

Insight Management Academy (IMA) to deliver workshop at SMi Group's Big Data in Retail Financial Services event

Pre-conference workshop to take place 26th November 2013 in London

LONDON, UNITED KINGDOM, August 16, 2013 /EINPresswire.com/ -- Big Data - channelling information for maximum effect with insight management will be the focus for the workshop to be delivered by Steve Wills, Managing Director of the IMA.



The workshop will give delegates essential advice on how to cut through the data and information overload suffered by decision makers so that they deliver maximum value from Big Data. For those involved in data collection, integration and analysis it will help define ideal outputs and approaches to maximise the value of their work, and for those in current insight management roles it will identify new factors to be considered in dealing with this vital new source.

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Steve Wills, Insight Management Academy

Steve Wills, Managing Director for the IMA commented: “For thousands of years information has been a highly prized, but scarce, resource. For that reason it has been valued and typically used for maximum advantage. But the last 50 years has changed all that. Now we are swamped with information, and our problem is recognising which is most valuable, and giving it cut-through in today's noisy

and ever faster moving environment.”

Dale Butler, Managing Director of conference organisers SMi Group added: “Devoted to developing best practice in the field, Steve's 13 years specialising in maximising the value of insight, resulting in the launch of the IMA, make him the perfect candidate for this workshop and we're excited to be offering delegates the opportunity to meet this renowned industry authority face-to-face”.

17 speakers from leading organisations will deliver case-studies and presentations at SMi Group's inaugural event, designed to help companies deliver competitive advantage through improved customer insight and business intelligence.

Full event information can be found at <http://www.bigdata-retailfinancialservices.com/> or places can be booked via Andrew Gibbons: +44(0) 20 7827 6156.

Notes to editor

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

About SMi Group

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries.

We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

About the IMA

The Insight Management Academy is devoted to the development of best practice in the way that insight and information is managed in organisations. It supports professional development for individuals and for teams whether a client-side user of information or a supply-side provider. The Academy is driven by the belief that information and knowledge are potentially our most valuable assets and yet are the resources we handle most wastefully.

Humaira Kaiser

SMi Group

+44 (0) 20 7827 6197

[email us here](#)

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