The Ideas Economy: Information
Making sense of the deluge
June 7th-8th 2011, Santa Clara California

Synopsis

The era of big data presents incredible opportunities—smarter cities, stronger companies, faster medicine—but just as many challenges. Storage is scarce, systems overloaded, governments and businesses know too much. The world now contains unimaginably vast amounts of digital information, which is growing exponentially. Managed well, these data can be used to engineer new engines of economic value, unlock scientific breakthroughs, and hold politicians accountable. Managed poorly, they can cause great harm. The financial crisis showed that complex models that analyse large quantities of data do not always reflect financial risk in the real world. The financial crisis was sparked by big data—and there will be others. But the data deluge will also generate millions of new ideas for how to solve big problems, build new markets, and expand existing ones. Ideas Economy: Information is a fresh look at knowledge management for the information age. *The Economist* will bring together theorists, strategists, and innovators who understand how to harness data to create value and advance individual, corporate, and social good. We will sift through the vast quantities of current thinking on data to uncover the best ways forward. And we will apply the lessons of the Ideas Economy, about innovation, human capital, and intelligent infrastructure, to uncover new sources of growth and accelerate human progress across the globe.

Chairpersons

Vijay Vaitheeswaran, Global Correspondent, *The Economist*
Kenneth Cukier, Business Correspondent, *The Economist*

Speakers

Luis von Ahn, A. Nico Habermann, Associate Professor, **Carnegie Mellon University**
Daniel Altman, Director of Though Leadership, **Dahlberg Global Development Advisors**
Luc Barthelet, Executive Director, **Wolfram Alpha**
John Perry Barlow, Co-founder, **Electronic Frontier Foundation**
Laura Berger, Senior Attorney, Division of Privacy and Identity Protection, **Federal Trade Commission**
Alph Bingham, Founder and Member, Board of Directors, **InnoCentive**
Steven Bratt, Chief Executive Officer, **World Wide Web Foundation**
Matthew Bishop, US Business Editor, New York Bureau Chief, *The Economist*

Roger Bohn, Director, Global Information Industry Center, **University of California, San Diego**

Arkady Borkovsky, Chief Technology Officer, **Yandex Labs**

Bonin Bough, Global Director of Digital and Social Media, **PepsiCo**

John Burbank, Founder, **Passport Capital**

Nicholas Carr, Author, **"The Shallows"**

Daniel Castro, Senior Analyst, **Information Technology and Innovation Foundation**

Kyle Cranmer, Assistant Professor, Physics, **New York University**

Elizabeth Charnock, Chief Executive Officer, **Cataphora**

David Cush, President and Chief Executive Officer, **Virgin America**

Marthin De Beer, Senior Vice President, Emerging Business Group, **Cisco**

Al Di Leonardo, President and Chief Executive Officer, **The HumanGeo Group**

Mike Driscoll, Co-founder and Chief Technology Officer, **Metamarkets**

Roger Ehrenberg, Founder and Managing Partner, **IA Ventures**

Pat Gelsinger, President and Chief Operating Officer, **EMC**

Marc Goodman, Founder, **Future Crimes**

Jim Goodnight, Chief Executive Officer, **SAS**

Anthony Goldbloom, Founder and Chief Executive Officer, **Kaggle**

Jonathan Gosier, Director of Product, SwiftRiver, **Ushahidi**

Sean Gourley, Chief Technology Officer, **Quid**

Jeff Hammerbacher, Co-founder and Chief Scientist, **Cloudera**

Jeffrey Heer, Assistant Professor of Computer Science, **Stanford University**

Martin Hilbert, Professor, Annenberg School of Communications & Journalism, **University of Southern California**

Auren Hoffman, Chief Executive Officer, **RapLeaf**

Naveen Jain, Founder and Chief Executive Officer, **Intelius**

Dr. Alex Karp, Chief Executive Officer, **Palantir Technologies**

Paul Kedrosky, Senior Fellow, **Kauffman Foundation**

Gary Kearns, Group Executive, Information Services, **Mastercard**

Mati Kochavi, Founder and Chief Executive Officer, **AGT International**

Daniel Kraft, Venture Partner, **Proteus Venture Partners**

Flip Kromer, Chief Technology Officer, **Infochimps**

JoAnn Kuchera-Morin, Director, AlloSphere Research Facility, **University of California, Santa Barbara**

James Manyika, Director, **McKinsey Global Institute**

Mickey McManus, President, Chief Executive Officer and Principal, **MAYA Design**

Gavin Newsom, Lieutenant Governor, **State of California**

Tim O'Reilly, Founder and Chief Executive Officer, **O'Reilly Media**

JP Rangaswami, Chief Scientist, **Salesforce.com**

John Roese, Senior Vice President and General Manager, **Huawei Technologies**

Rafal Rohozinski, Chief Executive Officer, **SecDev**

Premal Shah, President, **Kiva**

Amit Singhal, Engineer, **Google**

Alexandra Suich, Finance Correspondent, *The Economist*
Don Tapscott, Author, **"Macrowikinomics: Rebooting Business and the World"**
Justine Thody, Editorial Director, Americas, **The Economist Group**
Owen Tripp, Co-founder and Chief Operating Officer, **Reputation.com**
Werner Vogels, Chief Technology Officer, **Amazon.com**
Padmasree Warrior, Senior Vice-president, Engineering and Chief Technology Officer, **Cisco**
Andreas Weigend, Social Data Lab, **Stanford University**
Dr. Spencer Wells, Explorer-in-Residence, **National Geographic Society**
Ian White, Founder and Chief Executive Officer, **Urban Mapping**
Tarun Wadhwa, Senior Research Associate, **Think India foundation**
Scott Yara, Vice-president, Products and Co-founder, **Greenplum**

