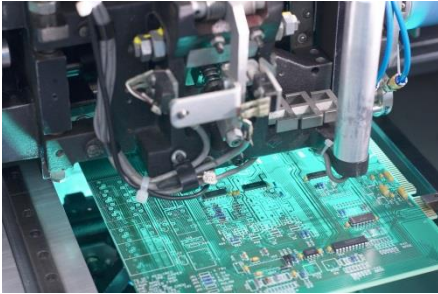# Big Data Workshop

13th June 2014, 10am-4pm, Lancaster University

Lancaster University is establishing a new suite of educational programmes to produce the next generation of skilled individuals that can utilise big data to create significant business advantage, and we need your help to do it.

Using big data to create business advantage:

- According to a recent report by PCW, 62% of business leaders believe that big data has the significant potential to create business advantage
- The use of big data is an effective way for business to outperform their competitors, a recent McKinsey report concluded
- According to government, a new generation of skills are need to extract this value for UK businesses- putting employers at the heart of the skills development is the best way to do this

Help shape the next generation of data scientists:

Lancaster University has been awarded a grant by the Higher Education Funding Council for England to establish a new set of data science programmes in collaboration with industry and explore how academia and industry can work together more effectively to deliver graduates with skills that have the potential to create business advantage. The programme will draw on expertise from Security Lancaster, the Department of Mathematics and Statistics, the School of Computing and Communications at InfoLab21, and the Lancaster Environment Centre.

Share your views:

We want to know what skills we need to instil in graduates to benefit your business. This will be a highly participative event, with a focus on collaboratively defining an educational programme and building collaborative partnerships. Join us in exploring challenges and opportunities presented by the huge growth in data and the technical, economic and social impact on industry.

Network and meet:

Delegates will include representatives from local small and medium enterprises, large organisations, the public sector and academia.

Lunch and refreshments are provided.

Register now: www.lancaster.ac.uk/sci-tech/big-data