

DATA+AI
SUMMIT EUROPE
FORMERLY SPARK+AI SUMMIT

Data + AI Summit Europe 2020 Guide

[#DataTeams](#) [#DataAISummit](#)

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DATA+AI
SUMMIT EUROPE
FORMERLY SPARK+AI SUMMIT

The free virtual event for data teams

FREE VIRTUAL EVENT – 17-19 NOVEMBER 2020

ORGANIZED BY  databricks

REGISTER NOW

Data Teams Unite!

Data and AI are converging. The success of Apache Spark™ has accelerated the evolution of data teams to include data analytics, science, engineering and AI. Data + AI Summit Europe (formerly Spark + AI Summit) brings together thousands of data teams to learn from practitioners, leaders, innovators and the original creators of Spark, Delta Lake, MLflow and Koalas.

DATA+AI SUMMIT EUROPE

#DataTeams #DataAISummit

Summit by the Numbers

DATA PEOPLE

- 2K+ Data Engineers
- 2K+ Data Scientists
- 2K+ Business/Ops
- 2K+ BI/Analytics
- 1K+ Architects
- 1K+ Machine Learning
- Application Dev

COUNTRIES

151

SESSIONS

- 125+ Breakouts
- 15 Keynotes
- 15+ Training Courses

REGISTRANTS

17K+

Week at a Glance

GMT

TRAINING DAY

Tuesday, 17 November

8 – 12 Half Day Training

9 – 5 Full Day Training

1-5 Half Day Training

**5:30 – 7 University Alliance
Meetup/Dev Hub + Expo**

DAY 1

Wednesday, 18 November

8:30 – 10:30 Keynotes

11 – 12 Sessions

11:30 – 12 Q&A with Malcolm Gladwell

12- 1 Women in UDA Panel

12:30 – 1 General AMA

1 – 2 Keynotes

3-6 Sessions

**4 – 5:30 DJ, Spark 3.0 Meetup, Dev
Hub + Expo**

DAY 2

Thursday, 19 November

8:30 – 10:30 Keynotes

11 – 12 Sessions

1-4 Sessions

4-5 Closing Keynotes

**5-6 DJ, MLflow and Lakehouse
Meetup, Dev Hub + Expo**

Platform Open Until

Friday, 4 December

Content available on demand

Conference Survey

[Online Agenda](#)

Access to platform and agenda
builder will be November 12

DATA+AI
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Big Data + Big Names

17-19 NOVEMBER 2020

REGISTER NOW

Mae Jemison

First woman of color in the world to go into space,
former NASA astronaut

Malcolm Gladwell

Best-selling author, journalist and podcast host

ORGANIZED BY  **databricks**



Dr. Kira Radinsky



Jeremy Singer-Vine



Ali Ghodsi



Brooke Wenig



Reynold Xin



Matei Zaharia

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Prepare for the Virtual Environment

1. Our virtual platform is optimized for desktop viewing. Although it will still work with mobile devices, it is recommended to use a desktop computer if you can
2. Make sure to use Google Chrome or Firefox as your browser for the best experience
3. Use of VPNs can cause delays or technical difficulties, specifically for those facilitating sessions. It is highly recommended that you disconnect your VPN to optimize your experience.
4. If you signed up for pre-conference training, make sure that you have Zoom
5. Enable your microphone and camera, when you login to take advantage of our fully interactive conference
6. Get Excited!

Content Delivered in a Variety of Ways

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Pre-Conference Training

- Instructor-led, live training will offer an engaging and interactive way to learn.
- Utilizing Zoom and our platform to offer an optimal learning experience, with direct access to TAs and other students.

DATA+AI SUMMIT EUROPE | DATA TEAMS UNITE!

This session will begin in
12 DAYS | 16 HOURS | 28 MINUTES | 33 SECONDS

Debbie, welcome to the training workspace for:
Practical Data Engineering in Retail: Data Pipelines with Apache Spark

TRAINING

8:00 AM - 12:00 PM Etc/Greenwich | 2:00 AM - 6:00 AM CST

If this training session has begun and you do not see the session content, please make sure you are checked in and refresh the page.

Check In

Unlock this training workspace by checking in now!
Unlock all features including discussion, resources and more.

Have you are ready!

1. Check in
2. Test your video and audio with Zoom
3. Zoom window will be open 30 minutes

Overview Technical Support About Session

Tuesday, November 17
8:00 AM - 12:00 PM Etc/Greenwich
12:00 AM - 6:00 AM CST

In this half-day course, you will learn how DataBrick and Spark can help solve real-world problems you're when working with retail data. You'll learn how to de with dirty data, and get started with Structured Streaming and real-time analytics. Students will also receive a longer take-home capstone exercise as bonus content to the class where they can apply all concepts presented. This class is taught concurrently in Python and Scala.

