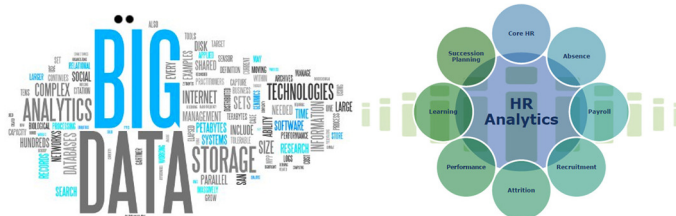


## People Analytics – Driving business success

June 5<sup>th</sup>, 2014 5:00-7:30 pm

*Optimis is proud to host an event with Professor Wayne Cascio and a panel of experts to explore the opportunities and challenges of using HR information and data to make better business decisions. Recent developments in “big data” applications provide an unprecedented opportunity for HR to support and drive the implementation of business decisions and strategies.*



*Wayne Cascio and our panel of experts will move past the “hype” and explore real cases, solutions and opportunities for organisations to use available non-financial data to build clear insights, address real business issues and drive performance.*

*Join us to take the next step in understanding how you can benefit from People analytics in your organisation.*

### **Panel:**

*Professor Wayne Cascio  
Professor Bill Fischer  
Professor Antonio Vegezzi  
Thomas Waterhouse*

*Professor at University of Colorado, Management  
Professor Emeritus at IMD in Lausanne, Innovation  
Member of the Board of Directors for Pioneer Investments  
HR COO Banque Pictet*

**Date:** Thursday, June 5<sup>th</sup> from 5:00 to 7:30 pm  
**Venue:** Maison de la Paix, Graduate Institute Geneva, Auditorium A2, Avenue de France  
**Language:** English  
**Cost:** Free of charge, registration required

To subscribe, please sign up at [info@optimis.ch](mailto:info@optimis.ch) with your name, email, title and your organisation