

Welcome to the CIO Hour!

May 2023

Debunking Data Myths

Today's Panel



CHRIS LOVE

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Chris Love is an accomplished IT professional with almost 30 years of experience ranging from hands on systems management to Information System strategic planning. Chris has a passion for collaborating with end users to facilitate the collection and analysis of data, empowering them to make informed decisions that drive business success. He received a master's degree in Information Systems Project Management from The George Washington University .



JAMES C. MARQUIS

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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



JOE COLANGELO

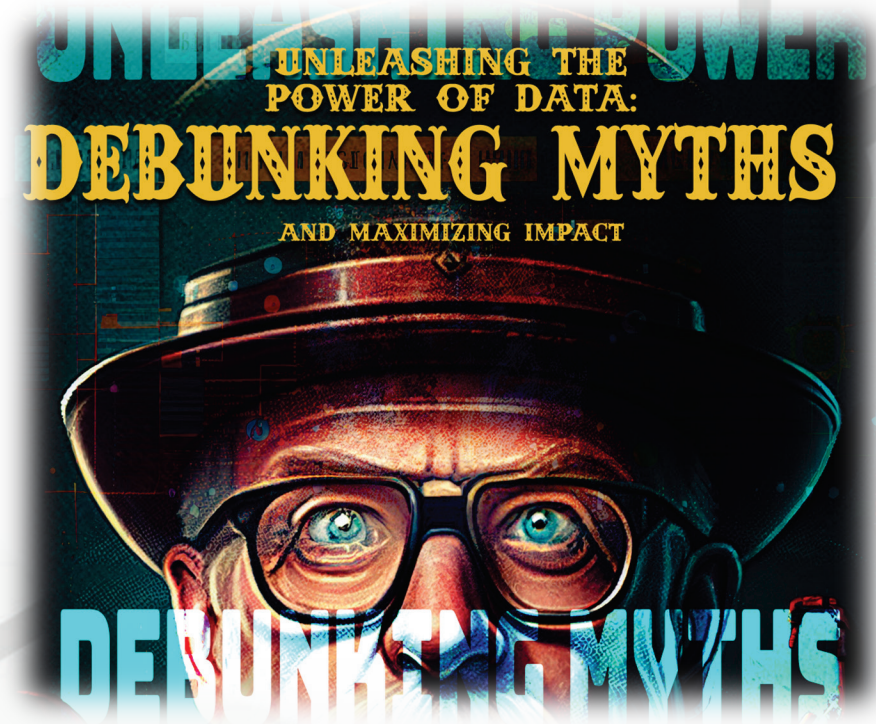
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Joe Colangelo Co-Founder and CEO of Bear Analytics, a data analytics firm focused on delivering solutions to event professionals that help them derive more insights from the data they're collecting. Formerly the principal strategist behind the strategic development of BIO's One-on-One Partnering System, a web-based, SaaS platform, focused on providing biotech and pharma companies an efficient system for engaging in face-to-face interactions at an international portfolio of events.


The CIO Hour: Debunking Data Myths

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.



Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion



2 Years!!!

In the News...

1. Google rolls out an alternative to the password

<https://www.cnn.com/2023/05/03/tech/google-paskeys/index.html>

2. FBI office warns against using public phone charging stations

<https://www.cbsnews.com/news/fbi-warns-against-juice-jacking-what-is-it/>

3. Why the 'Godfather of AI' decided he had to 'blow the whistle' on the technology

<https://www.cnn.com/2023/05/02/tech/hinton-tapper-wozniak-ai-fears/index.html#:~:text=Geoffrey%20Hinton%2C%20also%20known%20as,he%20told%20CNN%20on%20Tuesday.>

4. Predictive Maintenance: Reduce Downtime and Increase Profits

<https://www.dell.com/en-us/blog/predictive-maintenance-reduce-downtime-and-increase-profits/>

Today's Topic: Debunking Data Myths

Fast Facts about Big Data

- The average person generates **1.7 MB of data per second**.
- The average company doesn't use **60-73%** of its data for analytics.
- **97.2%** of companies say they're investing in big data and AI projects.
- **24%** describe their organizations as data-driven.
- Average Internet user spending almost **7 hours** per day online. (Hootsuite)

SOURCE: <https://www.zippia.com/advice/big-data-statistics/>



Created by: eDiscovery Today & LTMG

SOURCE: <https://ediscoverytoday.com/2023/04/20/2023-internet-minute-infographic-by-ediscovery-today-and-ltmg-ediscovery-trends/>

On to Your Questions...

