



SAS FORUM  
MILANO 2015

22  
April

# ANALYTICS FOR EVERYONE

1.920

300

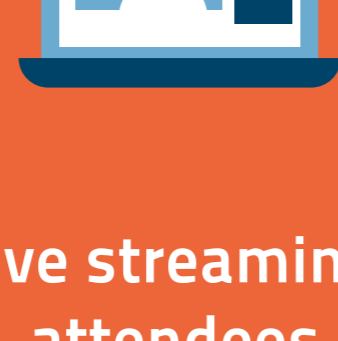
654

45

81



attendees



live streaming attendees



companies represented



sponsors



speakers



## Plenary Session

Scientists and managers sharing the winning approach and the challenges faced to create value through the data



## 9 Parallel Sessions

Over 50 speeches within 9 parallel sessions on the most innovative business topics



Customer X-Channel Journey

Risk, Governance & Compliance

Engagement Through Digitalization

Insight Forecasting & Predictive Analytics

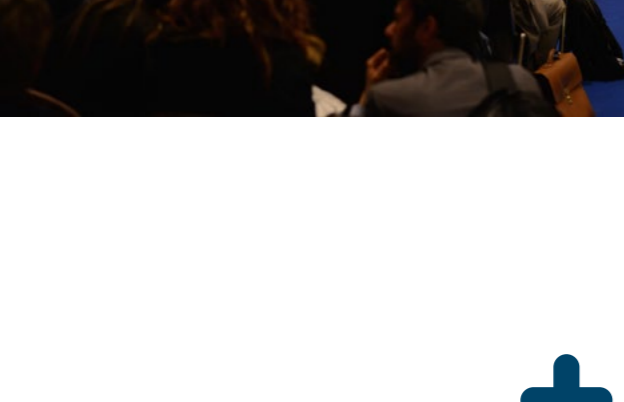
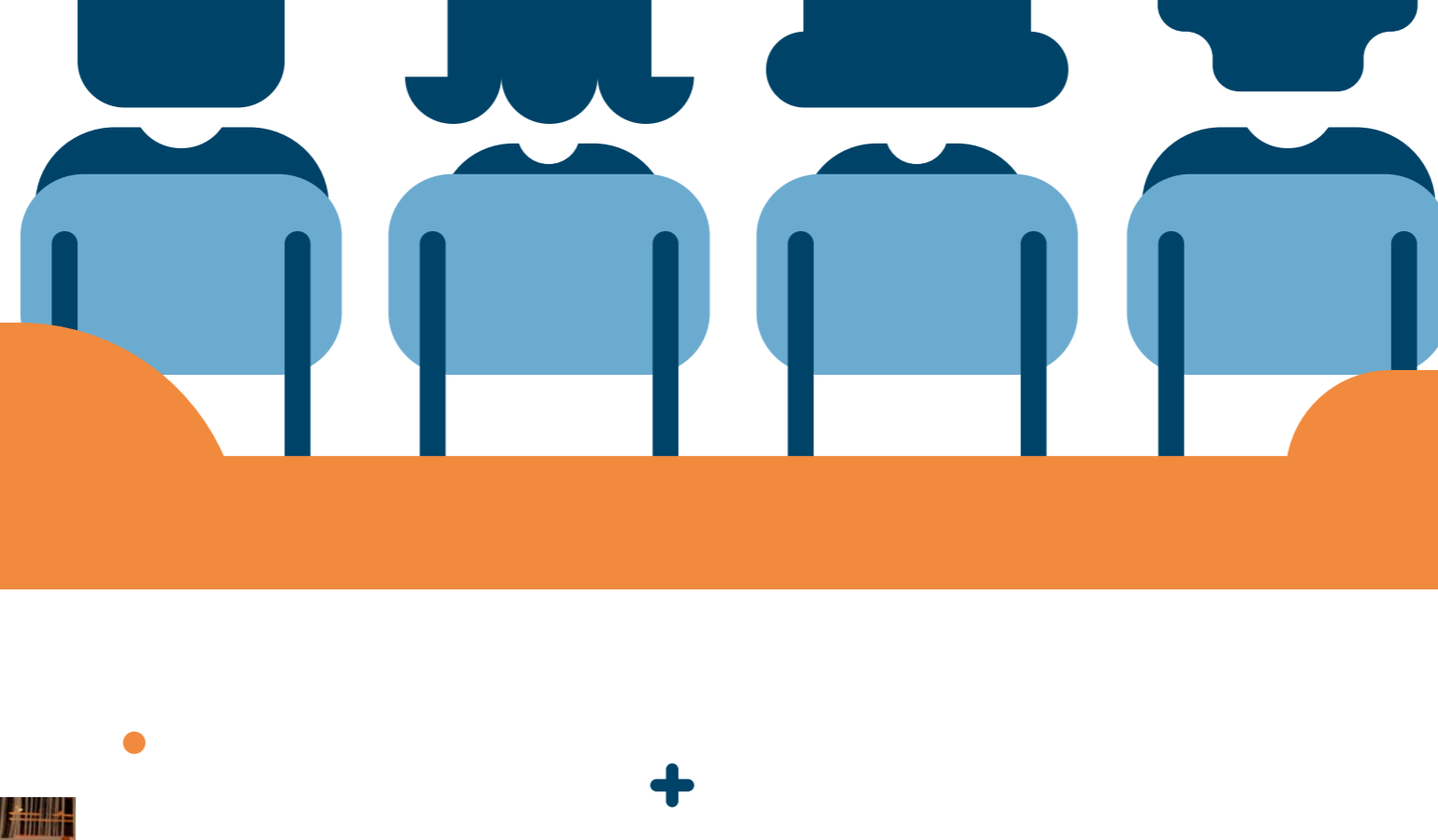
Integrated Finance & Risk Management

