# **SESSION 1**

**Keynote Speaker** The Keynote Speaker's focus will be to tie the day together up front. He will provide over-arching thoughts on data analytics within the context of the sessions to follow, define the term data analytics for use during the day, and provide real life anecdotes on success of analytics in industry.

KEY POINTS	FACTORS SPECIFIC TO MY AGENCY TO CONSIDER	ACTIONS TO TAKE
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### SESSION 2 ANALYTICS 101: SETTING THE STAGE FOR A COMMON UNDERSTANDING

This session will build on Session 1 by further expanding on the definition of analytics, while also setting a baseline understanding of what data analytics is and is not. The focus will be to set the stage and terminology for a common understanding of analytics and the value and benefits that can be realized.

KEY POINTS	FACTORS SPECIFIC TO MY AGENCY TO CONSIDER	ACTIONS TO TAKE
	1	

### SESSION 3 ORGANIZATIONAL READINESS FOR A DATA ANALYTICS PROGRAM

This session will build upon Session 2 by showing you how to determine your organization's readiness to implement a data analytics program. You will understand all of the considerations that need to be taken before deciding to implement a data analytics program within your agency.

KEY POINTS	FACTORS SPECIFIC TO MY AGENCY TO CONSIDER	ACTIONS TO TAKE

## **SESSION 4**

#### GOAL:

ACTION PLAN	COMPLETED BY	POTENTIAL OBSTACLES

### **SESSION 5** ORGANIZING AND STANDING UP A DATA ANALYTICS GROUP

This session will build upon the previous sessions by bringing together everything that you've learned in Sessions 1 through 4. The focus will be to address a variety of topics involved in standing up a data analytics group through panel discussion and Q&A.

KEY POINTS	FACTORS SPECIFIC TO MY AGENCY TO CONSIDER	ACTIONS TO TAKE
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