



SAMPLE SESSION SUBMISSION

Title: Developing a data driven culture

About this Session:

Organizations must leverage both internal and external data sources effectively to meet the needs of its customers and establish a data driven culture. This session will explore ISA's journey to implement a comprehensive technology infrastructure, to identify and utilize market data sources and to establish a culture of data based decision making. The primary emphasis of the session will be on the lessons learned in facilitating access to internal data, evaluating and correlating external data and driving a culture of data based decision making throughout the organization.

Learning outcomes:

- **Accessing internal data efficiently**
- **Identifying and leveraging external data sources**
- **Encouraging a culture of data based decision making**

Who should attend this session?

CEO, CTOs and product managers who are charged with developing a strategy based on data.

Each submission must provide:

- a title
- a description
- two or three discrete learning outcomes, and
- a statement about who the session is intended to help, and in what way(s).

Ready? [Download the session template here](#)