

2017

# European Geo Business Seminar

March 16, 2017 | Rosarium in Amsterdam, Netherlands

TIME	AGENDA	SPEAKER(S)	PRESENTATION
0900-0930	Registration		
0930-0940	General Welcome	Mike Johnson, Global Commercial Sales Director, Esri	
0940-1000	Key Trends in Business Markets & Location Technology	Mike Johnson, Global Commercial Sales Director and Gary Sankary, Global Retail Industry Manager, Esri	Empowered Consumers. <a href="#">See presentation.</a>
1000-1045	Key Note Speakers	Alina Prigozhina, Head of GIS Team, X5 Retail Group  Amy Harrison, Global Market Mapping Manager, Nike Inc.	GIS for a growing chain of grocery stores in Russia: creating a new economic reality. <a href="#">See presentation.</a>  Directional analysis and actionable insights for holistic market planning.
1045-1115	Break		
1115-1230	Session1	Niels van der Vaart, Consultant, Esri Netherlands  Tanja Linken, Global Director IHS Automotive, IHS Markit and Michael Bauer, Owner, Michael Bauer International  Olivia Sedant, Product Marketing Manager, Galigeo  Michiel Boonen, Associate Director Research advisory And Tessa van Voorthuizen, Research Consultant, Jones Lang LaSalle	The Next Frontier Using Location Technology: Gaining More Spatial insights from your data.  Paradigm change in the Automotive Industry: how spatial data can help us predict the future of mobility and car sales. <a href="#">See presentation.</a>  How Carrefour increased its local marketing result by 25% with Predictive geo-analytics! <a href="#">See presentation.</a>  Data Driven Real Estate Advisory. <a href="#">See presentation.</a>
1230-1315	Lunch		
1315-1430	Session 2	Kai Ole Rogge, Strategic Partnership Manager, Nexiga  Marco Cadario, CEO & founder, MobyPlanner srl  Gabriel Simunek, GIS Expert Manager, MobiGIS  Marco Santambrogio, CEO & Founder, Value Lab	Dennree: evolving a location strategy in the organic grocery sector. <a href="#">See Presentation.</a>  Geospatial agenda optimizer: right people in the right place at the right time. <a href="#">See presentation.</a>  Using multimodal accessibility analysis for optimal site location: how does CBRE achieve its goal? <a href="#">See presentation.</a>  Location Analytics: from tactical use to strategic asset to ensure a scientific market exploitation. <a href="#">See presentation.</a>
1430-1500	Break		
1500-1615	Session 3	Nicolas Schwank, Founder, Conias Risk Intelligence  Samantha Colebatch, Commercial Director and Christoph Muelligann, Data Scientist, Geolytix  Sabrina Geisser, Head of Product Management, mobalo GmbH  Robert Voûte, Vice President Consulting Geo-ICT and Geerten Peek, Director Consulting Services - Food, Retail & Consumer Services, CGI Nederland BV.	Political Risk in GIS Solutions: Customer Examples and Business Applications. <a href="#">See presentation.</a>  Growing the relevance of location analytics. <a href="#">See presentation.</a>  The Targeted Use of Movement Data Obtained from Mobile Phones in Geomarketing – An Experiential Report from the Media Agency Sector. <a href="#">See presentation.</a>  Location awareness in retail. Where, when and who in your shop. <a href="#">See presentation.</a>
1615-1630	Closing Session		
1630	Drink Reception		