Fraud Management

Data Visualization

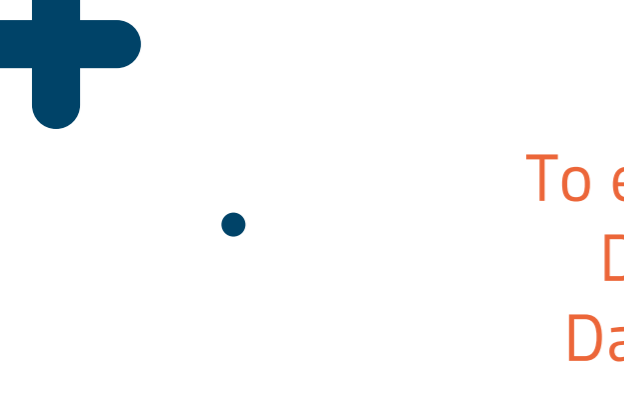
Business Transformation (sponsored by Intel)

Big Data & Data Scientist the evolution of the labour market (in collaboration with GiGroup)



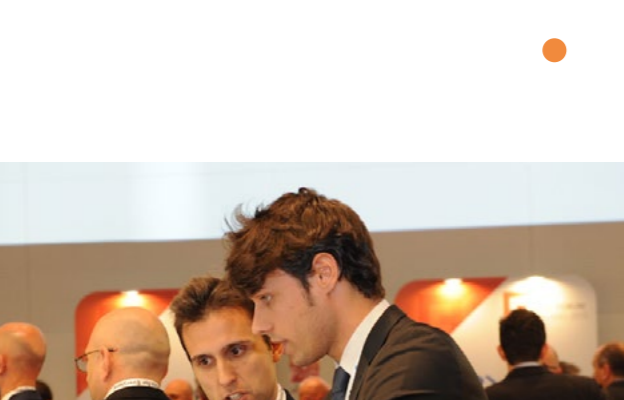
## 2 Technology Arenas

7+7 speed talks to discover in just 20 minutes all the latest news about IT and Applications



