

**SPEAKING ENGAGEMENTS****Data-Driven Decisions Conference****DATE****September 24, 2015****SPEAKERS****Todd G. Vare**  
Partner**Brian J. McGinnis**  
Partner

The Data-Driven Decisions Conference presented by Barnes & Thornburg, Katz, Sapper & Miller, and CSpring will focus on Data/Analytics for driving business and marketing decisions. The half-day conference will feature two interactive panels. The first panel will focus on the positive impacts that data can have on your business, increased revenues, market share and improved customer service. The second panel will focus on ensuring that you know how to leverage the power of data while maintaining compliance and security. A recent study by IBM cited the cost of an average data breach is \$3.8 million, an increase of 23% since 2013. This event will help you understand the power of data, the risks of using it, and how to keep it secure.

**Speakers:**

- Brian McGinnis, Barnes & Thornburg
- Todd Vare, Barnes & Thornburg
- John Roach, KSM Consulting
- Jeff Ton, Goodwill Industries of Central Indiana
- Mitch Frazier, Tinderbox
- Cris Johnston, KSM Consulting
- Luke Klink, Rook Security
- Paul Baltzell, Indiana Department of Technology
- Robin Fleming, Angie's List
- Teresa Becker, High Alpha

**When:** Thursday, Sept. 24**Time:** noon (Eastern) Registration | 12:30 - 4:45 p.m. Program | 4:45 p.m. Reception**Where:** Barnes & Thornburg | 11 S. Meridian Street | Indianapolis, IN**RELATED OFFICES**

Indianapolis

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**Cost:** \$20

