Data Science in the Boardroom

Brought to you by Venturn in partnership with the University of Groningen Business School
THE IMPACT OF DATA SCIENCE

Big Data and Data Science are not just buzzwords. They have a huge impact on business, both operationally and on a strategic level. Today’s business leaders are aware of the significance of Data Science and its competitive advantage.

We bring you up to date with Data Science in the Boardroom, explain in a simple way how it works, share success stories from leading practitioners and give you simple tips and tricks on how you can get strategic advantage out of analysing your own business data.

HEADLINES TRAINING

The programme will share the latest insights from top professors and business leaders, and will focus on the following topics:

- All you need to know about “Data” as an executive
- Sharing experiences during an intensive 1,5 day with a small peer-group, from across the industry
- Dealing with disruption and how to stay ahead of the game

End Profile

On completion of the programme you will be up to date about Data Science and be aware of its competitive advantage in your business.

Programme Fee per person

€ 2.950 ex VAT including lunch and dinner

“Throughout this programme we challenge you to think ahead, step up and keep adding personal value.”

PETER VERHOEF
PROFESSOR, DIRECTOR
UNIVERSITY OF GRONINGEN
BUSINESS SCHOOL

“This programme will create pioneers in the field of Data Science who can discover business improvements and identify break-through opportunities.”

PATRICK VAN DE VEN
FOUNDING PARTNER, VENTURN
PROGRAMME NOVEMBER 23

14.00
WELCOME
PATRICK VAN DE VEN
Founding Partner, Venturn
PETER VERHOEF
Professor, Director University of Groningen Business School

14.30
BIG DATA AS VALUE CREATOR
PETER VERHOEF
Professor, Director University of Groningen Business School
EXPERTISE Marketing • Retailing • Sustainable Behavior • Big Data

15.30
BREAK

16.00
DATA SCIENCE
JAAP WIERINGA
Professor, Research Methods in Business Studies
EXPERTISE Pharmaceutical Marketing • Marketing Model Building • Time Series Analysis • Database Marketing

17.00
NEW BIG DATA TECHNOLOGIES: MACHINE LEARNING AND MORE
LAMBERT SCHOMAKER
Professor, Scientific Director ALICE
EXPERTISE Artificial Intelligence • Pattern Recognition • Cybernetics

18.00
BREAK WITH SNACKS

18.30
REPLACING THE “GUT FEELING” BY A DATA SCIENCE SOLUTION
LOES RAIJMAKERS
Senior Business Analyst, AgroEnergy
EXPERTISE Change Management • Project Management • Product Development

20.00
INSPIRATIONAL DINNER
PROGRAMME NOVEMBER 24

9.00  
**INTRODUCTION DAY 2, REFLECTION ON DAY 1**  
PATRICK VAN DE VEN  
Founding Partner, Venturn  
PETER VERHOEF  
Professor, Director University of Groningen Business School

9.30  
**BIG DATA OPPORTUNITIES IN MARITIME LOGISTICS**  
IRIS VIS  
Dean of Industry Relations  
EXPERTISE Operations Management • Business Sciences • Industrial Technology

10.30  
**LEARNINGS FROM A GLOBAL IT AND DATA CRISIS**  
RICHARD VENTRE  
Global IT Director, APM Terminals  
EXPERTISE IT Strategy • IT Management • Service Management • Process Improvement

11.30  
**VISUALIZATION OF BIG DATA**  
ALEXANDRU TELEA  
Professor Informatica  
EXPERTISE Data and Information Visualization • Software Reverse Engineering • Software Development • Computer Graphics

12.30  
**LUNCH**

13.30  
**HOW SHARING DATA WILL CREATE A NEW EFFICIENT PORT EXPERIENCE**  
JOYCE BLIEK  
Director Digital Business Solutions, Port of Rotterdam  
EXPERTISE Logistics • Transportation • International Shipping • Supply Chain Management

14.30  
**DATA BETWEEN THE TRACKS**  
HANS PETERS  
Commercial Director, NS Railways  
EXPERTISE Business Strategy • Marketing Strategy • Sales Management

15.30  
**CLOSING AND REFLECTION**
VENUE

Schielandshuis deserves to have its own story as one of the oldest historic buildings in Rotterdam.
In 1665 a beautiful beacon between water and land, now packed between modern high-rise buildings!

Address

Schielandshuis, Korte Hoogstraat 31, 3011 GK Rotterdam

Arriving by car?

There is a Qpark nearby:
Bulgersteyn 5, 3011 AB Rotterdam

Overnight stay in Rotterdam

Combine Data Science in the Boardroom with an overnight stay. Rotterdam offers a wide range of Bed & Breakfast and hotels. We will assist you in discovering, booking and enjoying a stay in the best accommodations of Rotterdam.

datascience@venturn.nl
+31 (0)10 304 20 70
The University of Groningen Business School aims to support executives in further developing themselves as leading professionals. UGBS wants to contribute to both personal growth and performance and is convinced that scientific insights are valuable at any stage of a professional career. By examining issues from a multidisciplinary perspective and through the eyes of different people, UGBS seeks new possibilities and think forward, while developing strong networks for business and economics.

GET IN TOUCH

datascience@venturn.nl
+31 (0)10 304 20 70
www.venturn.nl

EMPOWERING PEOPLE
& INSPIRING PERFORMANCE

Venturn is a maritime consultancy dedicated to advising our clients from the maritime and logistics sectors on development and performance of people and business.

We provide 5 key services to the maritime industry that complement and strengthen one another.