DRAFT AGENDA

LEADERSHIP WORKSHOP ON
LOCATION ANALYTICS IN BUSINESS
December 11–14, 2017
Upham Hotel, Santa Barbara

SUNDAY, DECEMBER 10: 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

MONDAY, DECEMBER 11: 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
             P. Longley (University College London): Spatial Analysis Applications; Data

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

TUESDAY, DECEMBER 12: DAY 2

6:30 am      Optional Hike (Santa Barbara Foothills; please sign up)

9:00         Opening Presentation 3
              R. Church (UCSB)

10:00        Lightning Talks
              10-minute presentations

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: Olio Pizzeria

**WEDNESDAY, DECEMBER 13: 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
6:30  No-hosted Dinner (for the last standing)

**THURSDAY, DECEMBER 14: DEPARTURE DAY**

If you are leaving from the Santa Barbara airport, please see Karen to arrange for airport transportation and logistics