

Demographics User Group Conference

The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Wednesday 12 October 2011

“Making data work – Improving the efficiency of UK PLC”

9.30 Registration and coffee

10.00 **Chair’s introduction.** Jil Mattheson, National Statistician

10.15 **Keynote address: The Government’s policy initiatives.** Tim Kelsey, UK government’s adviser on Transparency and Open Data

10.45 **Harnessing information for efficiency and growth.** Gary Armstrong, Director of Business Capabilities, GSK

(11.15 Coffee)

11.40 **The value of analysis and insight at Boots.** Martin Squires, Head of Customer Insights, Boots

12.10 **Creating new information about the UK’s population beyond 2011.** Guy Goodwin, Director of Population, Health and Regional Analysis, ONS

(12.40 Lunch, & informal discussions)

14.00 **Parallel workshop sessions:**

A) How can we create valuable information from data.gov.uk’s new free datasets? Facilitator: Professor Paul Longley (UCL), together with Antonio Acuña (Cabinet Office), Mark Bass (Tesco), and Mike Whitelegge (M&S)

B) Data sharing – a public / private 2-way street? Facilitator: John Rae (CACI), together with Peter Benton (ONS), Paul Munro (Barclays), & Nicky Tarry (DWP)

C) How can analysts best influence decision-makers / policy-makers? Facilitator: Professor Martin Callingham (Birkbeck College), together with Andrew Hyman (GSK), and Janos Suto (DECC)

(15.30 Tea)

15.50 **Workshops – summaries of views**

16.10 **Panel Session: “Improving the efficiency of UK PLC”**

Featuring views from Jil Matheson, Professor David Rhind (Chair, APPSI), Martin Bellingham and Lee Madden (DUG), Emma Ward (BIS), and chaired by Keith Dugmore (DUG)

16.45 **Chair’s closing remarks, and The DUG Award for better information**

17.00 **Reception**