Myth or Fact: Data is an IT Exercise

Association Data Myths Madlib

As a Title, I am the end user of the organization's data.
I run the Department and we do not have a data person on staff.
I use the association's data for Cool Initiative and Cool Initiative so we are
not total beginners, but we have Noun limitations.
Any advice to move the needle?

**As a marketing person, I am the end user of the organization's data. I run a small shop and we do not have a data person on staff. I use the association's data for pulling targeted email lists and running simple campaigns, so we are not total beginners, but we have bandwidth limitations.
Any advice to move the needle?**

Myth or Fact: Data is both an asset and a liability.

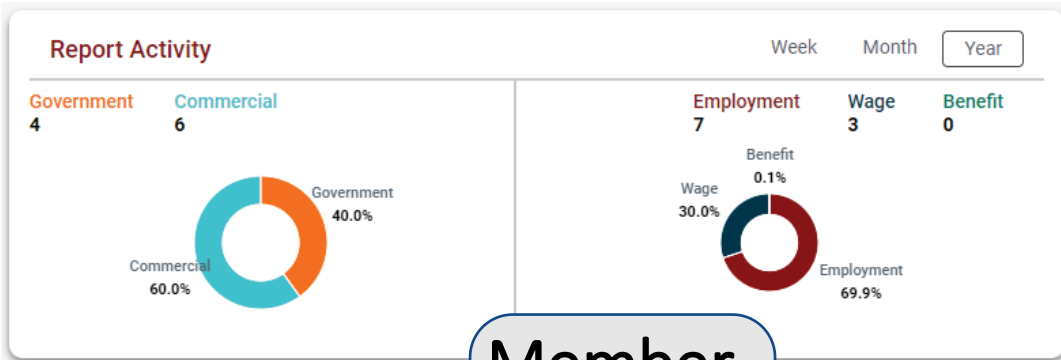
Myth or Fact: The association should own the entire data stack.

Myth or Fact: Compliance makes using data too much trouble.

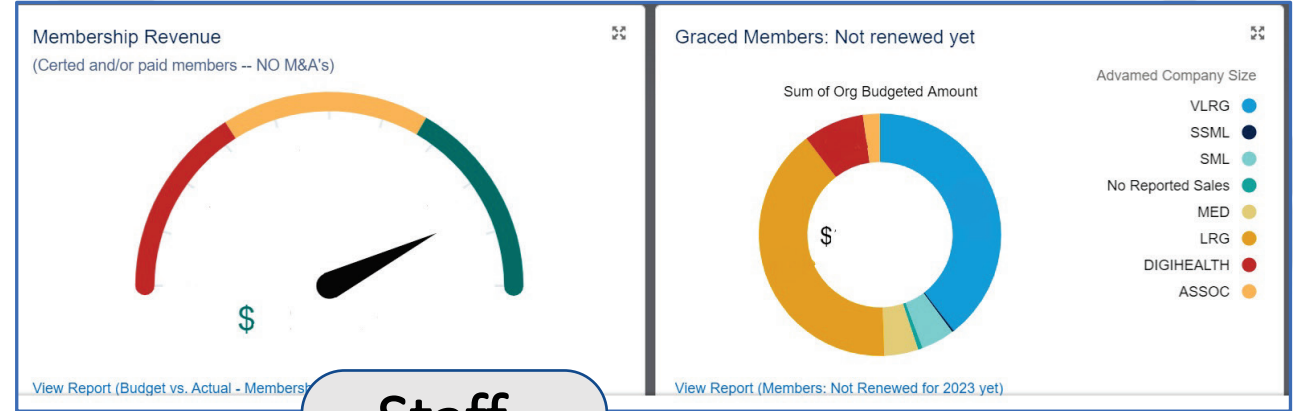
Myth or Fact: The association should own their data.

