

## PASS BAC 2016 – Abstract Submission Guidelines

The PASS Business Analytics Conference (BAC) is presented by professionals, for professionals, covering the essential skills and technologies required of today's in-demand business and data analytics professionals. Focused on the data consumer, the BAC provides expert sessions to support the analyst's journey, from data integration to analysis, data visualization, and communication and leadership. Conference attendees are offered a variety of learning formats including 1-hour general sessions, 2-hour sessions, hands-on lab sessions, and expert panels.

Conference attendees expect all sessions and supporting materials to be relevant, insightful, and practical. As an industry expert, we invite you to submit an abstract for the BAC to help support those professionals in business and data analytics.

Below is the outline for submitting an abstract:

- ❖ **Session Title:** Create an engaging and straightforward title to capture the attention of the reader. Keep the title short with a maximum of 10-12 words. Limit the use of technologies in the title.
- ❖ **Session Summary:** Provide an overview of your session, including original ideas that focus on real-world scenarios, relevant examples, and knowledge transfer.
- ❖ **Session Goals:** Clearly identify the goals of the session. What do you intend the audience to learn? Why is this session important to business analytics? How will it help them in their daily job?
- ❖ **Session Abstract:** Clearly state the learning objectives. Technology should not be 'front and center' of the abstract, rather it needs to show value to the business. Identify specific take-aways for the attendee. What will s/he learn by the end of your session? Focus on real-world scenarios, case studies, and relevant examples.
- ❖ **Level of Expertise:** Identify the level of your session.
  - ❖ Introductory: Assumes some knowledge of the concepts/features, but not necessarily practical skills; 1 year experience.
  - ❖ Intermediate: Assumes comfort with concepts and basic features/skills; 1-3 years experience.
  - ❖ Expert: Assumes solid knowledge and strong skills; 4+ years experience.

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- ❖ **Session Prerequisites:** Clearly state any technical or subject matter prerequisites. Provide a description of who should attend your session.
- ❖ **Track:** Indicate which conference track your session falls within.
  - ❖ Discover & Integrate: *Gain in-depth knowledge and best practices for modeling, collecting, and preparing data for analysis. Learn how to extract the data you need and how to integrate, combine, cleanse, reshape, and prepare data for analysis and discovery. Explore how to access and leverage big data using the latest technologies.*
  - ❖ Analyze & Interpret: *Dig into the tools and techniques that enable sophisticated data analysis –from simple data sets to big data. Learn about statistics for data analysis, forecasting, text mining, and predictive analysis techniques to help predict future outcomes, simulate business scenarios, and optimize business processes. Explore KPI and metric development to support business objectives and drive real business value.*
  - ❖ Visualize & Inform: *Learn how to better visualize and present your data. Explore visualization best practices, KPI considerations, and the principles of successful dashboard and report design. Gain insight on how to incorporate both big and small data in your visualizations, how to make your data interactive and actionable, and ultimately, how to become a better data storyteller.*
  - ❖ Communicate & Lead: *Learn how to adapt a data governance strategy, better communicate data insights, gain executive buy-in, and help drive business decisions. From organizational and team-building skills to creating a data culture and successfully managing analytical projects, this track is designed to address the people, process, and technology challenges that exist in data today.*

## Who is the PASS Business Analytics Conference For?

The BAC is designed to for the **end user who works in business and data analytics** with a desire to learn about a variety of methods and technologies to support businesses in making data-driven decisions. They are non-technical data professionals found throughout the organization in Finance, Operations, Marketing, Sales, and Customer Service. Working with IT pros who architect, build, and facilitate data and analytics systems, business and data analysts can extract data from these systems to gain insights and drive the decision making process.

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Unlike other conferences, the BAC has a focus on the real world, and offers applicable learning that will have an immediate and direct impact on the organization.

Job title examples from BAC 2015:

Business Analyst	Sr. Financial Analyst
BI Analyst	Sr. Portfolio Risk Analyst
Health Data Analyst	Director Business Intelligence and Analytics
Merchandise Performance Analyst	Director of Financial Operations
Sales Analyst	Director Process Management
Research Analyst	Director, Clinical Supply Chain
Staff Cost Accountant	VP of Analytics
Supply Chain Analyst	VP of Business Operations
BI Consultant	

Below is a sample of a successful abstract:

- ❖ **Session Title:** The Art of Prototyping Analytics
- ❖ **Session Summary:**  
Learn how to identify barriers and gain access to critical resources and people. Use Power BI to develop prototypes and analytics solutions, empowering key business leaders and analysts to change the data culture throughout your organization.
- ❖ **Session Goals:**  
In this session, you will learn:
  - To identify the barriers to changing your organization's data culture
  - To find ways to create a bridge between IT and business leaders to gain access to critical resources and people
  - The importance of ROI on your analytics projects
  - To use Excel and Power BI as an effective tool to develop prototypes and production-ready analytic solutions.
  - How to empower key business leaders and analysts to further the data culture change throughout the organization.

❖ **Session Abstract:**

Have you been underwhelmed by the promised enterprise data warehouse and business intelligence implementation?

Do you find yourself stuck attempting to grow the use of analytics within your organization?

Is your company culture still stuck in doing it the “long and hard way”?

Does IT still hold the keys to implementing deep analytics?

With the introduction of Power BI and a growing set of cloud-based analytics capabilities, Microsoft has opened the door to agile analytics and enterprise reporting capabilities. Like never before, leaders are able to develop and deliver the value of analytics “early and often”, and use this as a springboard to change the culture of analytics throughout the organization. The use of tools such as Excel and Power BI empower business users to do what they do best (analyze the business), allowing IT and business leaders to finally change the culture of analytics.

❖ **Level of Expertise:** Intermediate

❖ **Pre-requisites:** Geared towards business analytics leaders and managers.

❖ **Track:** Communicate & Lead

Considerations:

- You may consider submitting a variety of skill-level abstracts. For each abstract you submit, specify the skill level of the audience you are targeting (introductory, intermediate, expert).
- Keep the audience in mind and set the level of your session appropriately to avoid disappointing attendees.
- If you’re planning a panel session, provide a list of the experts who will be included.

***Please note that abstracts and sessions are to be free of marketing, self or company promotion, and/or sales. The PASS BAC Program Committee has the right to refuse an abstract that does not comply with the guidelines set forth.***

## Important Dates

- ❖ **Call for Speakers closes: July 29, 2015**
- ❖ All submitters will be notified by: October 2015
- ❖ Speaker registration opens: October 2015