

	Grote Zaal	IJzaal	Studio	Workspace
08.30 - 09.30	Inloop-netwerk-info plein			
Opening door de dagvoorzitter en host Ton Wesseling				
09.30 - 09.35 09.35 - 10.15	<p>State of analytics, experimentation, and personalization with browsers' privacy initiatives</p> <p>With initiatives like Intelligent Tracking Prevention (Safari/WebKit) and Enhanced Tracking Protection (Firefox/Mozilla), persisting things like analytics and experiment identifiers in the browser has become difficult to do reliably. Well, truthfully, it's never been reliable to begin with, but now there's a concentrated effort by browsers to make client-side state intentionally fragile. Simo's talk will cover these changes and inform you what actions to take (if any) to get your precious data quality back.</p> <p>Simo Ahava Google Developer Expert</p>			
10.20 - 10.50	<p>Brewing a culture of data-driven decision making</p> <p>Lars Harmsen - Beerwulf</p>	<p>Optimaliseer je optimalisatieprogramma</p> <p>Annemarie Klaassen - VodafoneZiggo</p>	<p>Attribution and omnichannel in Google Analytics</p> <p>Michel van Lijstelaar - Google Expert</p>	
10.50 - 11.20	KOFFIE BREAK			
11.20 - 11.50	<p>Datahive 360: dé tool voor inzicht in al je marketingkanalen</p> <p>Tije Vlam - Traffic Builders</p>	<p>Hoe bereken je Customer Lifetime Value? Vind de waardevolle klanten</p> <p>Martijn Driver - Fosby Digital Agency i.s.m. Competence Factory</p>	<p>Cracking server-side tracking - a practical startup guide</p> <p>Wout Smelt - TraceDock</p>	
11.55 - 12.25	<p>Google Analytics at Booking.com</p> <p>Building a data-driven organization is a topic a lot of analytics and data science teams have to face in their everyday work. At Booking.com, this has been our priority from day one. But in an environment where there are internal tools collecting data and employees are empowered to leverage data sets, what role does Google Analytics play? How did we scale Google Analytics in a company with 17.000+ employees? We'll touch upon these and some other challenges, opportunities and examples of our work with product teams by using Google Analytics at scale.</p> <p>Maria Florencia Rossi - Booking.com</p>			<p>HANDS-ON WORKSHOP</p> <p>Google Tag Manager: meer meten! Een doe-het-zelf workshop</p> <p>Ga aan de slag met: Formulieren meten: Wat is handig? Wat is betrouwbaar? Teleurstellingen meten: 404 pagina's, mislukte zoekopdrachten en errors. Video tracking: niet alleen Youtube, maar ook andere platformen zijn mogelijk. Kijken die geen nieuwe pagina opleveren, maar je wel wilt registreren.</p> <p>Niveau: Beginner - Medium</p> <p>Martijn Drijver Fosby</p>
12.30 - 13.00	<p>Visualizing Connections</p> <p>Revealing the (ugly) truth behind the design process of Nadieh's data visuals, ranging from personal projects to client work. The common thread; telling a story about connections. From a royal family tree, to UNESCO's Intangible Cultural Heritage, to connections drawn in the night skies and more. Each being unique and communicating the intricacies that lie within them required a creative, iterative & custom approach.</p> <p>Nadieh Bremer Visual Cinnamon</p>			
13.00 - 14.00	LUNCH			
14.00 - 14.30	<p>Google Analytics 360 is het waard, maar dan moet je die waarde er wel uit weten te halen</p> <p>Janus de Visser - Cloud Nine Digital</p>	<p>Dus je hebt een CDP, en nu?</p> <p>Christian van Nispen - Dept</p>	<p>Automate your work connecting Google Analytics with your spreadsheets</p> <p>Reinier Koolmees & Hans Nauta - Online Dialogue</p>	
14.35 - 15.20	<p>Google Analytics: Past, Present, and Future</p> <p>This session will cover the recent developments in Google Analytics and put them in the broader context of the product journey. This talk will trace the history of Google Analytics from its early roots in 1995, to the advent of tag based analytics and to, more recently, event-based data models. The recent release of App+Web Properties, which marks a unification of app and web data, will be explored in depth. The talk will discuss the current state of App+Web properties, the differentiating capabilities, and current limitations. The talk will conclude with a discussion of the future of GA, including both short term and longer term plans for the product. Never before announced improvements to the APIs, BigQuery Export, Data Import, and the Measurement Protocol for App+Web will be shared during this talk.</p> <p>Brian Stark - Google</p>			
15.25 - 15.55	<p>ITP in 2020: Is Google Analytics nog wel betrouwbaar?</p> <p>Twan Lammers - Orange Valley</p>	<p>Van nul naar personalisatie in 1,9 seconde</p> <p>Vincent Velema - Snakeware</p>		
15.55 - 16.25	KOFFIE BREAK			
16.25 - 16.55	<p>De weg naar een Data driven organisatie</p> <p>Mark Tijssen - Landal GreenParks</p>	<p>Optimizing the Customer Journey with Google Analytics 360</p> <p>Weiwei Liu-Schroeder - Google</p>	<p>How to turn visitors into customers with Optimize & Google Marketing Platform</p> <p>Benedicte Conway - Google</p>	
17.00 - 17.30	<p>The End of Analytics as Usual</p> <p>Google Firebase Analytics is not just another update to the script, for the first time it is a brand new way to think analytics at Google that offers brand new opportunities but requires a new ways of thinking about you data. Join this keynote to get insights on why you need to start thinking about Google Firebase Analytics and Firebase already now and how it fits almost perfectly into a rapidly evolving analytics landscape</p> <p>Steen Rasmussen IIH Nordic</p>			
17.30 - 18.30	BORREL			