Leadership and Culture: Build the Resilient Organization
This track discusses topics that are high on the agenda for strategically minded leaders: Driving innovation; creating compelling narratives; building and managing creative teams; rewiring culture, skills and roles development; closing talent gaps; addressing data literacy and communicating value; and learning what successful leaders, such as chief data officers (CDOs), do.

Business Outcomes and Strategy: Realize the Value
Making the business case, selecting the right metrics and best practices, and monetizing data and digital ethics, are critical. This track illustrates how data and analytics drive the mission-critical priorities of the business, as well as how to select and prioritize the right set of data and analytics investments, and design a strategy and operating model to ensure their success.

Trust and Governance: The Evolving Challenge
This track provides guidance and best practices for adaptive enterprise data, analytics and artificial intelligence (AI) governance, data quality, data catalogs, master and application data, best practices around digital ethics, trusted data sharing, master data management (MDM), making privacy and security a growth driver, and regulatory compliance.

Analytics Everywhere: Drive Pervasive Outcomes
This track addresses how to make analytics fundamental to all parts of the business in a trusted way, along with the latest trends, such as data storytelling, augmented analytics, the convergence of analytics and BI and data science, embedded analytics, and continuous, real-time analytics.

Technical Insights: The Art of the Pragmatic
This track delivers actionable, technical insights into the best practices, tools and methodologies, such as DataOps, needed to ensure deployment success, as well as advice on the pitfalls to avoid when scaling deployments of data and analytics in and beyond the enterprise and across the cloud.

Continued on next page
**Agenda tracks (continued)**

**F Data Architecture: Effective Data Design**
This track discusses how to draw disparate pieces together with a focus on enabling technology components such as cloud, analytics infrastructure, data lakes, data warehouses, data hubs, data fabrics, the information architecture of the future, integration, data preparation, blockchain and more.

**G AI, Data Science and Machine Learning: The Future Starts Now**
This track explores technology trends: What's real and what's hype, along with the organizational requirements, skills development and talent recruiting needed for successful deployment and the all-important business impact of these advanced data and analytics capabilities. It also highlights best practices to get started and drive value: building training data, cloud for AI, customer analytics and more.

**H Emerging Technologies: Disruption Is a Given**
This track explores the emerging trends and approaches that will change your business, including using machines to tell data stories, the future of cloud, AI and content analytics, how to innovate with AI, graph and relationship analytics, process mining, immersive analytics and blockchain, among others.

**Spotlight Track Master Data Management — Define a Consistent Foundation**
This spotlight track places MDM in the broader context of data and analytics by virtue of being embedded in each of the primary tracks. It addresses fundamental as well as advanced topics, including MDM's business and practical applications in terms of digital commerce, and its growing complexities as more and more business applications and analytics are distributed on multiple clouds and on-premises.

**Spotlight Track Business Skills for Data and Analytics Leaders — Be the Change Maker**
This spotlight track focuses on critical skills necessary for success — gaining support and buy-in from peers and business leaders using storytelling, dealing effectively with organizational politics, engendering collaboration across the business, building and managing innovative and successful teams, and handling change.

The CDO Circle
Join the most exclusive, innovative and experienced group of CDOs and chief analytics officers across multiple industries to explore new strategies, share innovative ideas and ensure you rewire your culture for an AI-augmented future.

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