

## PASS SQLRally Nordic Pre-Conference Seminars

**MONDAY, March 2, 2015**

Registration

Breakfast

	SPEAKER	TITLE	ROOM
	Rafal Lukawiecki	BI Advanced Analytics with Azure Machine Learning, SQL Data Mining, and R *300	TBA
	Peter Myers	BI Superhero Power BI *300	TBA
	Brent Ozar	DBA Performance Tuning When You Can't Fix Queries *300	TBA
	Grant Fritchey	DBA/DEV Query Performance Tuning: Start to Finish *300	TBA
	Itzik Ben-Gan	DBA/DEV Practical T-SQL - Efficient Solutions *300	TBA
	David Peter Hansen	BI/DEV Understanding SSIS internals and performance tuning *300	TBA
	Scott Klein	DATABASE AND APPLICATION DEVELOPMENT Microsoft's Cloud Data Services; What You Need to Know *300	TBA

## PASS SQLRally Nordic Conference Seminars

**TUESDAY, March 3, 2015**

07:00am - 07:00pm Registration

07:30am - 09:00am Breakfast

09:00am - 10:15am Welcome & Keynote

10:15am - 10:45am Keynote

10:45am - 11:00am Refreshment Break

	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM
	BI			DBA			DEV			MIX		
11:00am - 12:00am	Rohan Kumar	Microsoft SQL Server In Memory Technology from the inside	TBA	Nigel Ellis	Microsoft Azure SQL DB – an inside look	TBA	Mark Souza & Sanjay Mishra	Microsoft SQL Server: Hybrid computing evolution	TBA	Dan Kogan	Modernizing your Data Warehouse for Big Data	TBA
12:00am - 01:00pm	Lunch & Exhibit											
01:00pm - 02:00pm	Rafal Lukawiecki	Azure Machine Learning and SQL Server Data Science	TBA	Andre Kamman	Build your own Monitoring System with Powershell	TBA	Itzik Ben Gan	Identity, Sequence and ROW_NUMBER	TBA	Hugo Kornelis	(2 x 60 mins) Now Where Does THAT Estimate Come From?	TBA
02:15pm - 03:15pm	Alberto Ferrari	Budgeting with Power Pivot	TBA	Tobiasz Koprowski	SQL Security in the Cloud	TBA	Brent Ozar	Watch Brent Tune Queries	TBA			
03:15pm - 03:45pm	Refreshment Break											
03:45pm - 04:45pm	Marco Russo	Power BI Dashboarding	TBA	David Peter Hansen	Integration Services (SSIS) for the DBA	TBA	Grant Fritchey	Automating your database deployments	TBA	Klaus Aschenbrenner	(2 x 60 mins) Latches, Spinlocks, and Lock Free Data Structures	TBA
05:00pm - 06:00pm	Jen Stirrup	Pulling back the green curtain: Data Forensics, Power BI and DataViz	TBA	John Martin	SQL Server AlwaysOn in a Multi-site World	TBA	Guy Glantsier	How to Use Parameters Like a Pro and Boost Performance	TBA			
07:00pm - 07:15pm	Welcome											
07:15pm - 00:00pm	Food and fun											

**WEDNESDAY, March 4, 2015**

07:00am - 12:00am Registration

07:30am - 09:00am Breakfast

	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM	SPEAKER	TITLE	ROOM
	BI			DBA			DEV			MIX		
09:00am - 10:00am	Leila Etaati	Show Me Potential Customers: Data Mining Approach	TBA	Margarita Naumova	A deep dive into SQL Server Plan Cache Management	TBA	Damian Widera	Clustered columnstore indexes in great depth	TBA	Pareesh Motiwala	Database Forensics	TBA
10:15am - 11:15am	Peter Myers	Big Data Analytics with Excel	TBA	Michael Frandsen	High Performance Infrastructure for SQL Server 2014	TBA	Scott Klein	Data-tier Considerations of Cloud-based Application Design		Gerhard Brueckl	Deep-Dive to Analysis Services Security	TBA
11:30pm - 12:45pm	Lunch & Exhibit											
12:45am - 01:45pm	Paul Turley	Visualization Choices: What, When, and How?	TBA	Pieter Vanhove	Advanced Backup and Restore	TBA	Rasmus Reinholdt	Taking you application to memory	TBA	Steve Simon	Challenges to designing financial warehouses, lessons learnt	TBA
02:00pm - 03:00pm	Tim Peterson	Use the Power of Analytical Hierarchies in Your Cubes	TBA	Tim Ford	The Periodic Table of Dynamic Management Objects #3	TBA	Uwe Ricken	Building abstract layers for data protection and business logic	TBA	Joseph D'Antoni	SQL Server DR in Microsoft Azure – Building Your Second Data Centre	TBA
03:00pm - 03:30pm	Refreshment Break											
03:30pm - 04:30pm	Reeves Smith	A New Approach to Unit and Integration Testing in SSIS	TBA	Joe Chang	Automating Execution Plan Analysis	TBA	Emanuele Zanchettin	Implementing and Maintaining an Azure SQL Database Project	TBA	Florian Eiden	A modern BI platform using Azure in PaaS	TBA
04:45pm - 05:45pm	Reza Rad	Azure Data Factory vs SSIS	TBA	Matan Yungman	Query Progress Tracking in SQL Server	TBA	Kevin Boles	SQL Server Unit Testing	TBA	Simon Lyngby Kokkendorff & Thorbjørn Kjærshøj Nielsen	Denmark in Minecraft – a geosocial experiment	TBA