

Demographics User Group Conference

The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Wednesday 13 October 2010

“How efficiency savings could trigger innovation in Insight”

9.30 Registration and coffee

10.00 **Chair’s introduction.** Steven Bond (Head of Customer Insight Unit, M&S)

10.15 **Costs and customers.** Rob Harris (Head of Branch Strategy, Barclays)

10.45 **Reframing recession.** James Moed (Business Strategist, IDEO)

(11.15 Coffee)

11.40 www.data.gov.uk **and the Transparency agenda.** Professor Nigel Shadbolt (Cabinet Office, and the University of Southampton)

12.10 **Using social media to capture new customer insights.** Sienna Veit (Social and Mobile Commerce Development Manager, Marks and Spencer)

(12.40 Lunch, & informal discussions)

14.00 **Parallel workshop sessions:**

A) www.data.gov.uk – Users’ ideas & priorities for its future development. Facilitators: Michael Flood (John Lewis Partnership), Richard Stirling (Cabinet Office) and Clemence Cleave-Doyard (The National Archive)

B) “Census to be axed after 2011”.....So what? Facilitators: Duncan Macniven (GRO, Scotland), Simon Briscoe (Timetric), Professor David Martin (University of Southampton) and Annette Dellevoet (Sainsburys)

C) Apps – delivering information to mass audiences. Facilitators: Mark Perrett (Hewlett Packard), with Richard Milton, Steven Gray, and Oliver O’Brien (Centre for Advanced Spatial Analysis, University College London)

(15.30 Tea)

15.50 **Workshops – summaries of views**

16.10 **Panel Session: “How efficiency savings could trigger innovation in Insight”**
Featuring views from Carol Tullo (Director, Information Policy and Services, The National Archive), Richard Alldritt (Head of Assessment, UK Statistics Authority), Steven Bond (M&S and DUG), and Keith Dugmore (DUG)

16.45 **Chair’s closing remarks, and The DUG Award for better information, in memory of Andrew Tasker**

17.00 **Reception**