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## **Data4Decisions Conference and Expo Registration Now Open**

*Data4Decisions announces conference tracks*

**Raleigh, N.C.** – Registration for Data4Decisions, a leading data science conference, is now open, with early bird rates providing a \$100 discount through February 19, 2016.

The second annual conference will run from March 22-24, 2016 at the Raleigh Convention Center, and enjoys support from the Greater Raleigh business community. Co-chairs, Adrienne Cole and Lee Anne Nance, are prominent members of the Raleigh and Research Triangle region. Cole is executive director at Wake County Economic Development and Nance serves as chief operating officer at the Research Triangle Regional Partnership (RTRP).

Data4Decisions draws professionals from a wide range of industries, including financial services, life sciences, smart energy, economic development, government and healthcare. Bringing together these interdisciplinary disciplines encourages cross-industry collaboration and sharing of best practices and strategies. New for 2016, the conference will feature session tracks designed to address business leaders' most pressing challenges.

Unique to professional gatherings, Data4Decisions brings together C-level decision makers, pioneering data professionals, government leaders and other industry experts to present interactive panel discussions and case studies citing specific examples from the industries that are leading the Big Data movement.

"There's no doubt about the vast potential of data in the business world and Data4Decisions is dedicated to providing essential tools and knowledge for making the most strategic, data-informed decisions possible," says Vincent Polito, Data4Decisions Advisory Council member. "With breakout sessions, networking events and an elite exhibitor list, Data4Decisions will present crucial insights and solutions business executives need to effectively deploy data, make smarter decisions and achieve lasting results."

Tracks for 2016 include:

- **Make Better Decisions**, which provides leaders with proven techniques and best practices to extract the most out of their data and confidently guide their organizations' strategic decisions
- **Gain Customer Insights**, covering how customer-centric organizations are uncovering crucial insights hidden in their data to predict consumer behavior and gain a powerful advantage in the marketplace
- **Detect Threats and Manage Risk**, detailing how safeguarding customer data can detect criminal

- activity and how data-centric protections and tools are being deployed to minimize risk
- And [many more!](#)

If your organization would like to partner with Data4Decisions as an exhibitor or sponsor for the 2016 Data4Decisions Conference and Expo in Raleigh, N.C., please contact Sales Director, Robert Garcia, at [Robert@data4decisionsevent.com](mailto:Robert@data4decisionsevent.com) or at 917.698.7865.

#### **About Data4Decisions**

Data4Decisions Conference and Expo is an annual event held in Raleigh, N.C. that goes beyond the technical aspects of Big Data. Designed to equip C-level decision makers with critical tools and knowledge to use data and analytics effectively, the event provides the tools, resources and expertise needed to optimize data usage to make the most strategic, data- informed decisions possible.

Data4Decisions is produced in partnership with the Greater Raleigh Convention and Visitors Bureau (GRCVB) and the Raleigh Convention Center, intending to showcase the Research Triangle Region as the U.S. epicenter for data science.

More information is available at [Data4DecisionsEvent.com](http://Data4DecisionsEvent.com).