

# Turning data into insight and action. Do you want to make a difference?

Make best use of our 2015 programme to ensure your data is used effectively and drives the right behaviours. See how our professional community can support you in bringing together business functions and developing mechanisms that turn information into actionable insight and improvement activity. Learn from other professionals and benchmark against the best.



Data, Analytics  
& Insight Forum

Membership  
Programme  
2015

*"It was a fantastic first experience for me. Great to meet like-minded people and share ideas."*

**Nancy Powell,**  
Business and Customer  
Insight Manager,  
Nisbets PLC

*"I was very impressed with the quality [of the event]... I came away with some great insight and more understanding."*

**Owen Davies,**  
Performance Expert  
formerly with Vodafone Australia

*"Enjoyed every moment, definitely an innovative idea fit for the modern day."*

**Declan McConnell,**  
Long Term Planning Analyst,  
Tesco Bank Insurance

**Use our knowledge and exposure to best practice to help you drive improvements.** Contact Colin Whelan, Programme Leader or Simon Butler, Head of Engagement and Best Practice or any of our team to discuss how this exciting new programme of activities can help you be fully effective in adding value to your business.

**Contact us**

0333 123 5960

[advice@planningforum.co.uk](mailto:advice@planningforum.co.uk)

<http://ppf.bz/PPFInsights>

# 2015 membership programme for the Data, Analytics & Insight Forum

Are you utilising all the programmes on this calendar to help you make change happen? New in 2015 is individual accreditation, the Foundation Development Programme and the chance for teams to join the Insight Challenge 2015. Explore deeper how data and analytics can drive insight and action in your organisation, change the focus and workload of our analysts to have more impact on business and customer performance.

	Data, Analytics & Insight Challenge 2015	Conferences, Awards, Events & Virtual Learning	Standards, Accreditation, Qualifications & Training
2014	Challenge (Sign-up)		Professional Accreditation Sign-up
Jan 2015	Preparation work (on site)	Social Networking	Professional Accreditation (Sign-up) University Advisory Group (Sign-up)
Feb 2015	Kick off Workshop (1 - Management)	Best Practice Webinar Virtual Learning (on demand)	Advanced Certificate (5 months) MI & Performance Analysis (2 day) Speech & Text Analytics (1 day)
Mar 2015	Follow-up work (on site) Virtual Learning (on demand)	Best Practice Webinar Virtual Learning (on demand)	
Apr 2015	Workshop at Conference	Customer Strategy & Planning 2015 Annual conference of all the Forums Innovation Awards 2015	Professional Accreditation (Sign-up) University Advisory Group
May 2015	Challenge Webinar Follow-up & Preparation (on site)	UK Insights Awards 2015 Nominations Open Virtual Learning (on demand)	Analysis Workshop (2 day) Speech & Text Analytics (1 day)
Jun 2015	Workshop (2 - Production)	Best Practice Site Visits	
Jul 2015	Challenge Webinar Follow-up work (on site)	Best Practice Site Visits	Professional Accreditation (Sign-up) Standards Audit Pilot Group (Sign-up) University Advisory Group
Aug 2015	Follow-up work (on site) Virtual Learning (on demand)	Virtual Learning (on demand)	Advanced Certificate (5 months) MI & Performance Analysis (2 day) Speech & Text Analytics (1 day)
Sep 2015	Follow-up work (on site) Virtual Learning (on demand)	Insights Awards 2015 Awards Gala & Presentations	
Oct 2015	Workshop (3 - Reporting) Challenge Webinar	Virtual Learning (on demand)	Professional Accreditation (Sign-up) Standards Audit (Sign-up)
Nov 2015	Best Practice Showcase as part of UK Conference Follow-up work (on site)	Insights Conference London	Advanced Diploma Pilot (Sign-up) Analysis Workshop (2 day) Speech & Text Analytics (1 day)
Dec 2015	Completion of final review materials	Best Practice Webinar Virtual Learning (on demand)	
Jan 2016	Challenge completion & start of 2016 challenge	Social Networking	

## The Forum's Challenge Programme is an unrivalled opportunity

Engage with our latest best practice materials and develop best-in-class methods for your workplace. As members, you can work alongside others on a common theme, carry forward your work from last year and make structured time in your calendar, at no extra cost, so you drive improvement without losing focus on business-as-usual.