

New Economy New Rules Series - Information Visualization And The Search For Big Data Meaning

DATE

March 1, 2013

What: New Economy New Rules Series - "Information Visualization and the Search for Big Data Meaning"

When: March 1, 2013

Event Duration: 8 a.m. - 9:30 a.m. (ET) | 8 a.m.: Registration and continental breakfast | 8:30 a.m.-9:30 a.m.: Presentation

Program Description: Finding meaning in today's constant stream of unstructured corporate information can seem like a never-ending game of Marco Polo in a pool that gets bigger by the millisecond. According to a recent McKinsey report on Big Data, however, it's well worth the effort because companies using big data analytics to gain competitive advantage are realizing big gains, such as a 60 percent margin increase for retail operations. Far beyond conventional business intelligence that enables a company to sell the right product to the right person at the right price, big data makes it possible for a company to make a more profitable, personalized product that is hard to beat in the marketplace. Of course, before that can happen, sales, marketing, product development – the entire organization – must be able to make sense of data now and keep up with it as it continues to grow and change.

Join us on March 1, 2013, for a panel discussion about finding meaning and extracting value from big data through new analytics strategies and techniques including information visualization tools and powerful new information technologies.

Speakers: Eric Tobias from iGoDigital | John Kansky, VP of Strategy & Planning at IHIE | Shaun McAdams from Wellpoint

Live event location: Barnes & Thornburg LLP | 11 S. Meridian St. | Indianapolis, IN

This event will be broadcast LIVE to other Barnes & Thornburg offices in Elkhart, Fort Wayne and South Bend; sometimes available in Barnes & Thornburg offices in Chicago, Grand Rapids, Washington D.C., Atlanta, Minneapolis and Columbus. Also cooperating facilities in Evansville, Hammond, Merrillville, Muncie, Scottsburg, Terre Haute and West Lafayette.

Registration: To register for this event, please send your name and contact information to Jodie Daugherty at btrsvp@btlaw.com or call 317-261-7922. When registering, please indicate the location you'd like to attend. If you register but are unable to attend this event please notify Jodie Daugherty at jodie.daugherty@btlaw.com.

Cost: There is no charge to attend this event but registration is required.

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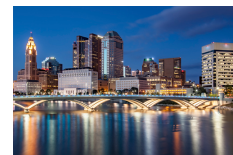
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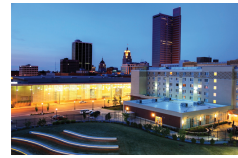
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