Housemark

10 Days of Data

Headline Sponsor

3C Data

EXPLORE THE VALUE OF DATA ACROSS YOUR BUSINESS

Returning for 2021, Housemark's **10 Days of Data** will explore the value and potential that data can bring to your business and challenge you to think differently about how you use it.

Offering something for everyone, we will bring together inspiring and exciting content from sector thought leaders and experts, as well as explore the tools, tech and tangible takeaways that will accelerate a data-driven culture across your business.

10 Days of Data event series

23 September

Opening keynote: Why data matters

Data is crucial to our lives and in recent months, we've seen how data has played a major part in some big life-defining decisions. At this event we will hear from Neil Martin, an experienced data strategist who has worked in Formula 1 for over three decades. Neil will be delivering an insightful and inspiring presentation that focuses on the role of data to drive innovation and improve performance.

Neil Martin
Formula 1 Strategist

28 September

Data security now – how remote working is rewriting the rules

The pandemic has changed the game for data security. With more people than ever before working from home, and more companies embracing a work from anywhere culture, the cyber security landscape has shifted again. In this session, we explore the ever-emerging threats, take a closer look at what you need to be aware of now and what you can do to minimise impact and mitigate risks. Join us as we share lessons learnt and look at cyber security in the sector now.

Speakers:
Becca K
Cyber Resilience Lead, The National Cyber Security Centre
Bruce Thomson
ISfL Technical Security Specialist and Cyber Security Consultant
David Cowan
Head of ICT, Copeland Borough Council

29 September

Unlocking the potential of customer data

There's a wealth of data we can capture about our customers. From communications preferences through to complaint logs, we should know more about the people accessing our services than ever before. But what should we be doing with all this data? In this event, we reveal the power that customer data can bring to your business as we hear from leading voices from both in and out of sector.

Speakers:
Lizzie Harris
Group Head of Analytics, Gymshark
Douglas Silverstone
Chief Data Officer, Money and Pensions Service
Sarah Barrett
Transformation Thought Leader and Transformation Director, Magna Housing

30 September

Creating a data-driven culture – why it matters and how you can make it happen

Evidence-based decision-making sounds straight forward. Innovations backed up by data, ideas that stem from solid insights, investments made on trusted information. But for whatever reason, creating a strong data-driven culture remains elusive for most of us. At this event, we investigate the ingredients required to create a culture with data at its heart, with tangible takeaways you can put into action right away.

Speakers:
Mike Rose
Behavioural, Cultural and Structural Change Data Expert, Mike Rose Consulting
Umbar Shakir
Client Director and Digital and Data Lead, Gate One
Claire Bayliss
Director, 3C Consultants

5 October

Next generation innovation – the role of data technology in transformation

Over the last year, transformation has been essential for businesses to survive – with technology enabling organisations to adapt quickly and maintain vital contact with colleagues, customers, suppliers, and services. In this session we will discuss the role of data technology in shaping business transformation and explore the future tech trends that are driving forward the data agenda.

Speakers:
Andy Crossley
Director, The Oakland Group
Robin Denton
Enterprise Sales Director - Local Government and HAs, Microsoft
Kam Rai
Director of BI and Data, Clarion Housing Group

6 October

Why your performance reporting framework is key to improvements

If you measure it, you can manage it. But how do you know if what you're measuring matters? From how you select your KPIs through to where responsibility lies for performance reporting – a good performance reporting framework is key. In this insightful session, we'll share the principles of successful reporting with some practical advice on how to improve your approach and organisational outcomes, plus take a look at the future of reporting.

Speakers: Jonathan Cox
Deputy Director of Data and BI, Housemark
Mark O'Sullivan
Head of Corporate Reporting, PricewaterhouseCoopers (PwC)
Hazel Edwards
Insight and Performance Manager, whg

7 October

Data for good? Exploring the ethics of data science

Data is incredibly powerful. And as we all know, with great power comes great responsibility. In the world of data science there is much debate around the ethical use of data – covering everything from how we collect it, how we store it and how we use it, right through to the evolution of artificial intelligence, machines and robots. Join leading experts as we explore the importance of data ethics and the innovative best practice of responsible technology.

Speakers: Alex Mecklenburg and Sam Brown
Responsible Innovation Coaches, Consequential, CIC
Simon Whitworth
Head of Data Ethics and Research Governance, UK Statistics Authority
Patricia Shaw
CEO and Founder, Beyond Reach

12 October

Analytics and the environment – the role of data in tackling climate change and sustainability

From reviewing our existing homes, to rethinking our approach to place-making and our new build programmes, we're already rising to the challenge of a zero-carbon future. But what else could we be considering? In this session we explore how data analytics can help us implement ESG and sustainability strategies and embed environmental factors into business decision-making. Join us to discuss key drivers for sustainable change and how to best communicate progress to customers and stakeholders.

Speakers: Richard Lupo
Managing Director, SHIFT Environment
Stefanie Bongert
Senior Sustainability Systems Consultant and Data Lead, Savills
Jonathan Rickard
Head of Sustainability and Design, Abri

13 October

Back to the future – predictive analytics in practice

Predictive analytics has long been discussed in the housing sector, with many pilot projects exploring what's possible when you combine analysis, statistics, and machine learning. At this event, we aim to bring the concept to life by providing examples of predictive analytics in practice – providing a platform to explore what's possible now and in the future.

Speakers:

Alan Hill
Director, Public Sector Strategic Solutions, Splunk
Arturo Dell
Associate Director, Housemark
Charlie Gilbert
Partner, Field Dynamics

14 October

Closing keynote: Knowledge in the age of Big Data

Big Data knows us better than we know ourselves, or so it claims, but what really is Big Data anyway? In our closing keynote Timandra will demystify knowledge in the age of Big Data, looking at what it means to know something – going beyond the data stored and accessed via machines. Cutting through the hype to put data science into real-life context, she will use a wide range of stories and society trends to reveal what is essentially a human science. Helping you to decide whether you're a data point, or a human being - with charm, wit and statistical insight!

Timandra Harkness
Writer, presenter and comedian