Programme

Day one – Tuesday, June 7th 2011

12.00 pm	Registration and refreshments
1.00 pm	Welcome remarks Vijay V. Vaitheeswaran, Global Correspondent, *The Economist* Kenneth Cukier, Business Correspondent, *The Economist* Featuring: Daniel Altman, Director of Though Leadership, **Dahlberg Global Development Advisors**

Prelude
1.15 pm	**That giant sifting sound** *A short history of big data* Martin Hilbert, Professor, Annenberg School of Communications & Journalism, **University of Southern California**

Act 1   **Top down: New rules in the data universe**

1.30 pm	**We are not living in an information age** Don Tapscott, Author, **"Macrowikinomics: Rebooting Business and the World"** Moderator: Matthew Bishop, US Business Editor, *The Economist*
1.50 pm	**The new information economy**

Productivity and innovation in the age of big data

Introduction :
James Manyika, Director, **McKinsey Global Institute**

Provocateurs:
Roger Bohn, Director, Global Information Industry Center, **University of California, San Diego**
Paul Kedrosky, Senior Fellow, **Kauffman Foundation**
Don Tapscott, Author, **"Macrowikinomics: Rebooting Business and the World"**

Moderator: Matthew Bishop, US Business Editor, *The Economist*

2.20 pm	**Flash of genius: The dark side of the information revolution** Nicholas Carr, Author, **"The Shallows"**
2.35 pm	**It's a smart world** *The promise and perils of open government* Steven Bratt, Chief Executive Officer, **World Wide Web Foundation** Gavin Newsom, Lieutenant Governor, **State of California** Moderator: Vijay Vaitheeswaran, Global Correspondent, *The Economist*
2.55 pm	**Keeping the lights on** *A future history of the grid* Marthin De Beer, Senior Vice President, Emerging Business Group, **Cisco**
3.10 pm	**Networking break**
3.40 pm	**The ethics of super-crunching** *New challenges around privacy and profiling* Laura Berger, Senior Attorney, Division of Privacy and Identity Protection, **Federal Trade Commission** Auren Hoffman, Chief Executive Officer, **RapLeaf** John Perry Barlow, Co-founder, **Electronic Frontier Foundation** Owen Tripp, Co-founder and Chief Operating Officer, **Reputation.com** Moderator: Kenneth Cukier, Business Correspondent, *The Economist*
4.20 pm	**Flash of genius: It's a small world** Naveen Jain, Founder and Chief Executive Officer, **Intelius**

4.35 pm	**Flash of genius: Mindsearch** Alph Bingham Founder and Member, Board of Directors, **InnoCentive**

4.45 pm	***The Economist*-InnoCentive healthcare information economy challenge** *An interview with the winning solver* Daniel Castro, Senior Analyst, **Information Technology and Innovation Foundation** Interviewer: Vijay Vaitheeswaran, Global Correspondent, ***The Economist*** **HIT or miss** *The future of health information technology* Mike Driscoll, Co-founder and Chief Technology Officer, **Metamarkets** Daniel Kraft, Venture Partner, **Proteus Venture Partners** Moderator: Vijay Vaitheeswaran, Global Correspondent, ***The Economist***

5.30 pm	**Flash of genius: A genetic odyssey** Dr. Spencer Wells, Explorer-in-Residence, **National Geographic Society**

5.40 pm	**Flash of genius: Simplifying complexity** JoAnn Kuchera-Morin, Director, AlloSphere Research Facility, **University of California, Santa Barbara**

5.50 pm	**Flash of genius: Mapping the secrets of the universe** Kyle Cranmer, Assistant Professor, Physics, **New York University**

6.00 pm	**The gatekeepers** *How data scientists came to rule the world* Tim O'Reilly, Founder and Chief Executive Officer, **O'Reilly Media** JP Rangaswami, Chief Scientist, **Salesforce.com** Werner Vogels, Chief Technology Officer, **Amazon.com** Moderator: Kenneth Cukier, Business Correspondent, ***The Economist***

6.30 pm	Cocktail reception

8.00 pm	End of day one

Day two – Wednesday, June 8th, 2011

8.00 am   Registration

8.30 am   Welcome remarks and recap of day one

Act II: Bottom up: Information for people

8.35 am   **Flash of genius: How to translate the internet**
Luis von Ahn, A. Nico Habermann, Associate Professor, **Carnegie Mellon University**

8.45 am   **Flash of genius: Turning information into knowledge**
Amit Singhal, Engineer, **Google**

