

Pan European



Business Analytics Forum III

Organized by



Thursday, May 16th 2013

Cotsen Hall

The American School of Classical Studies
Anapiron Polemou 9, 10676, Kolonaki (Athens)

www.businessanalyticsforum.eu

«The Social Effect in CRM through Business Analytics»



Keynote Speaker: **Etlinger Susan**

Panel I: "Social Media and Business Analytics"



Etlinger Susan
Industry Analyst
at Allmeter Group,
San Francisco, U.S.A.



Paleli Korinna, Ph.D
Creative Director
at Mhmedia



Siniolakis Constantinos, Ph.D
Director, Consulting, PwC
Coordinator

Panel II: "Social Network Analysis and CRM Analytics"



Tsipsis Konstantinos
CRM & Customer Intelligence Head at Eurobank
Author of the book:
"Data Mining Techniques In CRM"



Sousis Ilias
Head of Agencies
& YouTube, Google



Papadoglu Nick, Ph.D
Corporate Product Marketing
Manager at Hella Online
Coordinator

Round Table Discussion: "How Companies can use the Power of Social Analytics?"



Aggells Vasills, Ph.D.
Senior Manager,
Customer Insights and
Campaign Management,
Piraeus Bank SA



Etlinger Susan
Industry Analyst
at Allmeter Group,
San Francisco, U.S.A.



Nikolopoulos Vassilis, Ph.D.
CEO & co-founder
of Intelen



Mitropoulos George
Director, Management
Consultants, ICAP
Coordinator

The forum will take place in English with no parallel translation in Greek.

Sponsor



Communication Sponsor



Media Sponsor



Printed Media Sponsors



Executives
Recruitment
Sponsor

Online Sponsors



Job-Hunter
www.JobHunterNetwork.com



Public Relations
Sponsor



Online Supporter

