REACHING AUDIENCES II

Media & Big Data Management & Analytics



Tuesday, April 7, 2015 — Media Management and Media Economics

Welcome by Dean Perlmutter, College of Media & Communication 8:30 - 9:15 a.m.

Introduction to Conference Topics and Goals

Room: COMC 050

Media Management: Trends and Opportunities (Academic Panel) 9:30 – 10:45 a.m.

Room: COMC 268

Industry Perspectives on Management in Lubbock's Growing Market (Local Industry Panel) Room: COMC 156 11:00 a.m. – 12:15 p.m.

Thomas Jay Harris Plenary Address - Dr. Greg Lowe, University of Tampere, Finland: "The 12:30 - 1:30 p.m.

Collaborative Challenge: Connecting Academe and Industry for Mutually Beneficial Ends.' Room: EDUC 001 (Lunch provided, RSVP to rsvp.mcom@ttu.edu by Mon. 4/6)

Panel 2: Workshop in Big Data Analytics, or What Big Data Are Good for...and What They **Panel 1:** Discussion in 2:00 – 3:15 p.m.

Dr. Geoff Graybeal's Media Entrepreneurship class. Are Not.

Room: COMC 053 Room: EDUC 001

How Media Managers Are Using Social Listening and Other Big Data Techniques. 3:30 – 4:45 p.m.

Room: COMC 266

Cathryn Anne Hansen Buesseler Lecture - Dr. W. Russell Neuman, New York University: "The 6:30 - 8:00 p.m.

Digital Difference: How Technology and Economics Interact in Media Evolution." Frazier Pavilion (RSVP required by Thurs., 4/2: rsvp.mcom@ttu.edu)

Wednesday, April 8, 2015 — Big Data and Media Strategy

9:00 - 10:15 a.m. Data-Based Reliance: How Industry and the Academe Will Increasingly Depend on Big Data.

Room: COMC 153

Big Data or Big Hype? Assessing the Conceptual and Applied Utility of Big Data Insights. Room: COMC 154 10:30 - 11:45 a.m.

Roundtable Discussion: What We've Learned, What We Need to Know, and How to Get There. 12:00 – 1:30 p.m.

Room: COMC 156 (Lunch provided to first 30 attendees)

ALL SESSIONS ARE OPEN AND PARTICIPATION IS ENCOURAGED!



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