



Housemark

10 Days of Data

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Dive deep into the world of data to redefine what's possible at Housemark's 10 Days of Data. Returning for 2021, this series of virtual bitesize events will showcase the value and potential that data can bring to your business, and challenge you to think differently about how you use it.

Why attend?

Much more than a series of webinars, 10 Days of Data will provide unmatched insight, inspiration and learning:

- Build your own programme to access insights and information that are most valuable to you, across a range of leading data themes and topics
- Hear from in and out of sector experts on the challenges you face today, with tangible takeaways to help you make better business decisions in your own organisation
- NEW for 2021, two inspirational keynote sessions and additional fringe event training opportunities exclusively for organisation passport holders

Explore the value of data across your business

1. **Opening keynote – why data matters**
23 September
2. **Data security now – how remote working is rewriting the rules** 28 September
3. **Unlocking the potential of customer data**
29 September
4. **Creating a data-driven culture – why it matters and how you can make it happen**
30 September
5. **Next generation innovation – the role of data technology in transformation**
5 October
6. **Why your performance management framework is key to improvements**
6 October
7. **Data for good? Exploring the ethics of data science** 7 October
8. **Analytics and the environment – the role of data in tackling climate change** 12 October
9. **Back to the future – predictive analytics in practice** 13 October
10. **Closing keynote – knowledge in the age of big data** 14 October

We also offer the chance to book an **Organisation Passport** which allows attendance at **all 10 events** for a maximum of two people per event (maximum of 20 places in total). For more information, please contact siobahan.kilby@housemark.co.uk