



DATA AND ANALYTICS LUNCH & LEARNS 2019

Data is on overdrive. It's being generated at break-neck pace, flooding out of the dozens of connected devices we use every day, and it shows no signs of slowing down. In fact, ninety percent of the data in the world today has been created in the last two years alone. Is your business keeping up?

Our business analytics and data department offers hands-on workshops and bigger picture discussions on how to use publicly available data sources to drive decision-making and business growth. These lunch and learn sessions bring together the chamber's in-house expertise and outside speakers on topics such as marketing research, demographic data and resource utilization.

This can be an excellent tool for employee engagement and offers the opportunity to learn in a focused group environment. Attendance is typically between 35 to 50 data professionals. Successful events in 2018 included an introduction to Tableau for Data Visualization, Using Census Data to Drive Business Insight and Analytics for the Sports and Tourism Industry.

Learn how data can and should be leveraged for initiatives ranging from the elimination of food deserts to increasing impressions to the creation of new business models.

Join us to harness the power of data!



POTENTIAL TOPICS

- Tableau for Data Analysis
- Analyzing Social Media Data
- Data Management
- Sports Data Analysis

STRATEGIC MARKETING OPPORTUNITIES:

CONNECT.

- Top researchers around the Charlotte region

INNOVATE.

- Broaden your resource toolkit

GROW.

- Expand the insight of your research team



SPONSORSHIP BENEFITS	PRESENTING ALL FOUR	SUPPORTING JUST ONE
Complimentary admissions to event(s)	4	4
Agenda branding	Logo	Name
Inclusion in pre-event marketing emails	Logo	Name
Slide branding on digital presentation	Logo	Name
Sponsor designation on name badges	●	●
Dedicated promotion and mentions on social media channels	●	●
Sponsorship verbal recognition	●	●
Speaking opportunity for company representative to offer opening remarks for up to three (3) minutes at one (1) luncheon	●	
	INVESTMENT	\$5,000 \$2,500