

9 ⁰⁰ - 10 ⁰⁰	ARRIVAL, REGISTRATION	
10 ⁰⁰ - 10 ³⁰	FOLLOWING THE HERD - OFF A CLIFF! Keynote by Caleb Whitmore (Analytics Pros, USA) While customer-centric analysis is an exciting frontier, understanding the behaviors of your customers as a "herd" or "cohort" yields faster, deeper, and more actionable insights. In this session you'll learn about the opportunities of analyzing and understanding customer-centric data, navigation path and flow analysis as well as the challenges inherent to these types of analysis and how to avoid following the herd blindly off a cliff.	
10 ³⁰ - 11 ¹⁰	MONETIZE TO PRIORITIZE René Dechamps Otamendi (Mind Your Group, Spain) Are you an analyst tired of dealing with the biggest problem of our industry: too much data too little action? This session will showcase different monetization methods in order help your organization to prioritize actions and will allow you to have a better internal recognition of your work.	
11 ¹⁰ - 12 ⁰⁰	OPTIMIZE YOUR LARGE AND COMPLEX ADWORDS ACCOUNT LIKE A WALK IN THE PARK Jacob Kildebogaard (Webjuice, Denmark) Learn the tricks of how to handle and optimize large AdWords campaigns. You will also learn how to use new and more advanced features such as Dynamic Search Ads to develop the account further.	
12 ⁰⁰ - 12 ³⁰	WHY FEEDBACK AND SURVEY DATA IS SO VALUABLE Tim Leighton-Boyce (CXFocus, United Kingdom) If you give visitors a chance to tell you what's wrong, they will. And they'll point you right at the problems which are causing low conversion rates. Now custom metrics and dimensions mean we can store some of this data in GA. And cohort analysis will let us work with it in new ways.	
12 ³⁰ - 13 ⁰⁰	JEFF'S ANALYTICS PERIODIC TABLE: SEO Jeff Sauer (Jeffalytics, USA) Jeff demonstrates how social drive visitors to your website, how social media can be measured internally and methods for understanding how social and search impacts success... all within Google Analytics! Session attendees will gain a clear understanding of how to become a power user for social measurement.	
13 ⁰⁰ - 14 ³⁰	LUNCH	
14 ⁴⁰ - 15 ³⁰	THE AVINASH PROGRAM AND ITS ANALYTICS TRACK AT UNILEVER Alexandra Soubrier (Unilever) Oliver Schiffer (SapientNitro, Germany) When Avinash Kaushik tells your senior management they have a huge opportunity, his advice comes from extensive research into your industry, your company and your competition. Unilever took him at his word and set out to transform how they approached digital. A key component of the program was establishing new standards for collaborating and standardizing to provide transparency and drive optimization.	14⁴⁰ - 15³⁰ ANOMALY DETECTION WITH GOOGLE ANALYTICS DATA Ravi Pathak (Tatvic, India) Review of change that happened between two dates in GA. Sounds easy? Understand what are the drivers to these change. Map with the action that has contributed.
