LEADERSHIP WORKSHOP ON 
LOCATION ANALYTICS IN BUSINESS  
January 31–February 2, 2018  
Upham Hotel, Santa Barbara

TUESDAY, JANUARY 30: ARRIVAL DAY
Participants arriving throughout the day
Happy Hour at the Upham lobby at 5:00 pm; groups may organize for no-host dinner at 6:00 pm

Wednesday, January 31: Day 1

8:30 am Check in, Garden Room
9:00 Welcome and Participant Introductions
Overview of Goals: W. Kuhn (UCSB); M. Gould (Esri); M. Goodchild (UCSB, emeritus); K. Janowicz (UCSB)
9:30 Opening Presentation 1
   K. Janowicz (UCSB): Spatial Analysis, Spatial Thinking, GIS
10:30 Break
10:45 Opening Presentation 2
   J. Rivera (Carthage College): Integrating GIS in the Business Curriculum
11:45 Discussion, led by M. Goodchild (UCSB)
12:30 pm Lunch: Louie’s, served in the garden, Upham Hotel
1:30 Lightning Talks
   10-minute presentations
2:30 Break
3:00 Esri Demos; discussion of the commercial “industry” (location analytics)
4:00 Short Breakout exercise
5:00 Wine and Cheese reception, Upham Hotel lobby
6:30 No-host Dinner

Thursday, February 1: Day 2

6:30 am Optional Hike (Santa Barbara Foothills; please sign up)
9:00 Opening Presentation 3
   R. Church (UCSB)
10:00 More Lightning Talks or Group Discussions
11:00 Break
11:15 Industry Talk and Discussion
   I. Hurt (Gap, Inc.)
12:30 pm  Lunch: Louie’s, served in the garden, Upham Hotel
1:30    Breakout Group Work
2:30    Break
3:00    Reports of Group Work
5:00    Happy Hour, Upham Lobby
6:30    Hosted Dinner: TBA

FRIDAY, FEBRUARY 2: DAY 3
(Afternoon Departures, if Desired)

9:00 am  Group Discussion on Future Steps (Location Analytics):
         An Academic Discipline?
         Publications
11:00   Coffee Break
11:15   Group Discussion (continued)
         Theory, Methods
         Research Agendas, Curricula Ideas
         Wrap up
1:00 pm  Lunch: Carlitos
2:00    Free time, UCSB tour, or hike
5:00    Happy Hour, Upham Lobby

SATURDAY, FEBRUARY 3: DEPARTURE DAY
If you are leaving from the Santa Barbara airport,
please see Karen to arrange for airport transportation and logistics