

Tuesday, 9/10

GROM (Getting Ready for Oceanic Movement) Intro Sessions | 1300 - 1600

Did you miss Elevate? Just getting started in donation data & analytics? Needing a refresh on the basics? Join us for the GROM sessions on Tuesday afternoon, where we'll highlight the fundamentals and get you ready to ride the wave during the Big Wednesday Swell!

<i>Time</i>	<i>Session Name</i>	<i>Description</i>	<i>Speaker(s)</i>
1300-1330	Surf Breaker	You should have been here yesterday! Let's take a few minutes to meet other members of our data community, new and known alike.	<i>Speaker(s) Breaking Soon!</i>
1330-1400	360 Spin: Donation Data & Industry Foundations	Develop a panoramic view of the landscape as we review the who's who and what's what of donation data and analytics.	<i>Speaker(s) Breaking Soon!</i>
1400-1445	Reading the Waves: Data Literacy Foundations	Learn about the DIKW pyramid, types of data analytics, and data analysis frameworks from a local celebrity among us.	<i>Speaker(s) Breaking Soon!</i>
1445-1500	Beach Break		
1500-1545	Clucked to Clutch: Overcoming Fear of the Fundamentals	Take away practical tips to tackle the fundamentals: defining terms for your data dictionary, sharing data without showing your hand, and recognizing counterfeit treasures.	<i>Speaker(s) Breaking Soon!</i>

Wash Ashore Welcome Mixer | 1600 – 1800

Meet and greet fellow Crest participants as we all arrive on the beautiful South Carolina shores! Enjoy beautiful views and local cuisine as we prepare to drop in to the big event.

Big Wednesday Swell, 9/11

<i>Time</i>	<i>Session Type</i>	<i>Description</i>	<i>Speaker(s)</i>
0900-0915	Surf's Up!	Welcome to the biggest wave of the year!	<i>Cassie Hertert, Donor Alliance Joe Spitz, We Are Sharing Hope SC</i>
0915-1000	Making Waves: Best Practices in Communication & Credibility	Avoid getting caught inside, between the shoreline and the breaking waves. Learn and practice communication strategies, best practices for visualization, and how to build trust in reports.	<i>Mathew Moss, New England Donor Services Additional Speaker(s) Breaking Soon!</i>
1000-1015	Soul Surfers	Connect to Mission & Purpose of our Time Together	TBD
1015-1045	Beach Break		
1045-1145	Walk, Don't Run: Measured & Methodical Analysis	Guided, interactive activity to recognize and analyze patterns, correlation, and causation	<i>Jake Young, Donor Network of Arizona Mike Fite, LifeNet Health</i>
1145-1230	Boil the Ocean: Understand the Relationship of Business AND Intelligence	Surf culture has its own language that is recognizable to those in the barrel, but it might sound foreign to those on the outside. In this session, we'll discuss the critical importance of the translator and teach you how to understand the key business aspects needed for strong analysis & data science.	<i>Kristin Delli Carpini, Gift of Life Michigan Additional Speaker(s) Breaking Soon!</i>
1230-1330	Into the Soup: Meet & Eat	Enjoy lunch and conversation centered around shared interests. Find your favorite table topic and connect with like-minded data enthusiasts!	<i>Table Topics Breaking Soon!</i>
1330-1415	Surfing the Barrel: Using Data in the Present Tense	Hear from leaders in our field about ways they have integrated data systems into real-time case and activity management.	<i>David O'Hara, NJ Sharing Network Larry Suplee, Gift of Life Donor Program</i>
1415-1515	Making the Drop: Exploratory Data Analysis	A guided, interactive session to receive, ingest, and explore a sample data set that will be used for the Thursday investigative analysis activity.	<i>Brandon McKown, New England Donor Services Jake Young, Donor Network of Arizona</i>

Outside Swell: Social at Sea

Set sail and socialize with your swell of data surfers on a private sunset dinner cruise! The iconic Charleston skyline is a stunning backdrop during a cruise on the shimmering waters of Charleston Harbor. Enjoy local cuisine served over sunset views through the beautiful Charleston Harbor, past Fort Sumter, along the Battery and beneath the Cooper River Bridge.

Endless Summer Thursday, 9/12

<i>Time</i>	<i>Session Name</i>	<i>Description</i>	<i>Speaker(s)</i>
0900-1015	Shaping the Shoreline	Crest 2024 Keynote - Details coming soon!	<i>Dr. Jon Snyder, SRTR</i>
1015-1100	Wipe Out! Clarity, Curiosity, & Change	Avoid the riptide by establishing clear requirements, asking the right questions, and proactively engaging with change management for Business Intelligence systems.	<i>Noell Olsen, Cascade Life Alliance Mike Fite, LifeNet Health</i>
1100-1115	Beach Break		
1115-1230	Catch the Wave: Group Investigation & Analysis Activity	Guided activity to find hidden treasures in the dataset. Some will be shallow and easy to find, others buried deep and requiring more skill to uncover.	<i>Brandon McKown, New England Donor Services Mike Fite, LifeNet Health</i>
1230-1330	Into the Soup: Meet & Eat	Enjoy lunch and conversation centered around shared interests. Find your favorite table topic and connect with like-minded data enthusiasts!	<i>Table Topics Breaking Soon!</i>
1330-1400	HAI Tide: Human-Centered AI to Benefit the Transplant System	Newly added! Details breaking soon.	<i>Jennifer Grant, Donor Network West Additional Speaker(s) Breaking Soon!</i>
1400-1445	Constructive Interference: Reaching New Heights Together	The case for data sharing, benchmarking, research, and even publication	<i>Dr. Paul Lange, Indiana Donor Network Additional Speaker(s) Breaking Soon!</i>
1445-1515	Beach Break		
1515-1545	Impact Zone: Analytics to Action	Experiential session to create a plan of action based on data findings. Explore the next steps after finding the hidden treasure, learn to collaborate and integrate with Performance Improvement and partner with quality to get great data from first launch.	<i>Mike Fite, LifeNet Health</i>
1545-1600	Endless Summer	The waves have broken, the energy is returning to the sea. How do we sustain the momentum and bring the energy back to our organizations?	<i>Cassie Hertert, Donor Alliance</i>

Night Surfing: Toes to Nose Hack-A-Thon – hosted by Jake Young, Donor Network of Arizona

Hang Five and put your new skills to the ultimate challenge in this team-based, live action competition! Activities throughout the Crest event will prepare and qualify you for a spot in the lineup. Not ready to stand up on the deck? Join the spectator stands and watch our pros while partaking in a pizza party and kicking out with your new data dudes and dudettes!