15 ³⁰ - 16 ⁰⁰	15³⁰ - 16⁰⁰ APPLYING DATA VISUALISATION TO THE ANALYTICS PROCESS Casper Blicher Olsen (Iih Nordic) While clients are consuming more and more data, crucial business insights gets lost in a sea of pixels.	15³⁰ - 16⁰⁰ PPC GROWTH HACKING TECHNIQUES Phil Pearce (Precision SEM, United Kingdom) Phil's AdWords-algo emulator v2 and get advanced PPC data into GA via GTM.
16 ⁰⁰ - 16 ³⁰	COFFE BREAK (coffee, fruit, sandwich, refreshments)	
16 ³⁰ - 17 ⁰⁰	16³⁰ - 17⁰⁰ SEE THIS, DO THAT ANALYTICS Peter O'Neill (L3Analytics, UK) A practical run through on specific methods to get value from your digital analytics data every day. Not strategic diagnosis work or performance reporting but daily tactical uses of analytics data that directly leads to actions. The session will cover the required tracking, how to convert the data into insights and how these insights can be used to immediately make changes.	16³⁰ - 17⁰⁰ UNIVERSAL ANALYTICS AND TAG MANAGER'S NEW FEATURES FOR SEM STRATEGY Sebastien Monnier (Woptimo, France) The new Universal Analytics now includes some magics such as custom dimensions, custom metrics or server-side hit. We will see how these new features can bring new perspectives on both SEO and SEA analysis. Yes, some new features can make your life as a webmarketer way easier.
17 ⁰⁰ - 17 ³⁰	17⁰⁰ - 17³⁰ GTM - A DEEP DIVE INTO AUTO EVENT TRACKING Doug Hall (ConversionWorks, UK) The most advanced techniques for using auto event tracking along with an exploration of the pitfalls and work arounds for the common issues.	17⁰⁰ - 17³⁰ COMBINING DATA Ralf Haberich (Webtrekk, Germany) Combination of on- and offline data to gain more insights and understand both sides of the Marketing Story. Case Studies to give examples on how to combine different data sources.
17 ³⁰ - 18 ³⁰	17³⁰ - 18³⁰ PANEL: PPC EXPERTS CONCENTRATED with Yehoshua Coren + Phil Pearce, Jacob Kildebogaard, ...	17³⁰ - 18³⁰ TAG MANAGEMENT IS NOT A MIRACLE CURE Julien Coquet (Hub'Scan, France) This sessions covers the common pitfalls and best practices when using a tag management solution such as Google Tag Manager, Satellite, Ensignite or Tealium.
19 ⁰⁰ - 20 ⁰⁰	DINNER - traditional Hungarian cuisine	

