



The International Institute  
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HUGHES HALL  
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GOR



## Predictive Analytics: Theory, Applications and Algorithms

The [International Institute of Forecasters \(IIF\)](http://www.forecasters.org), in collaboration with [Anglia Ruskin University](http://www.anglia-ruskin.ac.uk), [Siemens AG Munich](http://www.siemens.com) and the [German Operations Research Society](http://www.gor-society.org), is organizing an international workshop on 23-24 May 2019, “**Predictive Analytics: Theory, Applications and Algorithms.**” The workshop will be held in Hughes Hall, University of Cambridge, Cambridge, United Kingdom.

### Workshop Theme

According to SAS, “*Predictive analytics is the use of data, statistical algorithms and machine learning techniques to identify the likelihood of future outcomes based on historical data. The goal is to go beyond knowing what has happened to providing a best assessment of what will happen in the future*”.

Predictive analytics enables and help organizations to become more proactive and anticipate outcomes and behaviors from the data. It uses many techniques from data mining, statistics, operational research, econometrics, modeling, machine learning, and artificial intelligence to analyze available data to make predictions and forecasts. Applications of predictive analytics are widespread, from detecting fraud, optimizing marketing campaigns, detecting hidden sources of market power and bottlenecks, to improving operations, policies, cross selling and reducing risk.

This workshop is intended as a forum for discussion and evaluation of new and recent research, applications and algorithms in this field. Its aim is to bring together researchers and professionals interested in the **Predictive Analytics**, from different disciplines, to discuss both models and applications.

### Invited Speakers

These will be announced end of March, 2019

### Call for Papers

In addition to presentations by invitation, we welcome submissions from academics and practitioners for contributed talks and poster presentations. Send your abstract to [mhamoudia@orange.fr](mailto:mhamoudia@orange.fr)

Abstracts will be reviewed by a scientific committee formed by:

Prof. Robert Fildes (Lancaster University, UK)  
Prof. Emanuele Giovannetti (Anglia Ruskin University, Cambridge, UK)  
Prof. Towhidul Islam (University of Guelph, Ontario, Canada)  
Prof. Spyros Makridakis (University of Nicosia, Cyprus)  
Prof. Nigel Meade (Imperial College Business School, London, UK)

## Important Dates

- 15 April: Abstract submission deadline
- 20 April: Abstract acceptance/rejection
- 25 April: Early registration deadline

## Target Attendance

Researchers, academics, postgraduate students, and managers in Industry and technology, new products and innovation, directors of R&D and technical areas (but not limited to), entrepreneurs, executives, decision makers and anyone involved in the predictive analytics and forecasting.

## Registration Fees

**Early registration**, through 25 April 2019

- **100 £** (VAT included)
- **30£** Students (VAT included)

**Late registration**, after 25 April 2019:

- **150 £** (VAT included)
- **40£** Students (VAT included)

Fee includes: registration, proceedings, coffee breaks and lunches.  
Click [here](#) to register (secure website)

## Publication

Selected papers will be suggested for publication in the *International Journal of Forecasting* (IJF)

## Organizing Committee

**Emanuele Giovannetti** - Anglia Ruskin University, Cambridge, UK

**Ralph Grothmann** - Siemens AG, Siemens Deutschland, Munich, Germany

**Mohsen Hamoudia** – Orange Labs, France Telecom Group, Paris, France

## Workshop Dinner

A dinner will be held on 23 May 2019 at 7:00 pm; 40£ fee (amount to be confirmed). More information and registration will be posted on the website.

## Accommodation - suggestions

Fenners Hotel (\*\*) 0.9 miles from centre Cambridge [Show on map](#)

Regency House (\*\*\*\*) 750 yards from centre Cambridge City Centre, Cambridge [Show on map](#)

Ibis Cambridge Central Station (\*\*\*) 2 Station Square, Cambridge, CB12GA – Excellent location - [show map](#)

Parkview Guesthouse (\*\*\*) 1.4 miles from centre Cambridge [Show on map](#)

Arundel House Hotel (\*\*\*) 950 yards from centre Cambridge City Centre, [Show on map](#)

Royal Cambridge Hotel (\*\*\*) Trumpington St, Cambridge, CB2 1PY – Great location - [show map](#)

The Gonville Hotel (\*\*\*\*) Gonville Place, Cambridge, CB1 1LY – Excellent location - [show map](#)

DoubleTree by Hilton Cambridge City Centre (\*\*\*\*) Granta Place, Mill Lane, Cambridge, CB2 1RT – Excellent location - [show map](#)

## Contact

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