BIG DATA BELFAST - 2025

22nd October

>> PRESENTED BY

Analytics Engines

About the Event

Big Data Belfast returns in 2025 as Northern Ireland's flagship conference on artificial intelligence, data analytics, and emerging technologies. Now in its 11th year, this practitioner led conference provides a unique platform for knowledge-sharing, innovation, and commercial opportunity across the tech ecosystem.

Presented by Analytics Engines, this highly respected conference has become a cornerstone of the Northern Ireland tech calendar, consistently attracting leading voices in AI, data science, cybersecurity, and industry innovation.

Format of the Event

Big Data Belfast 2025 will feature a full-day conference programme across multiple tracks and stages, including:

- ⊙ Keynotes from international and local thought leaders
- ⊙ Panel discussions on emerging trends and sector challenges
- ⊙ Technical breakouts for deep-dive insights
- ⊙ Practical business sessions focused on impact and opportunity
- ⊙ Networking & Exhibition zones for relationship-building and demos

The programme is designed to engage technical, commercial, and strategic audiences alike – from expert data scientists to decision-makers in enterprise and public sector organisations.

Key Themes 2025

- ⊙ Agentic AI & Generative Intelligence
- ⊙ Applied Machine Learning & LLMs in Business
- ⊙ Cyber Security & Data Ethics
- ⊙ Semiconductors & Advanced Manufacturing
- ⊙ Healthcare AI & Precision Medicine
- ⊙ Sustainability through Smart Data
- ⊙ AI Policy, Regulation & Governance
- ⊙ AI for Financial Services & Fintech Evolution

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Who Will Attend

In 2023 and 2024, the conference attracted over 750 attendees and 300+ companies, with delegate roles spanning:

20% Data Analysts / Scientists

19% Software Engineers / Managers

31% Management / Senior Management

18% Directors / C-Suite

7% Business Development & Client Execs

5% Others (Gov, Academia, Legal, etc.)

Attendees represent sectors such as:

- Technology & Software
- Financial Services & Fintech
- Public Sector & Health
- Manufacturing & Engineering
- Academia & Research
- Cybersecurity & Data Privacy

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Be Inspired by Industry Leaders

Big Data Belfast attracts top talent from global brands like Microsoft, Jaguar Land Rover, Dell, and Mojang. Past speakers include Dr Norah Patten, citizen astronaut candidate, and Sebastián Lancestremère, President of the Global Sports Innovation Centre at Microsoft.

Discover fresh perspectives from respected thought leaders shaping the future of data, AI, and innovation.

Speakers from recent Big Data Belfast events include:

- **Sebastián Lancestremère,** Sports Managing Director at Microsoft and President, Global Sports Innovation Centre

- **Justin Edwards,** Director, Learning Experiences at Microsoft

- **Dr Norah Patten,** Citizen Scientist–Astronaut Candidate and STEM advocate

- **Paul Brook,** Data Management/Data Science Specialist Director at Dell EMC

- **Brett Sparkman,** Power Module Applications Engineer, Jaguar Formula E (Wolfspeed)

- **Gary Marshall,** VP of Virtual Production, NantStudios

- **Tarek Madany Mamlouk,** Innovation Engineer at Axel Springer, working on XR, blockchain, AI, quantum

- **Mike Dawson,** People & Digital Transformation Director, Belfast Harbour

- **Jack Lambert,** Research and Innovation Manager, Jaguar Land Rover

- **Stephen Kelly,** CEO, Tech Nation

- **Edward Green,** Head of Commercial Technology, McLaren Formula 1

- **Katie Cadge,** Head of AI, ASOS

- **Daphne Cheung,** Engagement and Retention Analytics, Disney

- **Colin McFarland,** Head of Data Experimentation, Netflix

- **Prof. Mark Girolami,** The Turing Institute

- **Sharon Moore,** CTO, IBM

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Previous Conferences

2024 Highlights

>> **Gallery & Recap**

>> **Press Coverage**

2023 Highlights

○ Featured **70+** speakers including industry leaders in AI, cybersecurity, fintech, and healthcare

○ Record-breaking attendance

○ Overwhelmingly positive feedback **95%** rated Excellent–Good

>> **2023 Highlights Video**

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Presenting Partners: Analytics Engines

Analytics Engines is the presenting partner of Big Data Belfast, playing a pivotal role in shaping the conference's vision and success. As a Belfast-based data analytics and AI company, Analytics Engines specializes in delivering innovative solutions that enable organizations to harness the power of their data to unlock business value.

Their expertise spans across sectors such as utilities, manufacturing, agri-food, public services, media, and technology , making them a key player in Northern Ireland's tech ecosystem.

Contact

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