INFORMS Roundtable Winter Meeting Agenda
February 10-11, 2013
Disney's Yacht Club Resort
Lake Buena Vista, FL
Theme: "Customer-Centric Analytics"

Sunday, February 10th

12:30PM	*WDW Park Tour*	*Meet in Yacht Club Lobby*

Ever wonder how a major theme park operates? We plan to take a tour of the Magic Kingdom, looking at some of the new technological implementations at our Main Entrance and attraction queues, as well as touring the new Fantasyland. All attendees should meet in the hotel lobby no later than 12:30p, as the bus will leave promptly at 12:30p for the resort. Attendees must have a government-issued photo ID and be pre-registered by Pete in order for us to tour backstage. 'Walk-ins' cannot be accommodated. If you and your guest are planning to go on the tour, please confirm with Pete.

Lunch will not be provided, but we will have a light refreshment break around 2:30p. We plan to return to the hotel around 4:15p.

5:00PM	*Reception*	*Cape Cod Hall (Convention Center)*
5:45PM	*Roundtable Meeting Kickoff*	*Cape Cod B-D*
6:00PM	*Utilizing Technology to Revolutionize the Guest Experience*	*Cape Cod B-D*

Dan Soto, Director, Program Integration, Walt Disney Parks & Resorts

With the recent explosion of smart phone usage and an insatiable appetite for real-time information from today's consumers, there is a unique opportunity to advance the Disney Park Guest experience to a new level. Guest service has always been a top priority for Disney, though there was opportunity to make it more personal, immersive, and hassle-free.

Over the next several months, Walt Disney World will be rolling out a collection of tools called MyMagic+ that will give Guests more opportunities to customize and personalize their entire visit. A major component of MyMagic+ is the new My Disney Experience website and mobile app. My Disney Experience will give Guests the flexibility to plan as much or as little as they'd like to create the exact Disney experience they want. They can

book dining and other experiences and reserve times for their favorite attractions, shows and more through an enhanced FastPass system, FastPass+. Once they arrive, they can use their smart phones to spontaneously change their plans in the moment, exploring our parks at their own pace and getting the most out of their visit. In addition, there are physical changes being made inside the park to enhance the Guest experience, such as interactive queues at selected attractions and a barrier-free park entry portal.

Dan will provide an overview of these exciting new Guest-centric features that will be rolling out into the parks, and how analytics will play a role in optimizing the Guest experience.

Dan Soto is the Director of Program Integration for the Next Generation initiative, a significant growth project for the Walt Disney World Resort in Florida. In his current role, he coordinates development activities across multiple disciplines - business planning, operations, technology, and communications. In his 15 years with the Walt Disney Company, Dan has progressed through roles supporting nearly all facets of the Disney experience - Theme Parks, Resorts, Transportation, Call Centers, etc. In his time with the Industrial Engineering group, where he served as a member of the INFORMS Roundtable, he played a key role in growing the Operations Research function at Disney and continues to be a champion for the value of analytics to drive decision making across the vacation experience.

7:00PM	*Dinner*	*Ariel's*
8:15PM	*Dessert Reception / Private Fireworks Viewing*	*Epcot*

Monday, February 11th

7:00AM	*Breakfast*	*Saybrook*
8:00AM	*Roundtable Introductions*	*Cape Cod B-D*
8:30AM	*Big Data, Analytics and Optimization in Workforce Management*	*Cape Cod B-D*

Bruce Miller, Director, Workforce Management Decision Support, Disney Parks & Resorts

This presentation will be an overview of the state of data integration and analytical capabilities in the Workforce Management domain. Workforce Management and Human Capital Management are new frontiers for applying the techniques that have been well established for Revenue and Price Optimization. A summary of the potential opportunities, some analogies to Revenue Management themes (segment, forecast, optimize), future capabilities and potential enablers/obstacles. Examples of value from data mining and analytics in Workforce Management will be shared. These include our efforts at "yield managing" shifts, Labor Demand Planning, and our approach for managing the massive amount of data and where we are in that process.

Bruce Miller is the Director of Disney Parks Workforce Management Decision Support. He has been in this role for the last 8 years and has worked for Disney for 17 years. Other roles at Disney include leading the HR Self-service, portal integration and kiosk efforts for the Walt Disney Company SAP project, chairing the Parks and Resorts HR Technology committee, establishing Guest Satisfaction and Cast Excellence Measurement processes and Business Process Reengineering. Bruce's other experience includes roles in quality management (Merrill Lynch), technology planning and project management (Andersen Consulting) and engineering (Kodak).

Bruce has a BS in Mechanical Engineering and an MBA from Cornell University, and is currently working in his MS degree in Statistical Computing at the University of Central Florida. Areas of interest include applying concepts of data mining, data warehousing, decision analysis and support, predictive modeling, forecasting and optimization in the workforce management domain.

9:30AM   *Innovative and Immersive Customer-Centric Analytics*   *Cape Cod B-D*

Rainer Dronzek, Director, Operations Research, McDonald's Corporation

At the McDonald's Innovation Center, discovery work is underway to better quantify the customer experience at the store level and to provide actionable customer experience-related information to owner/operators, store managers and internal consultants. Rainer will describe some of the technologies being pursued by the Innovation team.

