

The 13th Annual MIT Chief Data Officer and Information Quality (MITCDOIQ) Symposium



Date: July 31 – August 2, 2019

Location: Massachusetts Institute of Technology – Tang Building (E51), MIT East Campus, 2 Amherst St., Cambridge, MA, USA 02142

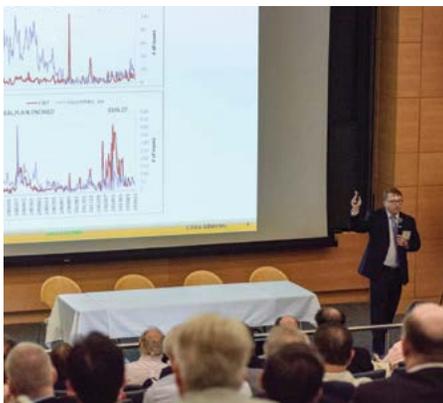
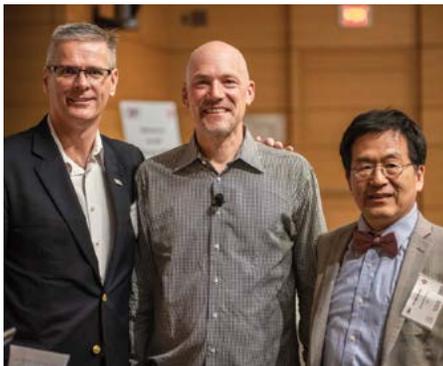
All sessions are at Massachusetts Institute of Technology Tang Building (E51), MIT East Campus, 2 Amherst St., Cambridge, MA, USA 02142.

MIT Mission Statement

The mission of the Massachusetts Institute of Technology is to advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century. We are also driven to bring knowledge to bear on the world's greatest challenges.



In our thirteenth year, MITCDOIQ Symposium will continue the tradition that started years ago of bringing CDOs and IQ Professionals from all over the world to take part in sessions and workshops and to attend presentations, which are geared towards the professional development of CDOs.



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Against the backdrop of Big Data, the Chief Data Officer, by any name, is emerging as the central player in the business of data, including cybersecurity. In 2019, the MITCDOIQ Symposium will explore the developing landscape, from local organizational issues to global challenges, through case studies from industry, academic, financial, government and healthcare leaders.



Privacy Analytics MITCDOIQ 2019 Pre-Conference Half-Day Workshop

Tuesday, June 30 beginning at 1 p.m. ET (4 hours)

Doing More with Data: Moving from Operational Efficiency to Competitive Advantage

Join globally renowned data privacy expert Luk Arbuckle - co-author of *Anonymizing Health Data* (O'Reilly Media) - for an invite-only, half-day deep dive into the complex topic of **bridging the gap between using your data assets to create operational efficiencies and safely leveraging sensitive data to gain competitive advantage.**

Over the course of the afternoon Luk, along with a collection of expert moderators from across multiple industries, will lead three interactive sessions. The discussions are designed to separately focus on different phases of achieving a competitive advantage, which includes product innovation and commercial opportunities such as data sharing partnerships and monetization initiatives.

In this workshop, you can expect dynamic, pitch-free conversations that are chock full of learning, as well as the free exchange of rich insights among like-minded peers.

Agenda

1pm

Welcome and Peer-To-Peer Networking

1:30 - 2:15

Sharing Your Efficiency Wins

Today many CDOs are seeing their foundational successes come from increased operational efficiencies achieved by leveraging their data assets.

In this session we'll discuss:

- ▶ What success looks like for you today
- ▶ What roadblocks you had to overcome to get to this point
- ▶ Whether or not you have managed to make data privacy cost-neutral
- ▶ What roadblocks stand in the way of expanding on these early wins
- ▶ How to remove or tear down these new roadblocks

This session allows you to share and exchange your successes (and failures) in a safe and supportive space, leveraging information assets to cut costs and improve margins, streamline internal processes, and strengthen data-sharing relationships. The discussion will include a focus on how to obtain the resources you need to get your work done efficiently.

2:15

Break

2:30 - 3:30

Workshop: Using the "5 Safes" Framework for Actionable Data

This session will begin with a brief overview of how considering these "5 Safes" is key to striking the balance between the richest possible data at the lowest possible risk:

- ▶ **Safe Projects** – What are the data flows?
- ▶ **Safe People** – Who are the data recipients?
- ▶ **Safe Settings** – What controls are in place?
- ▶ **Safe Data** – What is the re-identification risk?
- ▶ **Safe Outputs** – How will the shared data be used?

Executing well on the 5 Safes helps business and healthcare leaders align with their privacy teams to both protect their organization's sensitive data and uncover its untapped value. The framework is core to building trust among internal and external stakeholders, especially in the face of growing public scrutiny, the changing legal landscape, and the looming threat of not doing enough with data.

Following the discussion, we'll provide all the documents and time you need to leverage the expertise in the room while workshopping how you can apply the 5 Safes to your own unique business context.

3:30 - 4:00

Networking and Coffee Break

4:00 - 4:45

Turning Personal Data Into Business Potential

Here's your chance to find out how other data visionaries are leveraging the increased volume, variety, and velocity of personal data that is available today - without running afoul of regulation or the public's trust. You'll exchange ideas and share successes in your early progress toward data commercialization initiatives and innovation.

Some of the themes we'll explore together are:

- ▶ Transforming data swamps into business value
- ▶ Strengthening partnerships for data sharing
- ▶ Leveraging data privacy for marketing advantage
- ▶ Will AI help resolve or exacerbate issues of data privacy?
- ▶ Building capabilities to monetize data

4:45 - 5:00

Closing Remarks and Peer-To-Peer Networking

All attendees will receive a complimentary copy of Luk Arbuckle and Dr. Khaled El Emam's book *Anonymizing Health Data*, as well as getting the chance to shape the topics and dialogue of their upcoming book for O'Reilly Media – which will address responsible data use for artificial intelligence and machine learning.

NOTE: You'll have unlimited access to gourmet coffee, tea, soft drinks, and light snacks throughout the entirety of this exclusive afternoon workshop.

Privacy Analytics MITCDOIQ 2019 Panel Thursday, August 1 (time to be confirmed)

Leveraging Data As Global Currency

As data becomes part of the bottom line it effectively becomes a new global currency. How you manage it as part of your assets is a question. How you address data privacy is critical. In this panel discussion you'll learn how your peers are navigating strictly regulated environments in the U.S. and abroad to extract the optimal value in their data assets.

This Executive Event Is Right For You If...

- ▶ Your organization has-or wants-a data-driven growth strategy.
- ▶ You're involved in any effort to derive business value from sensitive data.
- ▶ You are an executive charged with data-driven business outcomes.
- ▶ Your organization has challenges regarding data privacy.

Questions To Explore With The Panel:

- ▶ What is your data worth?
- ▶ How will you make data pay for itself?
- ▶ What's your data privacy strategy?
- ▶ How does GDPR, CCPA, or HIPAA impact your data strategy?
- ▶ What will be the biggest change in how you manage personal data in the next 5 years?