

## Enterprise Data & Analytics Accelerator

### Data-Driven Decision Making: Unlocking Business Value and Prioritizing Initiatives

February 5-6, 2025

The JB Duke Hotel

230 Science Drive

Durham, NC 27708

919-660-6400

<https://www.jbdukehotel.com/>

#### Agenda: At-a-Glance

##### Wednesday, February 5

12:00pm – 1:00pm Welcome Lunch

1:00pm – 5:00pm Meeting

6:00pm Reception w/food  
stations

##### Thursday, February 6

8:00am – 8:30am Breakfast

8:30am – 12:00pm Meeting

12:00pm Box Lunches

#### Meeting Registration Detail

We will send a detailed agenda and participant list to all registrants prior to the meeting. In the meantime, here are the basic details you need to plan your trip. Look forward to hosting you!

#### Registration deadline = Friday, December 20

**Guest room rate:** \$244 + 13.5% tax

(If you indicate in your registration that you will stay at the hotel, ICEX will take care of making your reservation.)

**Dress:** Business casual

**Ground Transportation Information:** The hotel is approx. 16 miles from *Raleigh-Durham Int'l Airport*. The trip will take about 20min, depending on traffic, and the cost of a taxi is approx. \$45 one-way. Uber/Lyft also operate in Raleigh-Durham and may be more cost-effective options.

**Parking & Driving Directions:** Complimentary garage parking is available onsite. Valet parking is available for a fee. For driving directions, please input 230 Science Drive into any navigation app.

**Planning Your Departure:** Our meeting program ends on February 6 at 12:00pm. Departure flights from *Raleigh-Durham Int'l Airport* any time after 2:00pm will allow sufficient time to get to the airport. We encourage everyone to stay for the full program, so that you ~ and your fellow members ~ get the most out of the meeting.

#### For more information, please contact:

Laurie Graham at 617.413.5023 or [graham@icex.com](mailto:graham@icex.com)