

2019 BUSINESS  
»» ANALYTICS SYMPOSIUM ««

Tuesday, April 2  
Community Choice Credit Union Convention Center  
Des Moines, Iowa

Presented by

IOWA STATE UNIVERSITY  

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**Ivy College of Business**

# AGENDA

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- 7:30 a.m.** > **Registration and Continental Breakfast**  
Grand Ballroom A Foyer (4th floor)  
*Continental breakfast sponsored by SAS*
- 8:30 a.m.** > **Welcome**  
David Spalding, Raisbeck Endowed Dean, Ivy College of Business  
Grand Ballroom A
- 8:40 a.m.** > **Keynote: “Everybody Lies”**  
Seth Stephens-Davidowitz  
Grand Ballroom A
- 9:20 a.m.** > **Coffee Break**  
Grand Concourse (3rd floor)  
*Sponsored by AT&T*
- 9:40 a.m.** > **Breakout Session 1**  
Choose from sessions listed on pages 8-9
- 10:40 a.m.** > **Coffee Break**  
Grand Concourse (3rd floor)  
*Sponsored by MidAmerican Energy Company*
- 11:00 a.m.** > **Breakout Session 2**  
Choose from sessions listed on pages 10-12
- 12:00 p.m.** > **Luncheon and Award Presentation**  
Grand Ballroom A  
*Sponsored by the Ivy College of Business*
- 1:00 p.m.** > **Breakout Session 3**  
Choose from sessions listed on pages 13-15
- 2:00 p.m.** > **Coffee Break**  
Grand Concourse (3rd floor)  
*Sponsored by Accenture*
- 2:20 p.m.** > **Breakout Session 4**  
Choose from sessions listed on pages 16-17
- 3:30 p.m.** > **Keynote: “The Hacker’s Blacklist: 7 Critical Cybersecurity Threats and Solutions”**  
John Sileo  
Grand Ballroom A
- 4:30 p.m.** > **Networking Reception and Book Signing**  
Grand Ballroom A Foyer  
*Sponsored by Nationwide and Principal*  
*A free drink ticket is located in the back of your name badge.*