

Don't miss the second PAW!
www.pawcon.com



October 20-21, 2009
Hilton Alexandria Mark Center
(10 minutes from central Washington DC)

**The business event for predictive analytics professionals,
managers and commercial practitioners.**

Attendee Information

Predictive Analytics World was probably the best analytics conference I have attended, from a knowledge point of view, in a long time...[and] turned into my new must-go-to conference."

*Dennis R. Mortensen
Director of Data Insights
Yahoo!*

Keynotes



Stephen L. Baker
Author of *The Numerati*
Senior writer at BusinessWeek



Usama Fayyad, Ph.D.
CEO
Open Insights



www.predictiveanalyticsworld.com



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October 20-21, 2009
Hilton Alexandria Mark Center

The business-focused event for predictive analytics professionals, managers and commercial practitioners.

"PAW is actionable!"

100% of attendees responding to the inaugural conference survey indicated the knowledge they gained at Predictive Analytics World is actionable.

Predictive Analytics World delivers case studies, expertise and resources to achieve two objectives:

- 1) **Bigger wins:** Strengthen the business impact of predictive analytics deployment
- 2) **Broader capabilities:** Establish new opportunities with predictive analytics

Top Experts - Leading Edge Success Stories

Like the inaugural event PAW Fall 2009's program will be packed with the top predictive analytics experts, practitioners, authors and business thought leaders. The first PAW included keynote speakers Usama Fayyad, Ph.D. (Yahoo!'s Chief Data Officer & Executive VP), Andreas Weigend, Ph.D. (former Chief Scientist at Amazon.com), and Program Chair Eric Siegel, Ph.D. (President of Prediction Impact and former Columbia University professor).

How the Leading Enterprises Do It: Case Studies

Predictive Analytics World focuses on concrete examples of deployed predictive analytics. Attendees will hear from the horse's mouth precisely how leading users of analytics deploy predictive modeling and what kind of business impact it delivers.

The inaugural event featured speakers and case studies from leading enterprises such as Axiom, Affiliated Computer Services, Amazon.com, Charles Schwab, Google, MetLife The National Rifle Association, Reed Elsevier, Sun, Wells Fargo, and Yahoo! -- as well as second place Netflix Prize competitor "Big Chaos" revealing their secret sauce.



Conference Chair
Eric Siegel, Ph.D.
President,
Prediction Impact, Inc.,

Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University.

Predictive Analytics World's sessions cover business applications of predictive analytics, including:

Marketing and CRM

- Response modeling
- Customer retention with churn modeling
- Profiling and cloning

Online marketing optimization

- Behavior-based advertising
- Email targeting
- Website content optimization

Product recommendation systems Human capital retention

Industry-specific applications such as:

- Fraud detection
- Credit scoring
- Insurance pricing
- Mobile ad targeting

Predictive Analytics Resources

Visit predictiveanalyticsworld.com to access a free podcast series, subscribe to our newsletter, read tutorial articles or find details about online and in-person training seminars.



For more information visit

www.predictiveanalyticsworld.com

Cross-Industry Applications

Predictive Analytics World is the only conference of its kind, delivering vendor-neutral sessions across verticals such as banking, financial services, e-commerce, entertainment, healthcare, high technology, insurance, non-profits, publishing, and retail.

Why bring together such a wide range of endeavors? No matter how you use predictive analytics, the story is the same: Predictively scoring customers optimizes business performance. Predictive analytics initiatives across industries leverage the same core predictive modeling technology, share similar project overhead and data requirements, and face common process challenges and analytical hurdles.

People Who Need People

Vendors. Meet the vendors and learn about their solutions, software and services. Discover the best predictive analytics vendors available to serve your needs, learn what do and see how they compare.

Colleagues. Mingle, network and hang out with your best and brightest colleagues. Exchange experiences over lunch, breaks and the conference reception, connecting with those professionals who face the same challenges as you.

Get Started

If you're new to predictive analytics, kicking off a new initiative, or exploring new ways to position it at your organization, there's no better place to get your bearings than Predictive Analytics World. See what other companies are doing, witness vendor demos, participate in discussions with the experts, network with your colleagues and weigh your options!

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Online marketing optimization

- Behavior-based advertising
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Product recommendation systems

Human capital retention

Industry-specific applications such as:

- Fraud detection
- Credit scoring
- Insurance pricing
- Mobile ad targeting

Attendees at Predictive Analytics World included representatives from the following companies:

Alexa Internet	Fredhopper	Merkle Inc.	Premera Blue Cross	Teradata	as well as leading consultants and vendors
Apple Europe Inc.	Hewlett-Packard	MetLife Auto & Home	Pricewaterhouse-Coopers	The Intersect Group	
Blizzard Entertainment	Hummer WINblad	MindTree Ltd.	Rapp	TheLadders.com	
Booking.com	Venture Partners	NEC Laboratories America	Razorfish	Thermo Fisher Scientific	
Boundless	IdentityTruth	Netezza	ReaMetrix	Travelers	
Brookfield Residential Property Services	InfoCentricity	Ocean Media Inc	Resurgent Capital Services	uShip, Inc.	
Capital One	Account Division	Orange Labs	Revolution Computing	Verizon Wireless	
Digi-Key Corporation	Intuit	Pacific Northwest National Laboratory	Seoul National University	Visa	
eBay, Inc.	iShares/Barclays	Paradigm Management Services	Spot Runner	VSP - Eyefinity / Office-Mate	
Education Dynamics	Global Investments	PayPal	Stamps.com	Wells Fargo Bank	
efficient frontier	M Factor Incorporated	Pervasive Software	State Fund	West, A Thomson Reuters Company	
Epoch	Market America	Plentyoffish	TaxBrain	Yahoo! Inc	
Ernst & Young, LLP	Mars, Inc.				
Expedia Inc	Medtronic				

Reaction to the inaugural PAW

"Despite limited modeling experience, I was able to draw parallels between speakers in various industries and the types of analysis we do at uShip. Everyone seemed excited to be attending despite the economy. We left San Francisco with a long list of actionable items — can't wait to see what's on tap for next year!"

*Michael C. Foroobar,
Sr. Associate – Strategy, Reporting, and Analytics
uShip.com*

"PAW covers real-world challenges and applications of predictive analytics with the right mix of business and technology orientation. It is full of real-world case studies across diverse industries"

*Dr Khosrow Hassibii Ph.D.,
Senior Technical Director,
KXEN*

"PAW is now on my short list for confs. As it directly focuses on predictive analytics & how they can solve business problems"

*Randy Erdahl,
President,
Decision Intelligence*

"This is the Analytical Conference for real analysts and i'm planning to recommend it to my colleagues"

*Stephen Yu,
VP Database Strategies,
infoUSA National Account Division*

"This is the conference to attend for anyone using predictive models, considering a related project or interested in the value that predictive analytics can bring to their business"

*Michael Zeller,
CEO
Zementis*

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Silver Sponsors



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For Registration Enquiries, please contact:
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Telephone: 866-223-2579

Predictive Analytics World is produced by Rising Media, the team behind (among other events) the eMetrics Marketing Optimization Summit, the leading event for web analytics and online marketing optimization.

