Jones, SAS Geoff Wilson, Geoff Wilson Consultancy Debbie Forster, Tech Talent Charter John Spooner, SAS Brian Jordan, Cisco		<b>Marker Suite</b>
<b>17:00</b>	<b>NETWORKING DRINKS RECEPTION</b>		<b>Rooftop Bar</b>