



5 - 6 OCTOBER 2022

VIRTUAL EVENT

DELIVERING THE CONTENT AND CONNECTIONS THAT MATTER

Designed to inspire progress
and unite the leaders in data
and analytics

02

DAYS

30

SPEAKERS

20

SESSIONS

Where the
community meets

INTRODUCTION

DATA LEADERS WORLD CONGRESS

**THE DATA LEADERS
WORLD CONGRESS
UNITES PEOPLE THAT
MAKE CHANGE HAPPEN
WITH DATA AND
ANALYTICS. WE DO IT
WITH SUPERB SPEAKERS,
CAREFULLY CURATED
CONTENT AND THE
RIGHT ATTENDEES.**

We invest considerable time researching the market to understand the needs of our community so we can deliver a world class agenda with superb content and speakers. This is a complimentary event where delegates are required to meet an attendance criteria. We are offering exclusive Partner deals for only six qualifying organisations.

At this year's conference, our global community will come together to:

- Acquire cutting-edge knowledge and skills
- Understand the driving forces that have real impact
- Unearth the insights that make the best companies tick
- Make critical business decisions and drive success.

AGENDA

5 - 6 OCTOBER

EMBRACING CHANGE TO ENABLE A DATA POWERED TOMORROW

DATA IS A CRITICAL BUSINESS ASSET AT THE HEART OF HELPING ORGANISATIONS ADAPT TO THE EVER-SHIFTING ENVIRONMENT.

DAY ONE

ADAPT

Organisations that can adapt and embrace uncertainty can thrive. Data and analytics leaders are well positioned to help their businesses navigate and lead during these times.

You will hear practical advice and stories from the trenches of strategies and tactics used to drive change. We will address the most critical subjects for a successful transformation:

- Overcoming resistances to drive change
 - Organisational structures to accelerate datacentricity
- Business wide data literacy and upskilling into data roles
- Strengthening the foundation of your D&A program
- Tools and techniques for effective last-mile data delivery

DAY TWO

LEAD

No change is possible without a strong leader, the change agent. Developing the skills, and applying the right strategies is critical for success of every data and analytics leader.

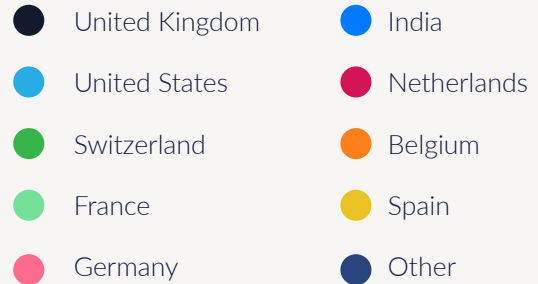
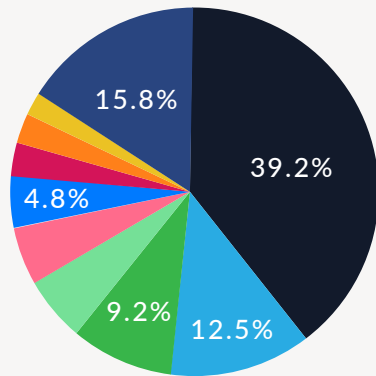
You will hear inspiring stories and debates, aimed to help you improve as a leader, and become more effective in building best-in-class teams.

- Data story-telling and communicating the value of your work
- Influencing up: Data leaders and the board
 - Fostering diverse, creative and productive teams
- Positioning data as a critical business asset
 - Ever changing the role of the CDO

WHO'S COMING?

DEMOGRAPHICS

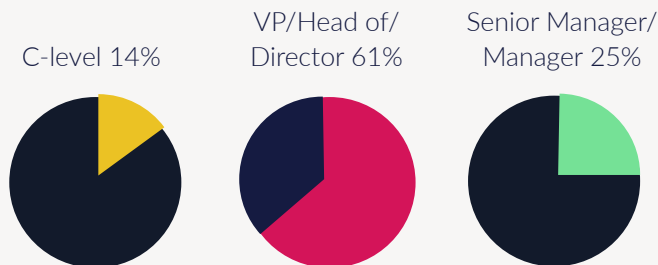
COUNTRIES



TOP 6 INDUSTRIES



SENIORITY

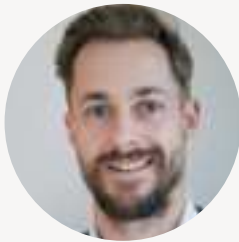


Over **600** attendees!



SPEAKERS

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MATT KEYLOCK

Chief Data & Analytics Officer,
Mars Petcare

Gaining Insights into How
Managing “Unstructured” Data
Leads to Improved Decision-
Making



ORLANDO MACHADO

Chief Data Officer,
Lego

What kind of Data Leader are
you? What kind of Data Leader
does your organisation need?



ISABEL GOMEZ

Group Chief Data & Analytics
Officer, L'Oréal

From digital-first to data driven:
building on foundations to
improve data literacy across the
business



DR. LUC JULIA

Chief Scientific Officer,
Renault Group

There is no such thing as
Artificial Intelligence



LAIA COLLAZOS

Chief Data & Analytics Officer,
Coca-Cola Europacific Partners

Data enrichment 2.0: the next
stage in driving value from your
data



FRANCISCO MONTALVO

Chief Data Officer,
Telefonica

How to achieve ethical
implementation of AI data

WHY PARTNER WITH US?

DATA LEADERS

DATA LEADERS WORLD CONGRESS GIVES YOU THE OPPORTUNITY TO CONNECT WITH 600+ LEADERS IN DATA FROM A WIDE RANGE OF INDUSTRIES AND COUNTRIES.

We excel in helping companies build awareness and leadership positions whilst connecting the right people.

Get inspired and join the people making change happen in data. Ensure what you're doing is relevant, impactful and tackling the most important issues of today and tomorrow.

To see our limited packages available please visit: worldcongress.dataleaders.net/partners

If you are interested and want to understand more about these, please email:

Kizzy@dataleaders.net

AS A PARTNER, YOU WILL:



**Acquire new
business**



**Build awareness
and thought
leadership**



**Develop
relationships with
decision-makers**



**Position yourself
as a leader in data**



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For more information please visit:
worldcongress.dataleaders.net

Contact us:

- > Partners: kizzy@dataleaders.net
- > Attendance and tickets: tickets@dataleaders.net
- > Membership: membership@dataleaders.net
- > Feedback: feedback@dataleaders.net

**THE MOST IMPORTANT EVENT FOR
DATA AND ANALYTICS LEADERS**