

THE FUTURE IS DATA

EXPERT INSIGHTS INTO BIG DATA ANALYTICS
EMERGING TRENDS IN AN INCREASINGLY DIGITAL WORLD



A SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION
NETWORKING BREAKFAST FORUM IN PARTNERSHIP
WITH S P JAIN SCHOOL OF GLOBAL MANAGEMENT



SPEAKER
Dr Mahendra Mehta

Big Data is crucial in better understanding the customer journey. It is used to analyse social media trends, formulate strategy and drive decision, innovation and operational efficiencies for competitive advantage.

Dr Mahendra Mehta will introduce you to the world of Big Data and explain how Data Analytics can help you monetise your data.

Dr Mehta has a doctoral degree in Electrical Engineering and an extensive career in avionics, banking and financial risk management. He was head of analytics at Citibank, Mumbai, is a sought-after consultant and executive educator, has delivered more than 250 talks and seminars across the globe and is a visiting faculty member at institutions around the world.



SPEAKER
Mark McCrindle

The times are changing faster than ever – technologically, demographically, socially, and economically. In the ongoing quest for relevance, it is imperative that organisations and leaders observe the changes, understand the shifts and respond to the trends.

Mark McCrindle will provide an overview of emerging trends impacting communication and share strategies to engage and effectively connect to key influencers and decision makers.

Mark is an award-winning social analyst with an international renown for tracking emerging issues, researching social trends, and analysing customer segments. He is a best-selling author, TEDx speaker, influential thought leader, and regular social and demographic media commentator.

T U E S D A Y 2 0 F E B R U A R Y 2 0 1 8

7.00 – 7.35 | Stand-up Breakfast and Networking
7.35 – 7.40 | Welcome

7.40 – 8.00 | Dr Mahendra Mehta - Big Data and Analytics - How to Monetise your Data

8.05 – 8.45 | Mark McCrindle - Emerging Trends and Effective Messaging

8.45 – 8.50 | Q&A, Thank you

8.50 – 9.00 | Networking

VENUE: S P Jain School of Global Management – 5 Figtree Drive, Sydney Olympic Park

R S V P & B O O K I N G S

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TICKETS

Member Entitlements	Additional Ticket Purchases
Platinum - 10 Complimentary Places	Member Rate
Gold - 4 Complimentary Places	\$75
Silver - 2 Complimentary Places	
Bronze - 1 Complimentary Place	Non Member Rate
Affiliate - 1 Complimentary Place	\$98



ABOUT US

The Sydney Olympic Park Business Association Inc. is an independent membership-based body representing the interests of companies, organisations and stakeholders of Sydney Olympic Park and surrounding suburbs.

Established in 2000, our mission is to maximise the potential of this iconic precinct and address issues and opportunities to ensure its growth, access and sustainability by advocating and influencing key decision makers to meet the collective needs of our members.

The Business Association works closely with the Sydney Olympic Park Authority, contributing to continuous improvements aligned with the Masterplan 2030 (Review 2016) and the Greater Sydney Commission's vision for Greater Parramatta and the Olympic Peninsula (GPOP).