

Demographics User Group Conference
The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Thursday 2 October 2008

“Dynamic data – Creating current information and insight from customer and government databases”

- 9.30 Registration and coffee
- 10.00 **Chair’s introduction.** Professor David Rhind (Advisory Panel for Public Sector Information, and UK Statistics Authority)
- 10.15 **Keynote address: Data sharing by government.** John Pullinger (House of Commons Library)
- 10.45 **Customer insight in action at Tesco.** Giles Pavey (dunnhumby)
(11.15 Coffee)
- 11.40 **Developing insight from customer analysis and segmentation.** Stewart Robbins (E.ON)
- 12.10 **2011: getting it all together.** Professor David Martin (University of Southampton)

(12.40 Lunch)
- 14.00 **Parallel workshop sessions:**
- A) Comparing the results from the 2011 Census with counts from many different databases – what needs to be planned? Facilitators: Stephanie Durbin-Wood (Co-operative Group) and Neil Storer (Camden LB)
 - B) Creating a definitive national address register – what practical problems do users have with addresses now, and what information is really needed? Facilitators: Ben Smith (Tesco) and Garnett Compton (ONS)
 - C) Insight – how can merging databases and also adding survey information create new understanding? Facilitators: Professor Martin Callingham (Birkbeck College, & DUG) and Tim Allen (Local Government Association)
(15.30 Tea)
- 15.50 **Workshops – summaries of views**
- 16.10 **Creating current information and insight from customer and government databases: priorities for 2009 & beyond – panel session**
Featuring views from Richard Alldritt (UK Statistics Authority), Martin Bellingham (The Children’s Mutual), Jil Matheson (ONS), and Keith Dugmore (DUG)
- 16.45 **Chair’s closing remarks, and The DUG Award 2008**
- 17.00 **Reception**

The presentations will be posted on www.demographic.co.uk