

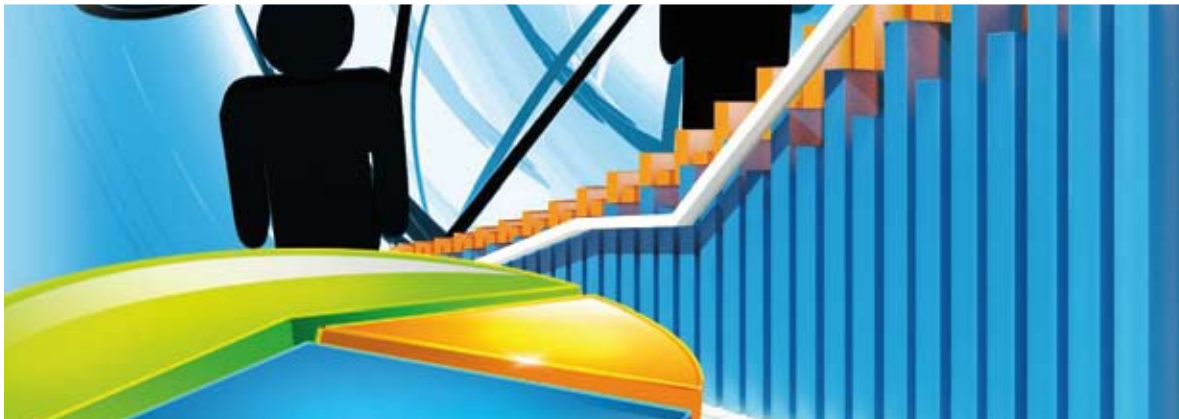


The Office of Workforce & Economic Development



City of Santa Monica

UNDERSTANDING ANALYTICS IN A DATA DRIVEN WORLD



Join us Thursday, June 3, 2010 from 5:30pm – 8:00pm at the Santa Monica Library

Registration Required (no cost) > <http://understandinganalytics.eventbrite.com/>

Understanding Analytics in a Data Driven World: Best Practices and Applications Across Industry

Join Los Angeles Industry Executives as they cover emerging industry best practices, new and future business models and the impact this evolving industry will have on:

- **Omniture**, an Adobe Company, will review the current state of online business optimization. During this session we'll discuss how to leverage what you know about your visitors to create richer, more engaging experiences for greater profit. Learn how to start with your analytics data to understand your customers' needs and generate the hypotheses to test what makes your sites convert. www.omniture.com
- **IBM** provides a high level marketplace overview of the analytics industry with corresponding business models per marketplace, followed by a deeper dive into the processes taking place behind the scenes driving the modeling and data prep for today's analytics for use and application. www.ibm.com
- **comScore** will talk about the power of market place data, best use applications, collaborations with publishers and technology partners to deliver enhanced site level insights, and the role advertising effectiveness plays in digital world where advertising is a near ubiquitous business model. www.comscore.com
- **EMANIO** addresses the role of dashboards play in a world of disparate data sets and how business intelligence integration can be accessible to any size business driving increased performance and real time insights across key performance indicators. www.emanio.com

Schedule:

5:30pm	Onsite Registration Opens & Check-in
6:00pm	Welcome
6:00-6:30pm	State of the Industry
6:30-7:30pm	Analytics Roundtable
7:30-8:00pm	Audience Q/A

Location:

Santa Monica Library
MLK Auditorium
601 Santa Monica Blvd
Santa Monica, CA 90405

Follow this event on Twitter: #smcua

For more information : Please E-mail Terry Le at: Le_Terry@smc.edu

No cost admission. Registration required.
Act fast, as space is limited.