Rainer Dronzek is the Director of Operations Research at the McDonald's Corporation Innovation Center. He leads the OR team that provides designers, engineers, operations, management and owner/operators with global decision support services and tools. In addition to conducting studies in restaurants, the McDonald's OR team uses predictive modeling, video ethnography, advanced analytics and other analysis and research techniques to process data, generate insights and develop solutions. Rainer's background includes simulation modeling consulting services for a wide range of industries and applications; engineering, project management and quality systems roles in aerospace (including the Space Shuttle Program); and field engineering services in the oilfields of the Middle East. Rainer is a member of the INFORMS Roundtable.

10:30AM   *Break*

10:45AM   *The Nature of Analytical Collaboration – Disney's Management Science and Integration Team*   *Cape Cod B-D*

Cameron Davies, Director, Revenue Management, Disney Parks & Resorts

The Management Science and Analytics team began as a small "experiment" between the Disney's Parks and Resorts and ESPN business units. A little less than five years later, it has grown to an organization of over 40 people, servicing broad spectrums of the Disney Enterprise, with a diverse portfolio of projects ranging from forecasts of opening weekend

box office for Disney films to pricing recommendations of Disney Appisodes in the iTunes store.

In this presentation we will share some of the key areas of analytical collaboration across the Disney Enterprise as well discuss what we believe are some of the key elements of building and executing a centralized service organization for advanced analytics.

Cameron Davies is the Director of Disney's Management Science and Integration Group for Parks and Resorts. Based in Orlando, Florida he manages the internal Disney consulting team charged with evaluating and executing analytical projects across the broader Walt Disney Company; including Theme Parks and Resorts, ABC, ESPN, Disney Theatrical Group, Disney Interactive Media Group, and Consumer Products.

Cameron has been with Disney for over 16 years holding various roles in Finance, Revenue Management, Strategy, and Business Development. Prior to joining Disney he taught Finance, Accounting, and Operations Management at Pensacola Christian College in Pensacola Florida.

He holds an MBA in Marketing Research and Masters in Accounting from the University of West Florida and an undergraduate degree in Business and Accounting from Pensacola Christian College.

11:45AM   **Lunch**   **Saybrook**

12:45PM   **Creating a Quantitatively-Driven Customer Engagement Strategy**   **Cape Cod B-D**

Stephan Chase, Vice President, Customer Knowledge, Marriott International

Over the past twenty years much has been written about customer loyalty as well as engagement, experience, and relationship management. While terminology has and will continue to evolve, the goal will remain the same; increasing short- and long-term sales by providing products and services customers value. Stephan will share his teams' approach to increase sales through an objective-oriented strategy uniting analytics, systems, and customer treatments.

Stephan Chase is the Vice President of Customer Knowledge for Marriott International, the manager and franchisor for more than 3,700 hotel, residence, and vacation ownership properties. He has been instrumental in Marriott's drive toward one-to-one marketing and service by helping craft and implement quantitatively-driven strategies to increase short-term purchases as well as long-term loyalty. His team creates models, predicting the future behavior of individual customers, consults on their use with colleagues throughout Marriott, and works collaboratively with IT to systematize their use.

He has been named a one-to-one Customer Champion by 1 to 1 Media, serves on the Customer Advisory Board of IBM's Enterprise Marketing Management practice, and is an Executive Board member of North Carolina State University's Institute for Advanced Analytics.

1:45PM   *Text Analytics and the Design of Listening Posts*   *Cape Cod B-D*

Kathy Lange, Senior Director, Business Analytics Practice, SAS

Customer - Centric Analytics involves listening to the "voice of the customer". Often the "voice of the customer" is expressed via the written word (text), either directly to an organization or in social media. Analyzing this text is more than just counting key words, it entails interpreting the words in context. Within organizations, text is an asset that is largely untapped, is growing at an extremely rapid pace, and has the potential to drive significant value. Listening to the voice of the customer is the first step in building a comprehensive customer engagement strategy. Text analytics can provide insight into customer expectations, opportunities for more targeted marketing, identification of emerging trends and issues, product improvements, and supply chain inefficiencies. This presentation will highlight these ideas through the use of public data collected from Twitter about several brands from a Consumer Packaged Goods (CPG) company.

Kathy Lange currently leads a team of business analysts that focus on High Performance Analytics. They help clients derive business insight from large quantities of data, both structured and unstructured. For the past several years she has focused much of her effort on helping clients analyze textual information that may be contained in documents, surveys, technical support notes, warranty repair records, emails, and product reviews.

Lange joined SAS in 1998 after 14 years at IBM where she served as a statistician for the procurement and quality engineering departments for IBM's largest manufacturing sites. She holds a BS in Mathematics from University of Delaware and a MS in Operations Research from Union College.

2:45PM   *Break*

3:00PM   *Roundtable Business Meeting*   *Cape Cod B-D*

Bill Browning, INFORMS Roundtable President

3:30PM   *Conclude*

5:45PM   *Informal Networking Dinner (Dutch Treat)*   *Kouzzina's*
              Meet in Yacht Club Lobby