

## Demographics User Group Conference

The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG  
Thursday 8 October 2009

### “Insight and the recession – How we can achieve more and better for less”

9.30 Registration and coffee

10.00 **Chair’s introduction.** Richard Alldritt (UK Statistics Authority)

10.15 **Demonstrating the value of insight at O2.** Andrew Day (O2)

10.45 **ONS’s business case for the 2011 Census.** Glen Watson (ONS)

*(11.15 Coffee)*

11.40 **Using OAC to create new insight from the Expenditure & Food Survey.**  
Professor Martin Callingham (Birkbeck College)

12.10 **Google’s vision for more and better information.** Kelly Allison (Google)

*(12.40 Lunch)*

14.00 **Parallel workshop sessions:**

A) **Triangulation: what’s the scope for comparing more information derived from company customer records and government administrative files?** Facilitators: Martin Bellingham (The Children’s Mutual) and Roma Chappell (ONS)

B) **How can we demonstrate the real value of customer and citizen segmentation?** Facilitators: Ian Symis (Boots) and Sara Jones (DCSF)

C) **What makes for a successful insight / research & information team?** Facilitators: Mike Whitelegge (M&S) and Jenni Venn (Coventry City Council)

*(15.30 Tea)*

15.50 **Workshops – summaries of views**

16.10 **Panel Session: More and better for less – how we can improve insight and its impact during the recession**

Featuring views from Professor Mike Batty (UCL), Steve Penneck (ONS), Andrew Tasker (Optimum Locations & DUG), and Keith Dugmore (DUG)

16.45 **Chair’s closing remarks, and The DUG Award 2009**

17.00 **Reception**

*DUG members would like to thank the UK Statistics Authority for the substantial contribution it has made towards the funding of this year’s conference*