



Social Media and Customer Analytics Track

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Session Number	Session Title
BSC-1539A	Predictive Social Media Analytics
BSC-1665A	Social Media and IT What IT Needs to Know
BSC-1784A	Socialytics: Improve Pharmacovigilance by Considering Social Media Content
BSC-2149A	Embedding Actionable Insights in the 24/7 Customer Operation
BSC-2761A	Using IBM Cognos Business Intelligence V10.1 and IBM Cognos Consumer Insight
BSC-2765A	Social Marketing Automation An Integrated View of Customer Analytics
BSC-2779A	IBM Cognos Consumer Insight - Case Study
BSC-2993A	Evolving the Business of Hollywood: Applying Social Media Analytics for Smarter Investments
BSC-3556A	Watson Update After Victory on TVs Jeopardy!, What Comes Next?
BSC-3674A	Placeholder for Customer Session

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

