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pawcon.com

February 18-19, 2009
Hotel Nikko • San Francisco

The inaugural Predictive Analytics World conference - The business-focused event for predictive analytics professionals, managers and commercial practitioners.

The conference delivers case studies, expertise and resources to achieve two objectives:

- 1) **Bigger wins:** Strengthen the business impact of predictive analytics deployment
- 2) **Broader capabilities:** Establish new opportunities with predictive analytics

Come to Predictive Analytics World to

Hear from your colleagues and leading practitioners.
Exchange experiences over lunch.

- Optimize your marketing campaigns
- Refine your website for conversion
- Increase customer responses, conversions and clicks
- Decrease churn
- Deliver customized recommendations

The Top Experts

PAW 2009's program is packed with the top predictive analytics experts, practitioners, authors and business thought leaders, including keynote speakers Usama Fayyad, Ph.D. (Yahoo!'s Chief Data Officer & Executive VP) and Andreas Weigend, Ph.D. (former Chief Scientist at Amazon.com). PAW covers the gamut of commercial applications of predictive analytics, including response modeling, customer retention with churn modeling, product recommendations, online marketing optimization, behavior-based advertising, email targeting, and insurance pricing.

How the Leading Enterprises Do It: Case Studies

Predictive Analytics World focuses on concrete examples of deployed predictive analytics. Hear from the horse's mouth precisely how the leading users of analytics deploy predictive modeling and what kind of business impact it delivers.

Come to this inaugural event to see speakers and case studies from leading enterprises such as 3M, Acxiom, Affiliated Computer Services, Amazon.com, Charles Schwab, Chase, Google, The National Rifle Association, Reed Elsevier, Linden Labs (Second Life), Sun, Wells Fargo, and Yahoo! -- and hear the top Netflix Prize competitor reveal their secret sauce.



Conference Chair
Eric Siegel, Ph.D.
President,
Prediction Impact, Inc.,

Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University.



For more information visit
www.predictiveanalyticsworld.com

Cross-Industry Applications

Predictive Analytics World is the only conference of its kind, delivering vendor-neutral sessions across verticals such as banking, financial services, e-commerce, entertainment, healthcare, high technology, insurance, non-profits, publishing, and retail.

Why bring together such a wide range of endeavors? No matter how you use predictive analytics, the story is the same: Predictively scoring customers optimizes business performance. Predictive analytics initiatives across industries leverage the same core predictive modeling technology, share similar project overhead and data requirements, and face common process challenges and analytical hurdles.

People Who Need People

Vendors. Meet the vendors and learn about their solutions, software and services. Discover the best predictive analytics vendors available to serve your needs, learn what do and see how they compare.

Colleagues. Mingle, network and hang out with your best and brightest colleagues. Exchange experiences over lunch, breaks and the conference reception, connecting with those professionals who face the same challenges as you.

Get Started

If you're new to predictive analytics, kicking off a new initiative, or exploring new ways to position it at your organization, there's no better place to get your bearings than Predictive Analytics World. See what other companies are doing, witness vendor demos, participate in discussions with the experts, network with your colleagues and weigh your options!

Predictive Analytics World's sessions cover business applications of predictive analytics, including:

Marketing and CRM

- Response modeling
- Customer retention with churn modeling
- Profiling and cloning

Online marketing optimization

- Behavior-based advertising
- Email targeting
- Website content optimization

Product recommendation systems

Human capital retention

Industry-specific applications such as:

- Fraud detection
- Credit scoring
- Insurance pricing
- Mobile ad targeting

Predictive Analytics Resources

Visit predictiveanalyticsworld.com to access a free podcast series, subscribe to our newsletter, read tutorial articles or find details about online and in-person training seminars.