

SPATIAL BUSINESS ACADEMY

MASTER THE BUSINESS OF WHERE

AGENDA

Day 1: Tuesday, March 26, 2019

FOUNDATIONAL PRINCIPLES OF SPATIAL BUSINESS

University of Redlands
Redlands Room

- 8:15 a.m. **Registration**
- 8:30 a.m. **Breakfast and Introductions**
- 9:00 a.m. **Welcome to UR+Esri Spatial Business Academy**
C. Elliott and T. Horan
- 9:15 a.m. **Session 1: Concept**
Understanding the location value chain (organizational functions, goals, and needs)
T. Horan, J. Pick, and A. Sarkar
- 10:30 a.m. **Break**
- 10:45 a.m. **Session 2: Inspiration**
Inspiration for the Spatial Business Journey—
The Shopping Center Group
G. Katz
- 11:30 a.m. **Computers/Log-in**
- 12:00 p.m. **Lunch**
- 1:15 p.m. **Session 3: Application**
Using spatial analytics across location value chain (exploration and discovery)
C. Elliott and M. Paz
- 2:30 p.m. **Break**
- 3:00 p.m. **Session 3: Application (continued)**
Using spatial analytics across location value chain (decision making and presentation)
C. Elliott and M. Paz

Casa Loma Room

- 5:00 p.m. **Spatial Symposium Reception**
(optional)

University Club, Hunsaker University Center

- 5:30 p.m. **Dinner**
Ice breaker and preview of day 2

Day 2: Wednesday, March 27, 2019

SPATIAL BUSINESS APPLICATIONS

Esri Headquarters
Executive Briefing Center

- 9:00 a.m. **Overview:** *C. Elliott and T. Horan*
- 9:15 a.m. **Session 1: Deep Dive A**
Spatial business case analysis: customers, markets, and site locations
A. Sarkar and UR/Esri Team
- 11:45 a.m. **Discussion**
- 12:15 p.m. **Lunch**
- 1:00 p.m. **Session 2: Deep Dive B**
Spatial business case analysis: risk, assets, and alternatives
J. Pick and UR/Esri Team
- 3:30 p.m. **Discussion and Q & A**
- 4:00 p.m. **Presentation and Storytelling**
J. Herries

Esri Café

- 5:30 p.m. **Reception and Dinner**
After dinner remarks by Kohler Company
N. Paripovich-Stifle

Day 3: Thursday, March 28, 2019

SPATIAL BUSINESS STRATEGY

University of Redlands
Redlands Room

- 9:00 a.m. **Overview:** *C. Elliott and T. Horan*
- 9:15 a.m. **Session 1: Strategy and Success**
Esri senior executive
B. Cross
- 9:45 a.m. **Session 2: Spatial Maturity**
Findings, drivers, and implications
T. Horan
- 10:30 a.m. **Break**
- 10:45 p.m. **Session 3: Spatial Business Strategy**
Goals, methods, results, and examples
M. Nolan and N. Bennett
- 12:30 p.m. **Lunch**
- 1:45 p.m. **Session 4: Monday Morning Difference**
Insights/actions and open group discussion
C. Elliott and T. Horan
- 3:15 p.m. **Presentation of Certificates**
UR/Esri Team