8.55 am   **Data exhaust**
The intersection of search and big data
Luc Barthelet, Executive Director, **Wolfram Alpha**
Arkady Borkovsky, Chief Technology Officer, **Yandex Labs**

Moderator: Kenneth Cukier, Business Correspondent, ***The Economist***

9.15 am   **Flash of genius: The information entrepreneur**
Scott Yara, Vice-president, Products and Co-founder, **Greenplum**

9.25 am   **The business of big data**
Profit and growth in the age of information overload
Pat Gelsinger, President and Chief Operating Officer, **EMC**
Jim Goodnight, Chief Executive Officer, SAS
Padmasree Warrior, Senior Vice-president, Engineering and Chief Technology Officer, **Cisco**

Moderator: Matthew Bishop, US Business Editor, *The Economist*

10.00 am   **Flash interview: The creator economy**
Bonin Bough, Global Director of Digital and Social Media, **PepsiCo**

Interviewer: Alexandra Suich, Finance Correspondent, ***The Economist***

10.15 am   **Flash of genius: Social cognition and data visualisation**
Jeffrey Heer, Assistant Professor of Computer Science, **Stanford University**

10.25 am   **The limits of crowdsourcing**

Success and failure at the bottom of the pyramid
Jonathan Gosier, Director of Product, SwiftRiver, **Ushahidi**
Premal Shah, President, **Kiva**

Moderator: Vijay Vaitheeswaran, Global Correspondent, ***The Economist***

10.55 am   Interactive data visualisation awards
Elissa Fink, Vice-president, Marketing, **Tableu Software**

11.00 am   Morning break and refreshments
Sponsored by Tableau Software

11.25 am   **Flash of genius: Winning at chess**
Anthony Goldbloom, Founder and Chief Executive Officer, **Kaggle**

11.35 am   **Flash interview: Financial data and you**
John Burbank, Founder, **Passport Capital**

Interviewer: Alexandra Suich, Finance Correspondent, ***The Economist***

11.50 am   **Flash of genius: Inside Aadhaar**
Tarun Wadhwa, Senior Research Associate, **Think India Foundation**

12.00 pm   **Black swan redux**
Security and anomalies in the age of big data
Elizabeth Charnock, Chief Executive Officer, **Cataphora**
Al Di Leonardo, President and Chief Executive Officer, **The HumanGeo Group**
Marc Goodman, Founder, **Future Crimes**
Rafal Rohozinski, Chief Executive Officer, **SecDev**

Moderator: Kenneth Cukier, Business Correspondent, ***The Economist***

12.40pm   Lunch
Sponsored by AGT International

Cities and security
Resilience and risk in a borderless world
Mati Kochavi, Founder & CEO, AGT International, **Chairman 3iMind**
Gavin Newsom, Lieutenant Governor, **State of California**
Ajay Prasad, Former Secretary, Ministry of Defense & Civil Aviation, **Government of India**

Moderator: Tom Cochran, Chief Executive Officer and Executive Director, **US Conference of Mayors**

Act III: The way forward: Managing data in the twenty-first century

2.10 pm   **The Information unconference**
An *Economist* competition to find new, disruptive ideas

3.10 pm   **Afternoon break**

3.35 pm   **The promise and perils of big data**
Marc Rotenberg, Executive Director, **EPIC**

3.40 pm   **Data driven**
The evolution of consumer analytics

Introduction:
Gary Kearns, Group Executive, Information Services, **Mastercard**

Featuring:
Andreas Weigend, Social Data Lab, **Stanford University**
Gary Kearns, Group Executive, Information Services, **Mastercard**
David Cush, President and Chief Executive Officer, **Virgin America**

Moderator: Kenneth Cukier, Business Correspondent, *The Economist*

4.20 pm   **Corporate perspectives on big data**
An EIU research presentation sponsored by SAS
Justine Thody, Editorial Director, Americas, **The Economist Group**

4.30 pm   **The great disruption**
Will big data disrupt big business?
Roger Ehrenberg, Founder and Managing Partner, **IA Ventures**
John Roese, Senior Vice President and General Manager, **Huawei Technologies**

Moderator: Vijay Vaitheeswaran, Global Correspondent, *The Economist*

5.00 pm   **Flash of genius: Government 1.5**
Ian White, Founder and Chief Executive Officer, **Urban Mapping**

5.10 pm **Flash of genius: Beyond open source**
Mickey McManus, President, Chief Executive Officer and Principal, **MAYA Design**

5.20 pm **The information marketplace**
Is data the next bubble?
Dr. Alex Karp, Chief Executive Officer, **Palantir Technologies**
Flip Kromer, Chief Technology Officer, **Infochimps**
Sean Gourley, Chief Technology Officer, **Quid**

Moderator: Kenneth Cukier, Business Correspondent, ***The Economist***

5.50 pm **Flash of genius: The rise of the machines**
Jeff Hammerbacher, Co-founder and Chief Scientist, **Cloudera**

6.00 pm **After Watson**
Data and enterprise in the 21st century

An interview with Anant Jhingran, Chief Technology Officer, Information Management Divison, **IBM**

Interviewer: Vijay Vaitheeswaran, Global Correspondent, *The Economist*

6.30pm End of event