

EVIDENCE-BASED BUSINESS

Connecting big data analysis
with business creativity processes



#19 co-session NOVEMBER 7TH, 2014 - DISSENY HUB BARCELONA

AM

09:45 REGISTRATION

10:00 THE STATE OF THE ART OF EVIDENCE-BASED BUSINESS

Infonomia, Alfons Cornella & Josep Lluís Sánchez-Brugarola

10:30 INFORMATION VISUALIZATION

· Infovis.net, JC Dursteler & Victor Pascual

· Bestiario.org, Alberto González Paje

11:00 BUSINESS EXAMPLES

· BBIA Data Analytics, Elena Alfaro

*· Barcelona Supercomputing Center, The data analysis tools,
Maria Cristina Marinescu*

· ACCESO, Sergi Guillot

· ROCKET ROI, Chim Baldus

11:45 STARTUPS

· Nem Solutions, Gorka Parada

· Easy, Universitat de Girona, Pep Lluís de la Rosa

· La Mandarina de Newton, Irene Lapuente

· Kernel Analytics, Borja Auria

PM

12:30 WORKSHOP :

Matching Based On Common Opportunities Around Big Data

13:30 *Food Trucks* 

15:00 NEUROMARKETING & NEUROSTRATEGY

Kernel BC, Jorge Fernández

15:30 THE CREATIVITY PROCESS, MATERFAD & ADC*E

· Materfad, materials centre: Javier Peña, Scientific Director

*· Creativity Now: Amir Kassaei, ADCE President
& Chief Creative Officer for DDB Worldwide*

· Burning Man 2014, Alfons Cornella, Infonomia

16:45 SUMMING UP AND WHAT'S NEXT

· 2015 co-society calendar of events

· The 30/30 Project, Mònica Alonso

· & Fernando Lopez-Mompó, Infonomia

17:00 THE END

IN COLLABORATION WITH: **ADC*E**

HOSTED BY: Disseny Hub
Barcelona

ORGANIZED BY: **co-society***

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