

<b>Tuesday, August 7, 2018</b> Networking Opportunity		
	<b>PRE-EVENT NETWORKING</b> Lead by Conference Committee Time/Location TBD - Hosted by Committee	
<b>Wednesday, August 8, 2018</b> Day One of Symposium		
8:30am - 9:00am	<b>WELCOME</b> Michael Pawlus, 2018 DAS Chair, Data Scientist at University of Southern California	
9:00am - 10:00am	<b>Opening Keynote</b> <b>My Journey from Advancement Data Analyst to Data Scientist</b> Renée Teate, Data Scientist, HelioCampus ROOM: 319-321	
10:00am - 10:15am	TRANSITION BREAK	
	<b>ENTERPRISE TRACK</b> Room: 315 - 316	<b>START-UP TRACK</b> Room: 317-318
10:15am - 10:45am	<b>Introduction to Simulation Analytics for Fundraising (1097)</b>	<b>How to Learn Anything (1224)</b>
Speaker(s):	<i>Gregory Duke</i> <i>Staupell Analytic</i>	<i>Michael Pawlus</i> <i>USC</i>
10:45am - 11:00am	REFRESHMENT BREAK	
	<b>ENTERPRISE TRACK</b> Room: 315 - 316	<b>START-UP TRACK</b> Room: 317-318
11:00am - 12:00pm	<b>Where have all the Prospects Gone? (1089)</b>	<b>Smart Data: 3 Case Studies of Machine Learning in Fundraising Analytics (1135)</b>
Speaker(s):	<i>Rich Majerus</i> <i>Colby College</i>	<i>Claudia Rangel, Mai Bui</i> <i>University of British Columbia</i>
12:00pm - 1:30pm	LUNCH (ON YOUR OWN)	
	<b>ENTERPRISE TRACK</b> Room: 315 - 316	<b>START-UP TRACK</b> Room: 317-318
1:30pm - 2:00pm	<b>Analytics in Prospect Management: Hype Versus Reality (1141)</b>	<b>Designing Data to Drive Insight (1110)</b>
Speaker(s):	<i>Dawn Wyatt, Mohammed Dasser</i> <i>University of South Carolina</i>	<i>Carrick Davis</i> <i>University of Northern Colorado</i>
	<b>ENTERPRISE TRACK</b> Room: 315 - 316	<b>START-UP TRACK</b> Room: 317-318
2:00pm - 3:00pm	<b>How Substantial are the Contact Reports? (1091) / Text Mining of Donor's conversation with Solicitors (1108)</b>	<b>Top Excel Techniques for Data Manipulation and Pivot Table Primer (1144)</b>
Speaker(s):	<i>Divah Yap, University of Minnesota Foundation / Harsh Gupta, Oklahoma State University</i>	<i>Brian Zive Marts &amp; Lundy</i>
3:00pm - 3:15pm	REFRESHMENT BREAK	
3:15pm - 3:45pm	<b>Sponsored Presentations</b> <b>Data-Driven Crowdfunding: Building a Successful Peer-to-Peer Strategy with Predictive Analytics</b> Alan Dix, Target Analytics	<b>Sponsored Presentations</b> <b>Internal vs. External Variables: Which are Key Philanthropic Indicators?</b> Bill Tedesco, DonorSearch
3:45pm - 4:00pm	TRANSITION BREAK	
4:00pm - 5:00pm	<b>Professionals Panel: Future of Fundraising Analytics</b> Room 319-321	
	<i>Moderator: Michael Pawlus</i>	
	<i>Panel Guests: Nick Zeckets, Glenda Carnate, Rodger Devine, Mirabai Auer</i>	
<b>Thursday, August 9, 2018</b> Day Two of Symposium		
9:00am - 10:00am	<b>Ron Tite, Founder &amp; CEO of The Tite Group</b> <b>Marketing, Branding and Creativity Expert</b> Ballroom ABC	
10:00am - 10:15am	REFRESHMENT BREAK	
	<b>ENTERPRISE TRACK</b> Room: 315 - 316	<b>START-UP TRACK</b> Room: 317-318
10:15am-10:45am	<b>Empowering Development Officers with Moves Management Dashboards (1021)</b>	<b>Dashboard Confessional: Implementing Dashboards Across Fundraising Teams (1070)</b>
Speaker(s):	<i>Paul Silver</i> <i>University of Pittsburgh and UPMC</i>	<i>Sara Heron, Lauren Kwiatkowski, University of Buffalo</i>

10:45am - 11:00am	TRANSITION BREAK	
	<b>ENTERPRISE TRACK Room: 315 - 316</b>	<b>START-UP TRACK Room: 317-318</b>
11:00am -12:00pm	<b>Deep Learning for Donor Insights / Accelerating Fundraising Analytics (1216)</b>	<b>How to Tame Your Analytics Provider (1132)</b>
Speaker(s):	<i>Rodger Devine, USC Glenda Carnate, Harvard University</i>	<i>Marianne Pelletier, Staupell Analytics Group Bill Powers, Sarah Lawrence College</i>
12:00pm - 1:15pm	Lunch / Apra Awards (Exhibit Hall Open from 12-1:15pm)	
	<b>ENTERPRISE TRACK Room: 315 - 316</b>	<b>START-UP TRACK Room: 317-318</b>
1:15pm - 1:45pm	<b>Your Move: Using Geotriggers to Organize Response to Constituent Relocation (1140)</b>	<b>You Ain't Seen Nothing Yet: Intro to Data Analysis and Visualization in Excel (1046)</b>
Speaker(s):	<i>Desmond Jones University of Chicago</i>	<i>Michael Lasala University of Denver</i>
1:45pm - 2:00pm	TRANSITION BREAK	
	<b>ENTERPRISE TRACK Room: 315 - 316</b>	<b>START-UP TRACK Room: 317-318</b>
2:00pm - 3:00pm	<b>Save Time and Heartache by Building Your Own R Package (1072)</b>	<b>Saavy Data Selection and Visualization Empowers You to Evaluate Donor Potentials (1039)</b>
Speaker(s):	<i>Jake Tolbert Millikin University</i>	<i>Stephen Lambert Susquehanna University</i>
3:00pm - 3:15pm	REFRESHMENT BREAK	
	<b>ENTERPRISE TRACK Room: 315 - 316</b>	<b>START-UP TRACK Room: 317-318</b>
3:15pm - 4:15pm	<b>Automate IT, how we automated prospect assignment, wealth screening, and web data mining (1081)</b>	<b>Free for All: Unlocking the Power of Open Data (1067)</b>
Speaker(s):	<i>Michael London Cleveland Clinic Foundation</i>	<i>Caleb Wolfson-Seeley UC Berkeley</i>
4:15pm - 4:30pm	TRANSITION BREAK	
4:30pm - 5:00pm	<b>Closing Remarks Oh, The Good We Will Do (1138) Room: 315 - 316</b>	
Speakers:	<i>David Lawson and Lori Hood Lawson</i>	