

# EDPN Conference 2016

Copenhagen - 4th - 6th October



**IT IS A GREAT PLEASURE AND HONOR TO INVITE YOU TO WONDERFUL COPENHAGEN TO EDPN CONFERENCE 2016, FROM OCTOBER 4TH - 6TH, 2016.**

THIS CONFERENCE WILL BRING TOGETHER PRACTITIONERS AND EXPERTS IN DECISION ANALYSIS ACROSS LIFE SCIENCES, OIL AND GAS, HIGH TECH, FAST-MOVING CONSUMER GOODS, AND OTHER INDUSTRY SECTORS.

THE FOCUS OF THE 2016 CONFERENCE WILL BE ON – BUT NOT LIMITED TO – THE FOLLOWING TOPICS:

- HOW CAN WE ADDRESS ‘COMPLEXITY’ AND KEEP CLARITY OF THOUGHT AND A DECISION FOCUS IN THIS WORLD OF OVERWHELMING INFORMATION?
- HOW CAN WE HELP DECISION MAKERS TO LEARN MORE ABOUT THE ADDED VALUE OF DECISION ANALYSIS FOR IMPROVING DECISION QUALITY?
- HOW CAN WE EFFECTIVELY DEAL WITH RISK AND UNCERTAINTY FOR STRATEGIC DECISIONS ON OUR AGENDA?

ON BEHALF OF THE ORGANIZING COMMITTEE WE ARE LOOKING FORWARD TO SEEING YOU!

**VENUE**  
**COPENHAGEN BUSINESS SCHOOL**  
**PORCELÆNSHAVEN**  
**2000 FREDERIKSBERG C**

**ROOM PH407 & 408**

**LEARN MORE: [WWW.ETOUCHES.COM/EDPN](http://WWW.ETOUCHES.COM/EDPN)**

# PRELIMINARY AGENDA

## OCTOBER 4TH 2016

19:30 - 20:30      **OPTIONAL GET TOGETHER - CANAL BOAT AND NETWORKING**

## OCTOBER 5TH 2016

**FROM 07.30      REGISTRATION AT VENUE (COPENHAGEN BUSINESS SCHOOL)**

<b>TIME</b>	<b>SESSION</b>	<b>SPEAKER</b>	<b>TOPIC</b>
08:30 - 08:45	WELCOME SESSIONS	EDPN	
08:45 - 09:00		- PROF. <b>REIDAR BRATVOLD</b> , <i>UNIVERSITY OF STAVANGER</i>	ADDRESS
09:00 - 09:45	KEYNOTE SESSION	TO BE ANNOUNCED	
<b>09:45 - 10:15</b>	<b>NETWORK AND LOT'S OF COFFEE</b>		
10:15 - 10:45	COMPLEXITY SESSIONS	- ASSISTANT PROF. <b>MELANIE KREYE</b> , - ASSOCIATE PROF. <b>JOANA GERALDI</b> , <i>BOTH DTU</i>	COMPLEXITY?
10:45 - 11:15		- DIRECTOR. <b>CLAUS DUE PONSAING</b> , <i>LUNDBECK</i>	FORECASTING SALES
11:15 - 11:45		- ASSOCIATE PROF. <b>FLORIAN WAGENER</b> , <i>AMSTERDAM SCHOOL OF ECONOMICS</i>	COMPLEXITY?
11:45 - 12:00		TABLE DISCUSSION	
<b>12:00 - 13:15</b>	<b>NETWORK AND LUNCH</b>		
13:15 - 13:45	LOOKBACKS/LEARNING	- INNOVATION AND R&D PLANNING MANAGER. <b>PAUL RUDENKO</b> , <i>SHELL</i>	LEARNING IN SHELL
13:45 - 14:15		TABLE DISCUSSION	
14:15 - 14:45		TO BE ANNOUNCED	
<b>14:45 - 15:15</b>	<b>NETWORK AND MORE COFFEE</b>		
15:15 - 17:15	FORUM	- HEAD OF BUSINESS CHANGE AND DECISION SUPPORT. <b>DR. KUNO HUISMAN</b> , <i>ASML</i> - PROJECT DIRECTOR. <b>ANTJE CHRISTENSEN</b> - ECONOMIST MANAGER. <b>BART WILLIGERS</b> , <i>BG GROUP</i> - <i>OTHER FORUM PARTICIPANTS TO BE ANNOUNCED</i>	DA ORGANIZATION

**FROM 19:00      CONFERENCE DINNER - AT CARLSBERG BREWERY**

# PRELIMINARY AGENDA

**OCTOBER 6TH 2016**

**FROM 07.30 REGISTRATION AT VENUE (COPENHAGEN BUSINESS SCHOOL)**

<b>TIME</b>	<b>SESSION</b>	<b>SPEAKER</b>	<b>TOPIC</b>
08:30 - 10:30	WORKSHOP	- PROF. WITH LEADERSHIP CHAIR IN BEHAVIOURAL DECISION MAKING. <b>TO BE ANNOUNCED</b>	DA FOR EVERYONE
<b>10:30 - 10:45</b>	<b>NETWORK AND LOT'S OF COFFEE</b>		
10:45 - 11:15	RISK AND UNCERTAINTY	- PROF. ECONOMIC PSYCHOLOGY. <b>PROF. JÖRG RIESKAMP,</b> <i>BASEL UNIVERSITY</i>	RISK ATTITUDE
11:15 - 11:45		CBS SPEAKER TO BE CONFIRMED	
11:45 - 12:00		TABLE DISCUSSION	
<b>12:00 - 13:15</b>	<b>NETWORK AND LUNCH</b>		
13:15 - 13:45	BIG DATA AND DECISION MAKING	SPEAKER TO BE CONFIRMED	
13:45 - 14:15	BIG DATA DECISION MAKING	- VP AND GLOBAL HEAD OF REAL WORLD EVIDENCE. <b>DR. MICHAEL SEEWALD,</b> <i>NOVARTIS</i>	REAL WORLD EVIDEN- CE AND DECISIONS
14:15 - 14:30	BIG DATA AND DECISION MAKING	TABLE DISCUSSION BIG DATA	
<b>14:30 - 14:45</b>	<b>NETWORK AND MORE COFFEE</b>		
14:45 - 15:30	N/A	GUEST SPEAKER TO BE ANNOUNCED	SECOND KEY NOTE - WRAP UP / REFLECT
15:30 - 16:00	CLOSING DISCUSSION	- EDPN/PROF. REIDAR BRATVOLD <i>UNIVERSITY OF STAVANGER</i>	EVALUATION