Keynotes

- 4 general sessions featuring industry thought leaders like Ali Ghodsi, Matei Zaharia and Reynold Xin.
- Luminary keynotes from Malcolm Gladwell, Mae Jemison, Dr. Kira Radinsky, Jeremy Singer-Vine and many others.

Thank you for your time!

PLEASE RATE AND REVIEW THIS SESSION

If you experience playback issues click here

Overview Speakers Downloads Feedback

WEDNESDAY, NOVEMBER 14
4:00 PM - 4:25 PM Etc/Greenwich | 10:00 AM - 10:25 AM CST

DATA+AI SUMMIT EUROPE

Breakout Sessions

- Over 120 breakout sessions with 9 tracks covering a wide variety of topics in data and AI.
- Session rooms are meant to keep you engaged with the ability to chat with other attendees, ask questions, provide feedback, and download relevant material

k AI Summit
(claim assessment)

10/1 Your Personal Services

Speakers Downloads Feedback

08:27 PM Etc/Greenwich | 12:53 PM - 4:15 PM CDT

It's simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum samples, and more recently with desktop publishing software like Aldus PageMaker using the same dummy text.

answer questions as they appear below

Have a question?
Ask it during the session presentation!

ASK YOUR QUESTION

View Just My Questions

How will this roll out in q1 next year?

Joe Schweinger, MeetingPlay
12:28 8 Nov 2 Votes

HIDE QUESTION ADD RESPONSE

Where can I find more information this topic?
Looking to share more with my team!

Lauren Pirt, MeetingPlay
12:28 8 Nov 1 Vote

HIDE QUESTION ADD RESPONSE

OnDemand Library

Missed a session? Not to worry, sessions will be available on demand immediately after their scheduled time. This does not include pre-conference training.

DATA+AI SUMMIT EUROPE | DATA TEAMS UNITE!

OnDemand

Browse available onDemand content.

FILTER TRACKS (0) FILTER TAGS (0) CHRONOLOGICAL Live keyword search CLEAR FILTER(S)

Live or Previously Live Recording Livestream Monday, Oct 19

Live or Previously Live Recording Livestream Monday, Oct 19

Live or Previously Live Recording Livestream Monday, Oct 19

Live or Previously Live Recording Livestream Monday, Oct 19

No Thumbnail Available Pre-recorded Monday, Oct 19

Live or Previously Live Recording Livestream Monday, Oct 19

Live Engagement

There will be a series of live engagement opportunities at the Dev Hub + Expo and overall agenda. Interact live at the Databricks booth, sponsor booths and Hallway Chatter networking rooms. Be sure to check out the agenda for all of the live engagement events

SPARK+AI SUMMIT 2020

Networking

As a series of opportunities you can track with streamlines activities.

Enhanced Personalization

Using MP SmartFeed technology we create personalized recommendations across the platform.

STOP SHARING SCREEN

Presenting Now Joe SETTINGS

MUTE ALL USERS

Default - Microphone (4- HIC)

HD Pro Webcam C920 (046)

Jake Tyler Eve

Networking

Networking questions that are part of your onboarding process will help our platform recommend like-minded people to connect with, as well as suggest sessions to attend.

DATA+AI SUMMIT EUROPE | DATA TEAMS UNITE!

Suggested for Me

Thanks Debbie! Based on your responses, we think you might enjoy these channels and people.

REBUILD NETWORK

People Event Sessions

SESSONS OF INTEREST

We think you may want to join these sessions based on your interest(s) in: Intermediate

18 WEDNESDAY

APPLY ML OPS AT SCALE

Wednesday November 18
11:00 AM Etc/Greenwich - 11:30 AM Etc/Greenwich
Intermediate | Production/Technical Learning | Data and Ops
JOIN

BUILDING AN ML TOOL TO PREDICT ARTICLE QUALITY SCORES USING DELTA & MLFLOW

Wednesday November 18
11:00 AM Etc/Greenwich - 11:30 AM Etc/Greenwich
Intermediate | Tools and Environment
JOIN

FREQUENTLY BOUGHT TOGETHER RECOMMENDATIONS BASED ON EMBEDDINGS

Wednesday November 18
11:00 AM Etc/Greenwich - 11:30 AM Etc/Greenwich
Intermediate | Machine Learning | Data and Ops
JOIN

FROM QUERY PLAN TO QUERY PERFORMANCE: SUPERCHARGING YOUR APACHE SPARK QUERIES USING THE...

