Beat: Technology

HUBDAY DATA & AI FOR BUSINESS

MAY 17-18 @ MAISON DE LA MUTUALITE

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USPA NEWS - How to boost your Marketing and Economic Performance? How to better manage your Data Processing or use Artificial Intelligence in your Company? During Two Days, during the HUBDAY Data & AI for Business Event, Attendees could discover on how to take advantage of the New Opportunities that AI, Data-Driven Governance, or the deployment of a CDP can bring you!

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The HUB Institute was proposing to answer all Questions and help to find Solutions, with an Event divided into Four Sessions to address the Specific Issues of each Business. Innovations, Feedback, and Best Practices, On May 17 & 18 for 2 Days dedicated to the Best Cases on the Market.

TUESDAY MAY 17th

* SESSION 1 - BOOST YOUR MARKETING STRATEGY WITH DATA

How to respond to the New Uses and Expectations of Consumers? Knowing how to send the Right Message to the Right Person at the Right Time is certainly a Cliché, but remains an Imperative for any Successful Marketing Strategy. So how do you innovate? How to anticipate Consumer Expectations? Discover all the Opportunities available to you once Data is placed at the Heart of your Marketing Strategy. From Real-Time Personalized Omnichannel Experiences to Sales Forecasting and the Deployment of a CDP, discover how Data can boost your Marketing Strategy.

- [Opening Keynote] Best practices in Small Data: adopting a Data Culture in the Company
Emmanuel Vivier - HUB Institute (Co-Founder)

- Data at Bel, a Real Marketing Performance Lever
Béatrice Grenade - Groupe Bel (Chief Data & Marketing Transformation Officer)

- How has SNCF Connect & Tech positioned Data and Performance at the Heart of its Transformation?
Angélique Bidault-Verliac - SNCF Connect & Tech (Performance Director & Data)
HUB Institute Member

- How CHANEL transforms its operations through Data with Equancy

- SMCP: Train the next generation to develop an innovative data strategy designed with and for business challenges

- The Art of the Possible in the Data Age

- Data as a Gas Pedal of Digital Media Performance

- What’s the point with Data Points?

- How do Real Madrid & Adobe Partner to bring a Premium Experience to Fans around the World?

- How Sodexo and Artefact are working together to deploy a Global Solution for optimizing Food Procurement?

- From touch points to trust points: Build a CX strategy that drives growth

* SESSION 2 - DATA-DRIVEN BUSINESS: GET YOUR TEAMS ON BOARD!

While data has become central to optimize your business strategy, showing its usefulness to your employees is essential. How can you acculturate, train and guide your teams in a data-driven transformation? First of all, by bringing it to the strategic level and by embodying it in the daily life of your employees. What are the key steps to achieve this? First, start with a business problem, equip your teams and train them in the new uses of data. Finally, discover how to make the most of data internally by transforming the raw data collected into useful information. And get your employees on board!

- [Opening Keynote] Best Practices in Small Data: having an Omnichannel Understanding of the Target
Emmanuel Vivier - HUB Institute (Co-Founder)

- Data Transformation: above All a Human Story and a Team Sport!

- The Lost Art of Decision Making: how Data is still not guiding our Organizations enough (and how to remedy this). Example of Customer Data.

- How has Geospatial Marketing enabled Pickup to gain Agility and strengthen their Territorial Network?

- The 9 Pillars of the Data-driven Enterprise

- FinTech: between exponential growth and internationalization, how does Libeo facilitate Payment in Companies thanks to Data?

- How Air France uses AI and data to manage and optimize its Media Mix

- Improving On-Site Engagement and Conversion in a Multi-Brand, Multi-Country Context: continuous monitoring using Data

- From Mass Marketing to Precision Marketing: how Procter & Gamble met the Challenge with Data

- How to instill an Acculturation around Data?

- [Methodology] How to get Insights from your Data?

WEDNESDAY MAY 18th

* SESSION 3 - IA & DATA AT THE HEART OF YOUR BUSINESS STRATEGY

How to put AI and data at the heart of your business strategy?
From logistics to human resources to defining new KPIs, artificial intelligence now plays a central role in all departments.
Discover how AI coupled with a good use of data allows you to develop your business strategies on all levels: personalization of media campaigns, machine learning to predict your sales and consumer expectations.

- [Opening Keynote] Best Practices in Small Data: Promote Conversion through Data-Driven Marketing

- Data, from Experimentation to Impact: crossing the canyon

- How does Carrefour Property manage to develop Data Agility within a Large Group?

- The ambition to make Retailers and Suppliers collaborate on Data: Testimony from Aware (Altogether We Are Retailers)

- From Chaos to Order - managing Diverse Requirements in Ticketing and Live Entertainment

- Democratization, Centralization and Sharing of Data: How Databricks' Lakehouse allows Engie to optimize its Maintenance and Energy Solutions?

- How to boost the Performance of your Campaigns without Third-Party Cookies? The Alliance of Semantic Targeting and InVideo

- Why is Google such a good Search Engine?

- Meta and Club Med: Signal Resilience for Performance and Personalization

- Understand the Value Location Analytics can bring to your Business

- How can Data Science reconcile Economic and Global Issues?

* SESSION 4 - DATA SHOPPER: WHAT OPPORTUNITIES FOR 2022?

With the programmed disappearance of third-party cookies, it is now essential to capitalize on first-party data. Moreover, as consumers' habits have been turned upside down, companies must anticipate their expectations in order to offer them a personalized omnichannel experience. Personal Shopping, reinvented payment methods and new channels, discover how to take advantage of the opportunities created by shopper data to optimize your customer strategy in 2022.

- [Opening Keynote] Best Practices in Small Data: using Customer Data to personalize the Experience

- Data Quality, the Cornerstone of Decathlon Technology's Leadership

- Data-driven Transformation: CDP as a Pillar of your Marketing Engagement Strategy?

- Artificial Intelligence to boost your Media ROI

- How did the Army optimize its Media Investments thanks to a better control of the Data coming from its Audiences?

* EXCLUSIVE SESSION - Metaverse & NFT: Buzzwords or Opportunities?

- Web3, NFT and Metaverse: what are the Challenges forCcompanies?

- Metaverse & NFT, yes, but for whom? Decipher the Behaviors of Generation Z and Alphas Crypto-Natives

- Preview of La Nouvelle Cave & Retail VR rethink Online Wine Buying

- Metaverse and NFT, Structural Changes in Progress behind these Buzzwords

- Product Launch, from Content Creation to its use on the Web Augmented Reality - The Ralph Lauren USA Case

Source: HUBDAY Data & AI for Business @ La Maison De La Mutualité, in Paris.
Held on Tuesday May 17th - Wednesday May 18th

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