

Data Natives FAQ

Overview

What is Data Natives?

Data Natives is Europe's leading events platform for the data-driven generation. Born in Berlin, Data Natives was established to spur innovation between startups and businesses within emerging tech fields such as Big Data, Machine Learning, Blockchain, and the Internet of Things.

Data Natives host events in 51 key tech capitals around the globe to an audience of 60,000 community members. The crowning jewel in the global events calendar is the Data Natives conference, taking place annually in our home city of Berlin. Here, Data Natives unites our global community under one roof for two days of inspiring talks, insightful workshops and unparalleled opportunities to connect with the people who are shaping the tech innovations of tomorrow.

How was the idea of Data Natives developed?

Data Natives was inspired by an article written by Monica Rogati, the former Lead Data Scientist at LinkedIn, which highlighted the ["rise of the data natives"](#). Data natives expect technology to serve them, and for their environment to be adaptive to their needs, habits, behaviour and personality. As our world becomes more data-driven, the need for products and decision-making processes which reflect this change becomes greater and greater.

The idea to build a community around these principles was met with instant success. Data Natives' patented blend of cutting-edge tech insights and networking opportunities quickly spread to 51 cities, forging a community from the shared desire to get inspired by new ideas, share knowledge, build things together.

What does "data-driven" mean?

The term "data-driven" describes any activity or process that is fuelled by data, rather than intuition or personal experience. In today's world, where companies and researchers have more access to data than ever before, data-driven insights are fuelling cutting-edge innovation across industries. It's this innovation that Data Natives aims to explore, and also to fuel.

What is the aim of the Data Natives Conference?

The aim is to educate and connect our community of data enthusiasts through interactive events. We aspire to spark innovation across industries and throughout our vast network of entrepreneurs, technical professionals, VCs, researchers, and

students. We also share cutting-edge research and thought-provoking content through our media platform, Dataconomy.

What is Dataconomy?

Dataconomy is the leading portal for news, events and expert opinion from the world of data-driven technology. We focus on industry giants and disruptive startups alike, looking at only the most interesting applications of data technology. Dataconomy receives 160,000 page views and 85,000 unique visitors per month, and boasts over 55,000 social media followers.

Which topics are covered by Data Natives?

Machine Learning, AI, Healthtech, Big Data, Fintech, IoT, Blockchain, Mobility and Marketing Tech.

Who is the target audience of Data Natives?

Data Natives is a meeting place for tech industry experts, entrepreneurs, data scientists, tech and business professionals to share the latest data trends, challenge the status quo, and provoke new ways of thinking. The Data Natives conference boasts over 1600 attendees (30% Data Scientists, 20% Founders and C-Level Executives) each year, and reaches a diverse audience from 37 countries.

Who is the founder of Data Natives?

Elena Poughia is the Founder & Head Curator of Data Natives, and the Managing Director of Dataconomy Media GmbH. She has a multidisciplinary background with studies in Economics and Modern and Contemporary Art from British Universities. She has worked for established galleries and pioneering institutions and co-founded an art events company & independent art publication before Dataconomy. She is particularly committed to promoting diversity, plurality, and newness, with a particular focus on supporting women by helping them become established in tech professions.

Data Natives 2018

When and where will Data Natives 2018 take place?

Data Natives will take place on 22 and 23 November 2018 in Berlin. This year's venue is Kühlhaus (Luckenwalder Str. 3, 10963 Berlin).

What is the theme of this year's conference?

The theme of this year's conference is quickening. Technology is developing at an unprecedented rate, and the pace of life is advancing with it- we all know that famous statistic that more data was produced in 2017 than in the previous 5,000 years of human existence combined. But what does this accelerated pace mean for

businesses, for scientists, and for each and every human? How can enterprises catch up to tech landscape that's accelerating at an unprecedented speed? How can we best use the influx of data to fuel the breakthroughs that will shape our scientific landscape? How can we adapt to life at an accelerated pace- and is there any way to switch off and slow down?

Where can I buy tickets for Data Natives 2018?

Tickets can be purchased on the official website: datanatives.io.

How long are tickets available for?

Tickets can be purchased until the 22nd November 2018.

What types of tickets are on offer, and how much are they?

There are three types of tickets available.

- **Standard Conference Ticket:** Standard Conference Ticket holders gain access to the two-day conference, including networking activities, food and events.
- **Standard Corporate Ticket:** Corporate Ticket holders gain access to the two-day conference including networking activities, food and events. Additionally, they receive access to the VIP areas, a matchmaking application for startups, and exclusive VIP networking and learning events.
- **Standard Student Ticket:** Student Ticket holders have access to the two-day conference including networking activities, food and events. The reduced price applies to students who are enrolled at a state university; admission is only possible with the presentation of a valid student card.

Is there a group discount?

Yes- we offer five conference tickets for the price of four, and would definitely encourage teams to join us at the conference.

How many people attend Data Natives?

Our attendance numbers have grown dramatically over the four years we've been hosting the conference. Our first year, we welcomed 500 attendees; for DN18, we are expecting more than 1,600 data-driven thinkers to join us for the conference.

Who will speak at Data Natives 2018?

Data Natives will feature 160 speakers, discussing a wide range of topics across industries and applications. Highlights include:

- Cassie Korzykov: Chief Decision Scientist, Google
- Annina Neumann: VP Data Technology, ProSiebenSat 1

- Daniel Molnar: Data Engineer, Shopify
- Bart de Witte: Chair of Digital Health, Future / IO
- Jekaterina Kokatjuhha: Research Engineer, Zalando
- Karin Patenge: Principal Sales Consultant, Oracle

The full speaker line-up can be found at datanatives.io/speakers.

What is the schedule of Data Natives?

The schedule for DN18 will be revealed throughout November, and can be found at datanatives.io/schedule. Broadly, Data Natives has two tracks, as well as one day of additional workshops.

- **21.11.2018: Workshop day.** As well as unparalleled learning opportunities, workshop attendees get the chance to network one-on-one with our sponsors, workshop leaders, and fellow attendees. The day ends with an exclusive VIP dinner with the stars of DN2018.
- **22-23.11.2018: Track 1- Tech Trends.** Track 1 is all about innovation: this is our showcase of the data-driven technologies that will shape our futures. DN brought its audience blockchain before it was a buzzword and AI when it was still a distant dream. “Tech Trends” will dissect what's happening at the cutting edge of technological advancement.
- **22-23.11.2018: Track 2- The Business of Tech.** Track 2 offers practical, actionable insights into how game-changing technology makes it out of research departments and into the enterprise. Across a span of industries, we explore how data innovations are transforming businesses, governments and cities across the globe.