## Demo Experience Area

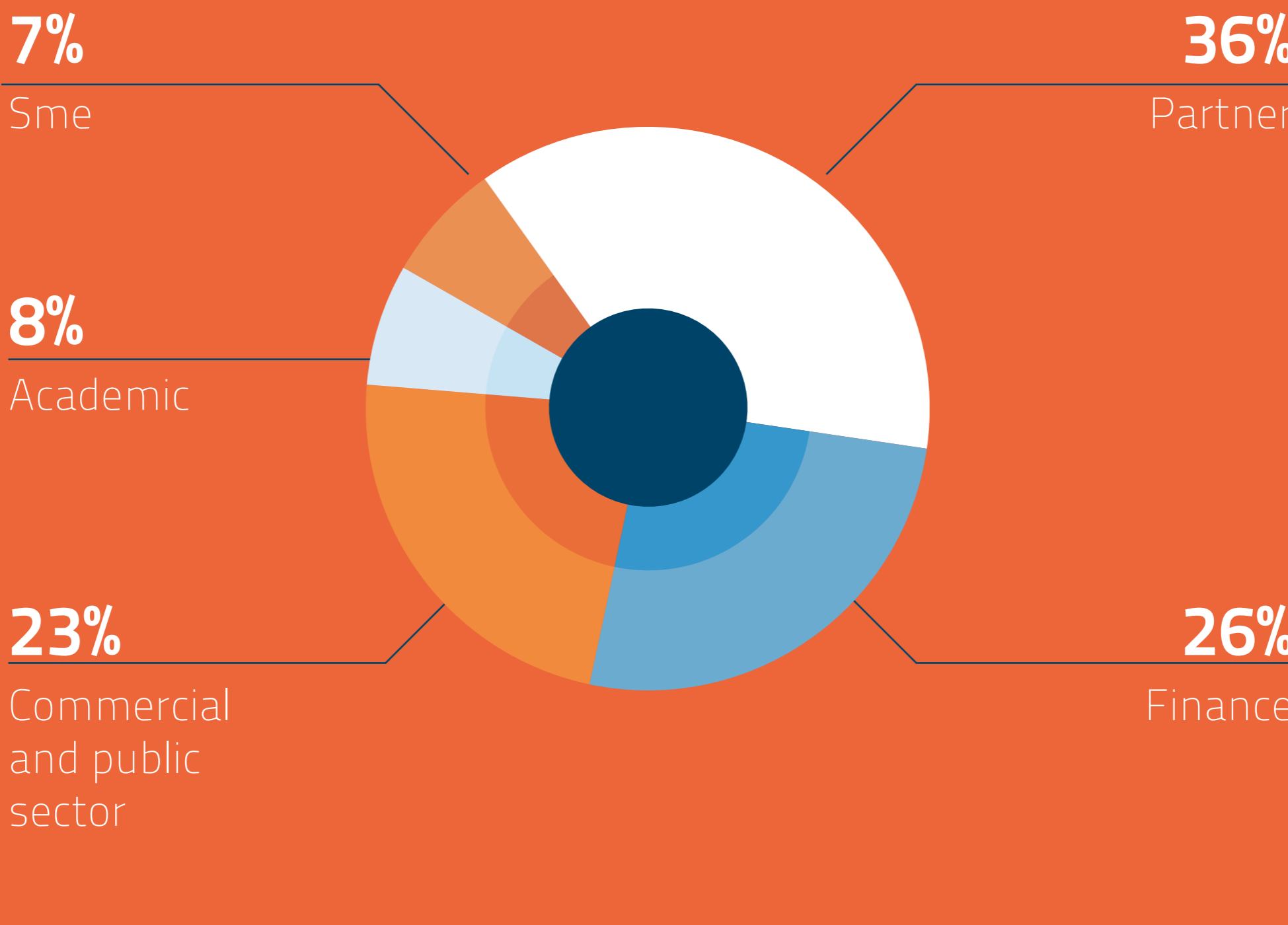
To explore: Visual Analytics, Visual Statistics, Data Loader for Hadoop, Analytics Insight, Data Management, Intelligence Advertising



## Community & Networking

Interaction between almost 2.000 participants, with SAS experts and with Partners sponsoring the event

## Attendees by industry



## @SASItaly engagement

#SASForumMilan was used

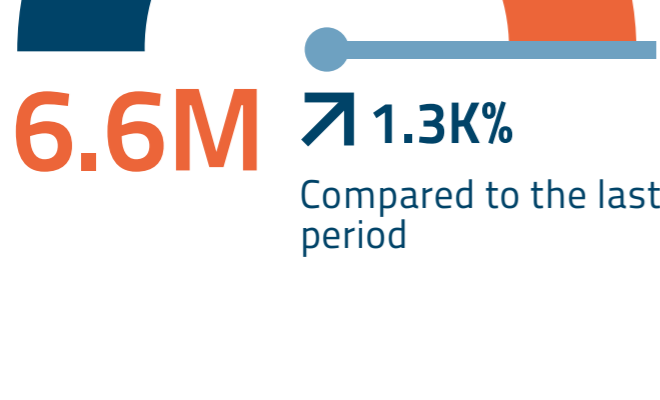
in **2.352** Tweets



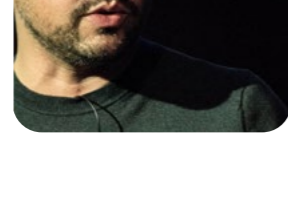
#SASForumMilan **7** hours in the Twitter Trending Topics

at 10 am **585** posts were published at the same time

#SASForumMilan had a potential reach of **6.6 Millions**



Most engaging tweet



Rudy Bandiera @RudyBandiera · 22 apr  
Ali Baba è il più grande negozio al mondo e non ha magazzino. Siamo nell'era dell'accesso e non del possesso.  
#saggitudine #sasforummilan



**31**

journalists and bloggers



**43**

interviews & video interviews

## Additional details



**6.176** mq  
at Milano Congressi



almost **2.000** gadgets distributed



**10.000** hand shakes

Take a look at the Playlist on Youtube  
<http://bit.ly/sasforumyoutube>

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