Wednesday November 18
11:00 AM Etc/Greenwich - 12:05 PM Etc/Greenwich
Intermediate | Technical Deep Dive
JOIN

Special Event

We have a variety of special events that includes 3 Meetups, a Women in Unified Data Analytics panel discussion, networking Hallway Chatter rooms and more.

Filter out the agenda to see the special event schedule.

Data + AI Online Meetup: Apache Spark 3.0 Internals and Building Structured Streaming Microservice Architectures

Overview

Wednesday, November 18
8:00 PM Etc/Greenwich - 7:00 PM Etc/Greenwich

Julie Danjil and Denny Lee will recap summit keynote highlights, and present personal session picks. Jack Laskowski will speak about Spark 3.0 Internals, and Scott Haines will discuss structured streaming microservice architectures.

Speakers

Denny Lee
Databricks

Ask Me Anything (AMA) Sessions

Check out the agenda for engaging conversation with industry leaders and experts. Show up early as they are first come, first serve.

Wednesday, 18 November:

- 11:30 AM: Live Q&A with Malcolm Gladwell
- 12:30 PM: Lakehouse AMA
- 2:20 PM: Delta/Photon AMA: VIP Only

Thursday, 19 November:

- 2:00 PM: Live Q&A with Chris Anderson
- 2:30 PM: MLflow AMA: VIP Only

Navigating the Platform



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Dashboard

1. Your personalized dashboard that houses everything you need to know about the conference.
2. The left navigation panel will help you explore all aspects of the conference.
3. Make sure to look out for notifications and your inbox, so you don't miss any updates.

The screenshot shows a personalized dashboard for Debbie Seabloom. The top left features her profile picture and name. Below it is a navigation menu with options like Dashboard, Live Now, My Agenda, Summit Agenda, Suggested for Me, OnDemand, Dev Hub + Expo, Data People, Speakers, Summit Quest, Get Social, Summit Helpdesk, My Downloads, Conference Survey, and Log Out. The main content area is titled 'DATA+AI SUMMIT EUROPE' and 'ORGANIZED BY databricks'. It displays a 'Welcome, Debbie!' message and a list of sessions for Wednesday, 18th. The sessions include 'Spark SQL Beyond Official Documentation' (Intermediate) and 'Building an ML Tool to predict Article Quality Scores using Delta & MLFlow' (Intermediate, Media and Entertainment). A 'meetingplay' logo is visible in the bottom right corner.

Build Your Profile!

Upon logging in, you will be able to build your profile, manage all of your settings, answer networking questions, and plug information that you would like public. You can go back to change your settings at any time.

Anatomy of a Breakout Session

The screenshot shows a virtual breakout session interface. On the left is a navigation sidebar with options like Training Portal, Dashboard, Live Now, My Agenda, Summit Agenda, Suggested for Me, OnDemand, Dev Hub + Expo, Data People, Speakers, Summit Quest, Get Social, Summit Helpdesk, My Downloads, Conference Survey, and Log Out. The main content area features a video player for 'Spark AI Summit' by Antoine Amend, with a play button and a small video thumbnail of the speaker. Below the video are tabs for Overview, Speakers, Downloads, and Feedback. The right panel contains a 'Live Chat' section with a 'Q & A' tab, a 'Polls' section with a question 'How will this roll out in q1 next year?' and a 'MeetingPlay' button, and a 'Just My Questions' section with a question 'Where can I find more information this topic?' and a 'MeetingPlay' button. The interface is organized by Databricks.

Use the right panel to chat live with fellow attendees, ask questions for live Q&A, or take the session poll.

Look below the video for information regarding the session, speaker bios, downloadable assets, or to offer feedback following the session.

Dev Hub + Expo

Visit our Dev Hub and Expo where you can find the Databricks booth, sponsor booths and Hallway Chatter networking rooms.

The screenshot displays the 'Dev Hub + Expo' interface for the DATA+AI Summit Europe. The header includes the user profile 'Debbie Seabloom', the event title 'DATA+AI SUMMIT EUROPE | DATA TEAMS UNITE!', and a settings icon. The main navigation menu on the left lists various options: Training Portal, Dashboard, Live Now, My Agenda, Summit Agenda, Suggested for Me, OnDemand, Dev Hub + Expo (highlighted), Data People, Speakers, Summit Oust, Get Social, Summit Helpdesk, My Downloads, Conference Survey, and Log Out. The main content area is divided into three sections: 'Live + interactive' featuring a 'MeetingPlay Live Demo' on Wednesday (11:45 AM - 12:45 PM Etc/Greenwich) and a 'Booth Office Hours' on Tuesday (5:30 PM - 8:00 PM Etc/Greenwich); 'Hallway chatter' with a placeholder text 'Mollis egestas eget nisl est blandit aliquet orci, Amet varius viverra.' and buttons for 'Job board' and 'Financial services'; and 'Exhibitors' with a search bar and a grid of sponsor logos including Databricks (Organising Sponsor), Avanade, Microsoft Azure (Diamond), and AWS (Gold). The interface is organized by Databricks.

