

# CONFERENCES & EVENTS

Special One-day Course Organized by AMIRA International

## “Big Data Analytics Workshop: The Opportunity for the Mining Industry”



### Overview of Course- Introduction

The Big Data Analytics industry currently generates AU\$40B for providers, but a much smaller return when it comes to value to client organisations. Nobody can afford to not play the Big Data game, but as yet no-one knows how to win. This one-day workshop is all about resolving this contradiction. When identifying problems or opportunities inside organisations, we are often guilty of measuring what is easy to measure rather than which is important. There is a general assumption that the things we ought to measure – how engaged are staff? How resilient is the organisation? How good is our IP? How likely is disruption of our industry? How much do our customers trust us? – aren't measured because they can't be measured. This one-day masterclass builds on a fifteen year programme of research designed to specifically create reliable, repeatable ways of measuring the previously unmeasurable. Now validated through a host of client engagements, the class provides delegates with a series of measurement strategies and approaches to overcome the traditional problems associated with Big Data Analytics – how do we distinguish between what people say and what they mean? How do we identify false or misleading data? How do we translate measurement to actionable insight? How do we solve the chicken-and-egg problem of not knowing what to measure because we don't know what will be important in the emerging future?

The workshop will include real-world case study examples taken from within and around the mining sector, and a number of hands-on exercises allowing participants to see how the emerging BDA tools and strategies can be deployed within their operations.

### Content

The masterclass begins with a review of the Big Data Analytics industry and why it generates so much revenue for providers and so little tangible value to users. We then use this introduction as a platform for exploring practical solutions. Topics will include:

- Understanding People & The 4Gs – people make decisions for two reasons: a good reason and a real reason. Traditional Big Data is good at identifying the good reasons and entirely hopeless at capturing the real reasons. We will examine strategies and tools for capturing those vital real reasons, and then use this to explore the Big Data 4Gs – when we ask people for feedback on any topic they either Gift, Game, Guard or Guess their answers, none of which is useful.
- Understanding Complexity – as business becomes more and more connected and interdependent, organisations become increasingly prone to butterfly wingflaps that cause tornadoes. We will explore why 'normal' best practice inside organisations – root cause analysis, Pareto analysis – are highly inappropriate in complex environments and the things that get measured and how those measurements get used in a manner that allows managers to act with confidence
- Understanding System Evolution – a section of the workshop specifically aimed at tackling the chicken-and-egg problem of needing to know where you're going in order to know what to measure.
- Understanding Organisational Capability – what gets measured and how the measurements are used also depends on organisational maturity. In this section of the workshop we explore what kinds of BDA work in what sorts of organisation.
- Big Data Analytics Capability Model – not every Big Data Analytics capability is the same as the others. In this section of the workshop we examine which Analysis tools and providers offer which levels of capability and how to match those capabilities with the needs of a given measurement challenge.
- How To Measure Anything – how to design strategies and means for measuring whatever is important inside our own teams and organisations.
- Putting It All Together – Top 5 things to take away & designing a Big Data Analytics journey for your organisation.

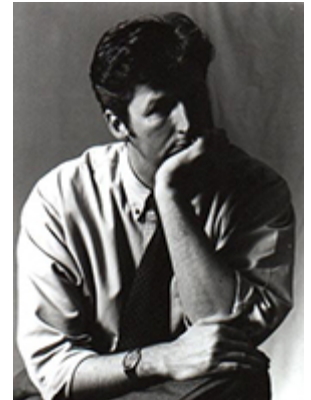
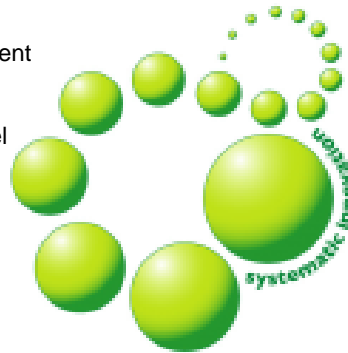
Throughout the workshop we will be illustrated with practical, real-life case studies from a broad spectrum of industries, and will engage delegates in a series of hands-on exercises.



# Special One-day Course - "Big Data Analytics Workshop..."

## Target Audience/Reasons to Attend

- COOs
- CIOs
- Mine managers & Plant operators
- Technologists
- Project Engineers
- Project Managers
- Continuous Improvement Professionals
- Data Analysts
- Government personnel



**Delegates:** minimum 13, maximum 40

**Date:** Wednesday 7 December

**Location:** Perth – venue to be confirmed

**Duration:** 1 day commencing at 08:30 closing at 17:30

**Course Fees** (includes morning and afternoon tea and a light lunch).

AMIRA International members: Early Bird \$650, after 1<sup>st</sup> October \$750

Non-members: Early Bird \$750, after 1<sup>st</sup> October \$850

Organisations sending more than one delegate can claim a 15% discount when booking all delegates.

Please note payment is expected when making the booking but places are transferable to a colleague in the event of last-minute pull-out.

### Booking a place:

To reserve a place please visit our booking portal **HERE** (<https://www.surveymonkey.com/r/3KS72WF>)  
Queries & phone reservations to: [mary-ann.tirona@amirainternational.com](mailto:mary-ann.tirona@amirainternational.com) or +61 3 8636 9974

### Cancellation:

Cancellations after 9<sup>th</sup> November will incur a 25% fee

Cancellations after 1<sup>st</sup> December will incur a 100% fee

In the event that the minimum number of participants is not reached and the event is cancelled all funds will be fully reimbursed.

### Lead Lecturer/Presenter

Professor Darrell Mann is CEO of Systematic Innovation Ltd, a UK based innovation company with offices and affiliates in India, Malaysia, Korea, China, Japan, Denmark, Turkey, Russia, Australia, US and Austria.

Darrell is an engineer by background, having spent 15 years working at Rolls Royce in various R&D related positions, ultimately becoming Chief Engineer responsible for the company's long term future military engine strategy. He left the company in 1996 to first help set up a high technology company before entering a programme of systematic innovation research at the University of Bath.

He first started using Systematic Innovation in 1992, and by the time he left Rolls Royce had generated over a dozen patents and patent applications. In 1998 he started teaching systematic innovation methods to both technical and business audiences and to date has given workshops to over 5000 delegates across a broad spectrum of industries and disciplines. He continues to actively use and develop the Systematic Innovation methodology, with the help of 30 full time research staff. With over 600 systematic innovation related papers and articles to his name, plus the best selling 'Hands On Systematic Innovation' books, Darrell is now one of the most widely published authors on the innovation subject in the world.

For the last 18 years he has helped many of the world's top companies to create stronger IP, participating in the creation of over 500 inventions. Projects he has been involved in have resulted in the creation of several billion dollars of new value to clients. He also consults regularly in the IP strategy domain helping companies to secure their medium and long term future.

Featured in Who's Who in the World, Darrell is now recognised as one of the world's most prolific inventors. He is a Visiting Professor at the University of Buckingham, at University of Warwick in the UK and Taylor's University in Malaysia. His consulting clients include Samsung, Tata, Infosys, NHS, Network Rail, Hewlett Packard, Procter & Gamble, GSK, Hilti, Arçelik, Jaguar Land Rover, Petronas, Siemens, Eli Lilly, Bosch, Axiata, Hong Kong government and, through EU supported research and dissemination programmes, a wide roster of SME and university organisations.

His work involves a spectrum of applications from consumer insighting to strategy development to IP creation to problem solving in both technical and non technical areas.