8 ³⁰ - 9 ⁰⁰	ARRIVAL, REGISTRATION	
9 ³⁰ - 10 ³⁰	DRIVING AN OBSESSION WITH ACTIONABLE ANALYTICS Keynote by Avinash Kaushik (Market Motive, USA) Data is a means to an end, it is not the end by itself. In his keynote Avinash will share a collection of strategies to help you ensure that the focus of your analytics effort is on taking action and not data regurgitation.	
10 ³⁰ - 11 ²⁰	YOU'RE A DATA ARTIST, NOT A SCIENTIST Caleb Whitmore (Analytics Pros, USA) Analytics is similar to being an artist working on a canvas rather than a scientist in a lab. Integrated use of Tableau will be incorporated into this session as it is great for making data usable through visual analytics. Learn how you can bring out your inner artist to find new meaning in data and to create powerful insights that drive valuable business outcomes.	
11 ²⁰ - 12 ⁰⁰	UNIVERSAL ANALYTICS & GOOGLE TAG MANAGER Yehoshua Coren (Analytics Ninja, Israel) This session focuses on Strategic and Tactical implementation techniques for Universal Analytics using Google Tag Manager. *Lots* of real life	
12 ⁰⁰ - 13 ⁰⁰	PANEL: ACTUAL TECHNOLOGICAL HIGH-ENDS AND EXCITING DIRECTIONS IN THE MEASUREMENT INDUSTRY Sam Breisemeister, Phil Pearce, ...	PRODUCT IMPROVEMENTS ON ADWORDS TO CAPTURE EMERGING CONVERSION TYPES Hüseyin Savas (Google, UK) The multi-device world which brings lot's of big opportunities for advertisers. What we've been building recently to help them to understand the full value of their ad spend by introducing new conversion reports.
		VISITOR INTENT: SMART CLUES FOR UNDERSTANDING CUSTOMER JOURNEYS Carmen Mardiros (Clear Clues, UK) Determining visitor intent accurately requires 'big data' machine learning techniques, which are out of reach when budgets are small. Carmen explores how to use advanced behavioural segmentation techniques with Google Analytics to determine audience makeup and intent in a way that aligns analytics with business thinking.
13 ⁰⁰ - 14 ³⁰	LUNCH	
14 ⁴⁰ - 15 ²⁰	PRIVACY & ANALYTICS - YETI OR SNOW FAIRY Aurélie Pols (Mind Your Privacy, Spain) This presentation is NOT about security and goes beyond the over-blown cookie debate in order to highlight how the upcoming EU Personal Data Protection Regulation will influence digital analytics to hopefully start embracing Privacy by Design ways of working.	REDUCING FRICTION - USING GA TO TRACK ERRORS Tim Leighton-Boyce (CXFocus, United Kingdom) Why tracking error messages is such a valuable technique and how to do it. We'll discuss when to use Events and when to use Virtual Pageviews, look at different ways of reporting on the data and give examples of how to use this information to take action.
15 ²⁰ - 16 ⁰⁰	GOING BEYOND THE WEBSITE - FROM ANALYTICS TO BI Kristoffer Ewald (Netbooster, Denmark) Based on a typical digital customer journey Kristoffer will show where the next focus must be for Analytics - beyond the website in a multi screen, multi channel, multi success understanding of why we shop.	UNIVERSAL ANALYTICS ON THE SERVER SIDE Sam Briesemeister (Analytics Pros, USA) Why, when, and how to use Universal Analytics integration on your applications' back-end servers, instead of in the users' browser. Discuss the benefits, caveats, and paradigms for back-end tracking implementations, without Javascript.
16 ⁰⁰ - 16 ³⁰	COFFE BREAK (coffee, fruit, sandwich, refreshments)	
16 ³⁰ - 16 ³⁰	SEARCH, SOCIAL, ANALYTICS, LIFE: AMA ("ASK ME ANYTHING") Avinash Kaushik After a day full of amazing ideas here's your chance to ask Avinash anything on any topic that you care about. Bring your unique problems and challenges and ask for guidance, raise a complicated topic and request, if possible, simple solutions!	
17 ³⁰ - 08 ⁵⁰	PLATINUM PUNCHCARD PRIZE	
19 ⁰⁰ - 21 ⁰⁰	DINNER - traditional Hungarian cuisine	
21 ⁰⁰	OPEN AIR FIRE MADE OF GIANT LOGS, MULLED WINE, NIGHT TIMES SWIMMING POOL	