Databricks Booth

Be sure to visit the Databricks booth during Data + AI Summit. Our team will answer any questions you have. We'll also have Office hours in French, German, Spanish and English.

You'll also be able to watch demos on:

- Delta Lake
- MLflow
- Apache Spark
- Koalas
- Cybersecurity
- Intro to Databricks
- and more!

Don't miss our Memory Card Game and try to be on the leaderboard to win a \$100 gift card!!

The screenshot shows the Databricks booth interface. At the top, it says "DATA+AI SUMMIT EUROPE | DATA TEAMS UNITE!". The user profile is "Debbie Seabloom". The navigation menu on the left includes: Training Portal, Dashboard, Live Now, My Agenda, Summit Agenda, Suggested for Me, OnDemand, Dev Hub + Expo, Data People, Speakers, Summit Quest, Get Social, Summit Helpdesk, My Downloads, Conference Survey, and Log Out. The main content area is titled "Databricks" and features a video player with a play button and a progress bar showing "0:00 / 7:04". Below the video player, there is a "Databricks chat hours" section with the following times:

- Thursday, June 25th**
 - 1:00pm - 7:30pm SGT
 - 9:00am - 3:00pm AEST
 - 3:00pm - 6:30pm BST
 - 2:30pm - 5:00pm IST
- Friday, June 26th**
 - 1:00pm - 7:30pm SGT
 - 9:00am - 3:30pm AEST
 - 3:00pm - 6:30pm BST
 - 2:30pm - 5:00pm IST

Below the chat hours, there is a "Match game" section with the following text:

Memory Match Game! Test your skills, see how fast you can match the cards. Plays are limited to 3 plays per day per person. The top 12 players on the leaderboard each day will win a \$100 gift card to a vendor of their choice and a Databricks T-shirt! Stop by each day for another chance to play and win.

Not displaying properly? [Click here](#) to open the game in a new window.

The chat section on the right has a "Live chat" button, a "Type message here..." input field, and a "POST TO CHAT" button. Below the chat input, there is a "WELCOME!" message and the text "The object of the game is to get the fastest score on the leaderboard for".

Networking & Activities



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Suggested for Me

Questions upon onboarding and your activity within the platform will help populate recommended data people to connect with, as well as sessions of interest.

Suggested for Me REBUILD NETWORK

Thanks Debbie! Based on your responses, we think you might enjoy these channels and people.

People **Event Sessions**

LIKE MINDED INDIVIDUALS
These attendees share similar interests as you. Get to know them by shooting them a message or having a video call!

VERONICA FURUKAWA
Meeting Play

LYDIA HOCKETT
Type A Events
Conferences + Events

Suggested for Me REBUILD NETWORK

Thanks Debbie! Based on your responses, we think you might enjoy these channels and people.

People **Event Sessions**

SESSIONS OF INTEREST
We think you may want to join these sessions based on your interest(s) in: Intermediate

18 WEDNESDAY

APPLY MLOPS AT SCALE

Wednesday November 18
11:00 AM Etc/Greenwich - 11:30 AM Etc/Greenwich
Intermediate | Productionizing Machine Learning | Retail and CPG

JOIN

BUILDING AN ML TOOL TO PREDICT ARTICLE QUALITY SCORES USING DELTA & MLFLOW

Wednesday November 18
11:00 AM Etc/Greenwich - 11:30 AM Etc/Greenwich
Intermediate | Media and Entertainment

JOIN

Summit Quest

Complete challenges to earn points.

The top 50 attendees on the Leaderboard will receive a swag pack. The top 3 will also receive a gift card.

Earn points by:

- Checking into a Live or OnDemand Session
- Visiting sponsor booths
- Filling out a survey following a session
- Filling out the conference survey
- Submitting your business card to the Databricks Booth

The screenshot shows the Summit Quest interface for user Debbie Seabloom. The page is titled "Summit Quest" and displays a score of 608. Below the score, there is a "Point breakdown" section showing 607 points from "Checking in to sessions or booths" and 1 point from "Miscellaneous". The "How to earn points" section lists activities and their point values: "Check into a Live or OnDemand Session" (25 max 2500), "Visit sponsor booths at the Developer Hub" (50 max 500), "Fill out a survey following a session" (25 max 1250), and "Fill out the conference survey" (500 max 500). The "What can I win?" section explains that top 100 leaderboard winners will receive Summit merchandise and gifts. A "TAKE A PEEK" button is visible. The interface also includes a navigation menu on the left, a user profile at the top, and a footer with the text "ORGANIZED BY databricks".

