



HKICPA seminar: How to Create an Information Advantage with Big Data?

Programme Code: S150824S

Nowhere has bigger data than China. For business leaders, this presents fantastic opportunities to innovate, create more relevant customer experiences, manage risks and improve returns. However, turning raw data into actionable insights is not straight forward. The question for many business leaders is how to make sense of all this data. For example, one of their biggest challenges in making better data-driven decisions is "data overload".

To successfully leverage data as an asset, a paradigm shift within organisations must occur. The future trend would shift from "data being something that is presented to someone to analyse" to "an environment where decisions are made with analytics, in near real-time".

In this seminar, the speakers will present ways in which organisations can create a competitive information advantage environment and share examples on the following:

- How big data is deployed for creating new business opportunities?
- Why do organisations need a "smart" but not a "big" data plan?
- How big data and analytics are being used to address complex business problems?
- How organisations must balance the "art" and "science" to improve their decision-making process?
- How to get started on creating an "Information Advantage" environment?

Date Monday, 24 August 2015

Time 7:00 p.m. – 8:30 p.m.

Venue Hong Kong Institute of CPAs,
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.

Format Seminar

Language English

Fee HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student
HK\$180 for online enrolment
HK\$330 for non-member

Objectives To leverage on big data for creating new business opportunities and addressing complex business problems

Speakers **Scott Likens**, Partner and Head of Information & Analytics, PwC China and Hong Kong
Mr. Likens leads PwC's Analytics and Digital business across China and Hong Kong. He has over 20 years of experience across industries from insurance, transportation to financial services. In China and Hong Kong, Mr. Likens has worked with some of the biggest local and multi-national companies to transform their business using global digital trends with a local lens. Prior to coming to Hong Kong, he worked in the US leading the PwC's Emerging Technologies Group, where he helped clients understand and leverage the power of mobile, social and analytics by turning digital, data and insights into action. With many years of e-Commerce experience starting before the dot com boom, he has helped clients use technology to build customer loyalty, create mobile-first strategies and use information and insights to truly change the way businesses are run.

Philip Reschke, Director of Information & Analytics, PwC China and Hong Kong
Mr. Reschke has more than 16 years of business consulting and technology experience working on projects across EMEA and Asia Pacific. He has advised clients on how to leverage business analytics to turn data into a strategic asset to gain a sustainable, innovative and competitive advantage. Mr. Reschke evaluates organisational maturity and readiness to deploy and leverage data and analytics to determine the required capabilities needed to create sustainable business value. Prior to joining PwC, he spent seven years with SAS and almost ten years at KPMG. Mr. Reschke is the author of a book titled "Stock Market Edges – A quantitative guide to developing winning trading strategies".

Participants For those who wish to learn more about the emerging trends and business opportunities from big data analytics

Competency Information technology

Rating Foundation to Intermediate Level
(Please refer to the [Institute's online CPD Learning Resource Centre](#))

CPD hours 1.5



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HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
 Hong Kong Institute of CPAs,
 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

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FOR OFFICE USE

Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ^{*(2)} (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

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I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Please issue SEPARATE CHEQUE for each event.
 - NO REFUND/CANCELLATION will be entertained after the application is processed.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
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For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled.
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