



ESRI USER CONFERENCE

Commercial Sector Events and Activities

The Esri International User Conference has many presentations and events with hundreds of topics covered. To help you find your way to the Retail, Real Estate, Insurance, Banking, Manufacturing, Logistics, and Media sessions and events, we have prepared a more focused agenda.

Esri Business Summit

July 18-21 San Diego Hilton Bayfront Hotel

Who knew applying geography to business challenges could be so rewarding? The speakers and attendees of the Esri Business Summit do, and they are looking forward to sharing their stories with you.

Spend a little time with Esri staff, users and partners and see how easily you can turn place into profit, no matter your business.

Whether you are a business executive needing better insight into your decisions, or a manager in charge of making geo tick - the Business Summit is for you. Throughout the two days of the conference you will take part in high level discussions with others who have benefitted from location technology, and get an inside view on the latest developments that can benefit you.

Saturday, July 18, 2015 – We are all in business to serve our customers better. Hear from speakers including Miele, the Philadelphia Inquirer, and Walgreens talk about elevating service through a better understanding of location. Then Bruce Wong of General Motors will discuss how he "lit up" his business process.

Sunday, July 19, 2015 – Don't miss speakers from ANZ, Kroger, Interstate Batteries, JP Morgan Chase, Twitter, and others, as they reflect on their GIS journeys and how location intelligence helped them navigate past proverbial forks in the road.

Monday, July 20, 2015 – Be Our Guest! As an attendee to the Business Summit, you receive complimentary access to the first two days of the Esri International User Conference. Join over 16,000 attendees from around the globe and learn how GIS is changing our world.

Tuesday, July 21, 2015 – Sessions and Socials – Expand your professional network – join special interest group meetings for your industry and attend the User Conference sessions and tech workshops. End your evening with the Commercial Special Interest Group Social on Tuesday night.

[Learn more at www.esri.com/bizsummit](http://www.esri.com/bizsummit)

Thank You To Our Sponsors



SDCC = San Diego Convention Center

Please note: All listings subject to change; not every paper or event may be presented here.

Special Interest Group Meetings and Networking

Tuesday, July 21

8:00AM	Insurance Special Interest Group Meeting	Hilton Bayfront, Indigo 204 A/B
9:00AM	Retail Special Interest Group Meeting	Hilton Bayfront, Indigo 204 A/B
10:00AM	Manufacturing Round Table Session	Hilton Bayfront, Indigo 204 A/B
11:00AM	Banking/Financial Services Special Interest Group Meeting	Hilton Bayfront, Indigo 204 A/B
11:00AM	Real Estate Special Interest Group Meeting	Hilton Bayfront, Indigo 202 A/B
12:00PM	Fleet & Mobile Special Interest Group Meeting	SDCC, Room 29 D
2:00PM	Media Special Interest Group Meeting and Workshop	Hilton Bayfront, Indigo 202 A/B
3:00PM	Indoor Mapping Special Interest Group Meeting	Hilton Bayfront, Indigo 204 A/B
4:00PM	Commercial Special Interest Group Meeting	Hilton Bayfront, 204 A/B
5:30PM	Commercial Social	Hilton Bayfront, Pool Terrace

Moderated Paper Presentations

Tuesday, July 21

8:30AM	Spatial Storytelling in Entertainment & Media	SDCC, Room 28 C
10:15AM	Supply Chain Management	SDCC, Room 30 C

Wednesday, July 22

10:15AM	Applying Geographic Insight in Financial Services	SDCC, Room 30 A
1:30PM	How GIS is Transforming Real Estate	SDCC, Room 29 D
3:15PM	Insurance Companies Achieving Desired Outcomes	SDCC, Room 23 C

Envisioning Demo Theater & Industry Showcase

Tuesday, July 21

9:00AM-6:00PM	Commercial Demo & Meeting Area Open in Exhibit Hall	SDCC Exhibit Hall
9:30AM	The ArcGIS Platform in the Commercial Enterprise – Envisioning Session	SDCC, Industry Envisioning Center
10:30AM	Launching Your Location Platform	SDCC, Professional Services Theater

Wednesday, July 22

9:00AM-6:00PM	Commercial Demo & Meeting Area Open in Exhibit Hall	SDCC, Exhibit Hall
11:30AM	The ArcGIS Platform in the Commercial Enterprise – Envisioning Session	SDCC, Industry Envisioning Center
12:30PM	Launching Your Location Platform	SDCC, Professional Services Theater
2:30PM	The ArcGIS Platform in the Commercial Enterprise – Envisioning Session	SDCC, Industry Envisioning Center

Thursday, July 23

9:00AM-1:30PM	Commercial Demo & Meeting Area Open in Exhibit Hall	SDCC, Exhibit Hall
12:30PM	The ArcGIS Platform in the Commercial Enterprise – Envisioning Center	SDCC, Industry Envisioning Center

Industry Focused Sessions and Technical Workshops

Tuesday, July 21

8:30 AM	Esri Business Analyst Suite: An Overview	SDCC, Room 05 B
10:15AM	How to Tell Your Story Using Esri's Story Map Apps	SDCC, Room 01 A/B
10:15AM	ArcGIS Online: Smart Mapping – Make Brilliant Maps Quickly and With Confidence	SDCC, Room 09
1:30PM	Making Weather, GIS, and Big Data Actionable	SDCC, Ballroom 20 D
1:30PM	Introduction to the ArcGIS Web App Builder: Javascript Apps Made Easy	SDCC, Ballroom 06 B
3:15PM	Content for ArcGIS: The Road Ahead	SDCC, Ballroom 06 B
3:15PM	Weather and Climate Use Cases Paper Sessions	SDCC, Ballroom 20 D

Wednesday, July 22

10:15AM	Esri Maps for Office: An Overview	SDCC, Room 31 B
10:15AM	Collector for ArcGIS: An Overview	SDCC, Ballroom 06 D
2:00PM	Leveraging 3D Across the ArcGIS Platform	General Theater 1 Exhibit Hall A
3:15PM	Road Ahead – ArcGIS Online	SDCC, Ballroom 06 A

Thursday, July 23

8:30AM	Esri Global Demographic & Lifestyle Data	SDCC, Ballroom 06 C
1:30PM	How to Tell Your Story Using Esri's Story Map Apps	SDCC, Ballroom 06 F



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