8 ³⁰ - 9 ⁰⁰	ARRIVAL, REGISTRATION		
9 ³⁰ - 10 ³⁰	WINNING DIGITAL MARKETING & ANALYTICS STRATEGIES IN EULER DIAGRAMS Avinash Kaushik (USA) Let's take two steps up from our dashboards, reports and normal day to day worries. Let's take a look at frameworks and optimal approaches to take when it comes to truly winning with digital.		
10 ³⁰ - 11 ⁰⁰	PANEL: ASK NOT WHAT YOUR DATA COMMUNITY CAN DO FOR YOU, BUT WHAT YOU CAN DO FOR YOUR LOCAL DATA DRIVEN ECONOMY Caleb Whitmore (Analytics Pros, USA) Ravi Pathak (Tatvic, India), Yehoshua Coren (Analytics Ninja, Israel), Doug Hall (ConversionWorks, UK)		
11 ⁰⁰ - 11 ³⁰	COFFE BREAK (coffee, fruit, sandwich, refreshments)		
11 ³⁰ - 12 ⁰⁰	MAKING DISPLAY COUNT Steen Rasmussen (IIH Nordic, Denmark) Display and remarketing content is the new frontier which needs integration into our understanding of flow, insights and data. This session takes this understanding to the next level to help ensure the participant a full understanding of the power of display, but also the what requirements ensure that we get full value from the channel.		
12 ⁰⁰ - 12 ²⁰	EVOLUTION OF SEACH Hüseyin Savas (Google, United Kingdom) A series of product demonstrations to show what is latest on search; how it's fundamentally changing.		
12 ²⁰ - 13 ⁰⁰	JEFF'S TABLE: SOCIAL Jeff Sauer (Jeffalytics, USA) Jeff demonstrates how social drive visitors to your website, howsocial media can be measured internally and methods for understanding how social and search impacts success... all within Google Analytics! Session attendees will gain a clear understanding of how to become a power user for social measurement.		
13 ¹⁰ - 14 ⁵⁰	LUNCH		
15 ⁰⁰ - 15 ⁵⁰	MEASURING THE PHYSICAL WORLD IN GOOGLE ANALYTICS Sam Breisemeister (Analytics Pros, USA) Let's measure the entire customer lifecycle. Start understanding your clients from the moment they see your displays in retail stores, enter your brick-and-mortar locations, and engage your business both online and offline. Discuss identification, reporting, and responsible analytics.	15 ⁰⁰ - 15 ⁵⁰	PANEL: COULD YOU PLEASE BURN YOUR DISPLAY BUDGET FASTER? with Oliver Schiffers (SapientNitro, Germany) + Marta Madarasz (Google), Steen Rasmussen (IIH Nordic, Denmark) +1
15 ⁵⁰ - 16 ⁴⁰	PREDICTIVE ANALYTICS ON WEB ANALYTICS DATA Ravi Pathak (Tatvic, India) Predicting product's demand based on user's different action & restructure the merchandise & pricing based on it. Measure different action which occurs between users & product (i.e. add to cart, prod view, etc) & build a mapping to identify high value product for large group of user.	15 ⁵⁰ - 16 ⁴⁰	GUERILLA MARKETING TECHNIQUES FOR E-COMMERCE USING GOOGLE ANALYTICS Liviu Taloi (Web Audit, Romania) The future of e-commerce industry will belong to online shops that invest in their users. Showing the right message to the right audience in the right moment is the key to succes. User data will help us do the magic.
16 ⁴⁰ - 17 ²⁰	DARK TRACK (BLACKHAT ANALYTICS 2.0) Phil Pearce (Precision SEM, UK) Phil will explain his journey into the world of advanced stealth tracking that started in 2008. He'll cover the recent developments in DoNotTrack and Device signature tracking, and the impending War on privacy in 2014.	16 ⁴⁰ - 17 ²⁰	ON THE ORIGIN OF DATA BY MEANS OF IMPLEMENTATION, OR REPORTING Rachel Sweeney (iProspect, UK) There are a plethora of ways to customise a web analytics setup. Common misconceptions that occur pre-setup and suggests a reversal in process in order to minimise time spent in implementation and maximise time spent on insight.

GAIQ Certification Prep Course (full day) - 21st January, 2014

The GAIQ Preparatory Course on 21st January will give you a full day of in-person training time with widely recognised industry leader Caleb Whitmore, founder and principal consultant of Analytics Pros. The course will lead attendees through GAIQ training materials and prepare them for taking the individual qualification exam at the end of the day on 21st January.

Universal Analytics Workshop (full day) - 21st January, 2014

Sam Briesemeister, Director of Technology Services for Analytics Pros will lead a full-day workshop on how to use Google's new Universal Analytics and Measurement Protocol in multiple environments from front-end websites to back-end systems and even integrated hardware kits like the Raspberry Pi. Attendees should expect to setup an actual Universal Analytics integration in a test environment.

The GAIQ course and the UA workshop is run parallel - **visiting the conference tracks on 21st January doesn't require daily #SPWK pass.**

Julien's Dojo: Advanced Training for Aspiring Google Analytics Ninjas (full day) - 23rd January, 2014

Like in 2013, Google Analytics ninja master Julien Coquet (Hub'Sales, France) will conduct a full-day training but this time, it's advanced!

If you were wondering, this training counts towards getting your analytics black belt!

WARNING: if you don't know Javascript, this course is **not** for you!