

TAAG Overview

APC's Triangle Area Analytics Group (TAAG) was initially established in 2010 to address the absence of meetings for professionals within the IT analytics community. Members of the IT community, marketers, and senior leaders joined in sharing their common interest in business analytics, business intelligence, and anything data related.

It soon became apparent that these meetings were beneficial well beyond the IT industry. **Today, TAAG joins professionals from a myriad of industries to share trends, data, and best practices.** Participants are able to engage with a moderated panel of industry leaders as they discuss relevant topics at each meeting.

TAAG meetings are held at **no cost** to participants. In-person meetings are typically held from 7:30-10:00 AM; a complimentary breakfast is provided. Our virtual meetings are typically held from 11 AM-12 PM to allow for individuals across all US time zones to join in.

We hope you'll join us and discover what hundreds of other area professionals have—that we are truly better together!

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE BENEFITS OF ATTENDING A MEETING?

Our meetings are a great resource for our members to stay up-to-date on relevant analytics topics and discussions. Additionally, it has created an opportunity for area companies to form partnerships and share best practices. The collaboration between individuals that are part of TAAG is a major part of the group's success. Plus, our in-person meetings are a great networking and branding opportunity for your company.

WHAT IS DIFFERENT ABOUT TAAG MEETINGS?

In-person TAAG meetings are incredibly interactive. This is not just a seminar; rather, TAAG meetings are held in a unique environment that encourages networking and discussion with our carefully selected panel. Our talented panelists and moderators also make for dynamic virtual meetings.

WHO ATTENDS TAAG MEETINGS?

Between 50-90 leaders in the analytics community attend in-person TAAG meetings, representing approximately 20-25 local companies. Our virtual TAAG meetings encompass individuals from all geographies.

WHO CAN PRESENT AN IDEA FOR A TOPIC?

If you are passionate about a specific area, or want to learn more about a topic, your ideas are welcomed! The success of the group is based upon the willingness of passionate individuals to suggest great topics and panelists.



FOR MORE INFORMATION

www.TAAG.us

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