Myth or Fact: My data belongs to my department.

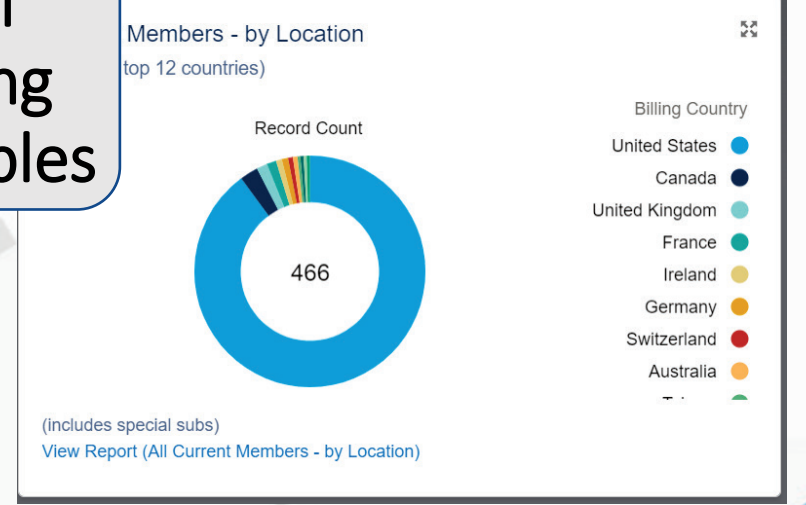
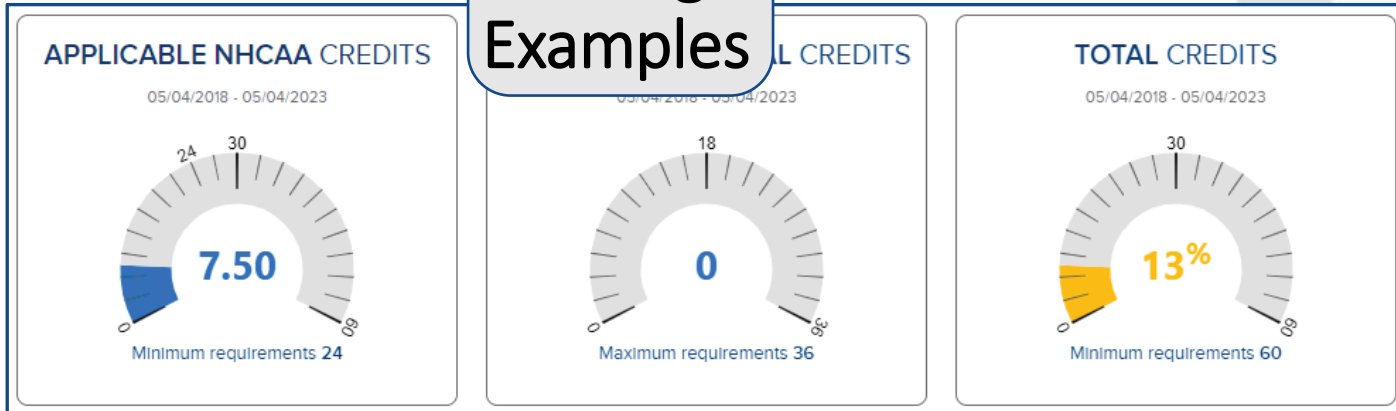
Dashboard Examples



Member Facing Examples



Staff Facing Examples



Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Delivering technology that **WORKS** for your association.

CONSULTING

501 WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION



Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE



Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session



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Final Thoughts

- Join us June 1st for **AMS or CRM – a Candid Conversation**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