Summit Quest

My score
608
My points

See how you're faring in the land of Summit. Be part of the action and earn points for your participation. Redeem for great swag or just the glory.
You must have a public profile to participate in gamification.

Point breakdown
607 1
Checking in to sessions or booths Miscellaneous

How to earn points
Play Summit Quest from Wednesday 18 November - Thursday 19 November and earn points for participating in the below activities.

Check into a Live or OnDemand Session	25 (max 2500)
Visit sponsor booths at the Developer Hub	50 (max 500)
Fill out a survey following a session	25 (max 1250)
Fill out the conference survey	500 (max 500)

What can I win?
Turn your points into cool Summit gear! The top 100 leaderboard winners will get some Summit merchandise and other cool gifts. When the conferences closes on 19 November, we will reach out to the top 100 winners.

[TAKE A PEEK](#)

*A few more details: Following the event, qualifying winners will receive unique codes and instructions on how to claim your prize. Quantities are limited and while supplies last. Unfortunately,

340 x 340

Don't Forget the Fun!

Evening
Events &
Body
Breaks

The screenshot shows the homepage of the SPARK+AI Summit 2020 website. The header is dark blue with the text "SPARK+AI SUMMIT 2020" and a search icon. Below the header, there's a green banner with "Event Test" and "Follow" and "Watch Video" buttons. The main content area features the event title "SPARK+AI SUMMIT 2020" and "Organized by databricks". There are two video thumbnails: one showing a person at a DJ booth and another showing a man in a blue patterned shirt. Below the thumbnails is a white box with the text "Example Domain" and a paragraph of placeholder text. At the bottom, there are three red buttons: "ASK ME ANYTHING", "DEVELOPER HUB", and "SUGGESTED FOR ME". A dark blue sidebar on the left contains a navigation menu with items like "OnDemand", "Dev Hub + Expo", "Data People", "Speakers", "Summit Quest", "Get Social", "My Downloads", "Conference Survey", and "Log Out".

The screenshot shows a video player page for "MLflow Yoga: a holistic workout to connect your mind, body, and production data system". The header is dark blue with the text "SPARK+AI SUMMIT 2020 | DATA TEAMS UNITE!" and a search icon. Below the header, there's a green banner with the video title and a "Follow" button. The main content area features a video player with a play button and a man in a dark blue t-shirt and black shorts standing in a living room. Below the video player is a white box with the text "CHECK INTO SESSION AND EARN SUMMIT QUEST POINTS" and "Enables session discussion". At the bottom, there's a paragraph of text: "Join us for a 20 virgasa flow yoga practice that will leave you feeling energized and rejuvenated for Summit. We'll start with a quick warm-up, flow through a breathe-for-movement sequence, include a 3-minute abs circuit, and end with stretching. This all-level class will include modifications if you're brand new to yoga and for our experienced yogis, the ability to level up. See you there." A dark blue sidebar on the left contains a navigation menu with items like "Dashboard", "Live Now", "My Agenda", "Summit Agenda", "Suggested for Me", "OnDemand", "Dev Hub + Expo", "Data People", "Speakers", "Summit Quest", "Get Social", "Donate Now", "Summit Helpdesk", "My Downloads", "Conference Survey", and "Log Out".

Get Social!



DATA+AI SUMMIT EUROPE

#DataTeams #DataAISummit

Daily Social Media Posts

Attendees are encouraged to participate in our “DataTeams social media posts!

November 17 - 19	November 17	November 18	November 19
<p>We're excited to welcome so many data teams to this year's summit. What are your teams most looking forward to seeing this week? Share your thoughts and be sure to use #DataAISummit and #DataTeams!</p>	<p>How has AI improved your life? We want to hear about the positive impacts AI technology has had. Be sure to use #DataAISummit and #DataTeams!</p>	<p>With attendees joining us from all over the world, we want to see how you're viewing these sessions! Show us your remote viewing station, and be sure to use #DataAISummit and #DataTeams!</p>	<p>As this year's summit comes to a close, we want to hear your thoughts! Who would you like to see take the stage at next year's summit? Let us know, and be sure to use #DataAISummit and #DataTeams!</p>

Questions?

Contact us

[Registration](#)

[Organizers](#)

Documentation

[FAQ](#)

[Event Policy](#)