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

**Thursday, December 14: Departure Day**

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