

EARL

conference

2026



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EARL 2026: DATA INTELLIGENCE CONFERENCE

INTRODUCING THE **INTERNATIONAL DATA INTELLIGENCE SUMMIT 2027**

If you're reading this, you've probably heard, or are about to hear, that this will be the 12th and final EARL. Not that we see 13 as an unlucky number, but the conference has simply outgrown its name.

From next year, EARL will rebrand as the International Data Intelligence Summit.

The name may be changing, but everything that makes this community special will remain. Same city, same three days, same conversations - just a fresh, more modern identity.



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5 - 7 October 2027

LEONARDO ROYAL HOTEL

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Hello and Welcome

On behalf of Datacove, I'd like to welcome you all to EARL 2026 and the beautiful British coastline of Brighton.

Someone once said to me that EARL is a bit like Christmas for Datacove, and it's hard to disagree. I still feel like a kid on Christmas morning when I wake up, excited to see what gems this year's speakers have in store for us!

This year, we're broadening the focus of EARL to reflect the evolving landscape of Data Intelligence, while still maintaining a strong focus on R and Python.

I hope you enjoy your time in Brighton. It's so much more than a stage - this is where connections, memories and lifelong Data Intelligence friendships are made.

Whether we've never met before or we've known each other for years, please come and say hello while you're here. I love meeting new people and reconnecting with our community.

Have a wonderful EARL 2026, and (spoiler alert!) I can't wait to welcome you back to the inaugural International Data Intelligence Summit in 2027.

Jeremy Horne



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Rory Laughton-Scott

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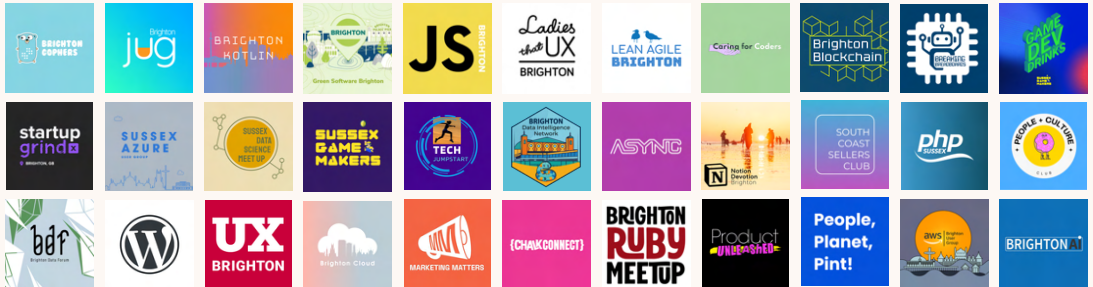
*Small ongoing maintenance charges may apply – but this will be significantly lower than employing an individual

Silicon Brighton

Silicon Brighton exists to strengthen Brighton & Hove's technology ecosystem, connecting people, businesses and organisations, creating opportunities for collaboration, learning, and growth.

Through free events, community initiatives, and meaningful introductions, we bring together people from across technology, digital and the wider business community. Our aim is to make the region an even better place to build a career, grow a business, find talent, and bring new ideas to life.

Inclusivity remains central to what we do. By creating accessible opportunities, championing diverse voices, and connecting different parts of the community, we want more people to be able to participate in and benefit from the region's technology economy.



EVOLVE

Our flagship event, EVOLVE, has grown into one of the South Coast's largest business and technology gatherings. EVOLVE [26] attracted almost 4,000 registrations, with 2,831 people attending the Brighton Centre for a day of talks, workshops, exhibitions, networking, and collaboration across six stages and more than 100 speakers.

We are now building EVOLVE [27], expanding the event across two days in June 2027 and bringing together an even larger community of founders, technology leaders, businesses, investors, students, and professionals from Brighton and beyond.

Everything Silicon Brighton delivers is made possible through the businesses and individuals who support the community. That support enables us to keep creating opportunities and investing back into Brighton & Hove's technology ecosystem.

Wolo Foundation

Because no family should face cancer on their own.

Wolo is a Sussex-based charity helping families navigate life during and after a cancer diagnosis. We're here for the practical things - the jobs that slip, a shopping voucher, help around the home and garden - and the emotional ones, with a community that truly understands.

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Meet Our Sponsors



Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organisations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations.



PLATF9RM is Brighton & Hove's home of coworking, where design-led spaces meet a vibrant community connection. With sites in central Brighton and Hove (5 mins from station and the beach) we bring together freelancers, creatives, and businesses of all sizes in environments built to make work wonderful. From coworking spaces and meeting rooms to offices and event spaces, PLATF9RM is more than just where we have to come to work, it's where we choose to bask in the joy of our jobs.



Print Lord provides high-quality print, signage, exhibition displays, branded merchandise and bespoke print solutions. With 25 years of experience, they help businesses bring their brands to life with print that's on brand and on time.



Talk Shop is an AI support agent for websites, helping businesses answer customer questions instantly using information from their own website. It's designed for small businesses and works across Shopify, WooCommerce and custom websites.

Meet Our Exhibitors



MPB transforms the way people buy, sell and trade photo and video gear. An online platform for used photography and videography equipment, MPB is for everyone, from visual storytelling enthusiasts to professionals.



Gatwick Diamond Business connects organisations across Sussex, Surrey and Kent through networking, events and opportunities to collaborate and grow.



Barclays Eagle Labs supports entrepreneurs, startups and growing businesses with flexible workspace, events, mentoring and growth opportunities, helping ambitious businesses connect, develop and grow.



Fresh Display specialise in retail and exhibition displays, creating bespoke stands, banners, signage and interior displays that help businesses bring their brands to life.

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Shouldst thou require any further assistance in the realm of print, hesitate not to summon Print Lord once more. We stand ever ready to serve.

Long live EARL!

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Get Involved

Want to be part of next year's conference? Whether you're interested in speaking, sponsoring or exhibiting, we'd love to hear from you.

Speak to a member of the team today to find out how you can get involved.



Scan for more details on Datacove's social channels, along with the latest updates on the International Data Intelligence Summit 2027, Meetup groups and upcoming training courses.

RECYCLE

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Workshops

6th Oct | Morning | 9:00 to 12:00

Workshop One | Tennyson Room

API to AI: Building End-to-End Pipelines in Databricks

Instructor:

Andres Baravalle | Alex Cole | Ian Payne
Kubrick Group

Databricks is a unified data and AI platform that lets you build end-to-end pipelines from raw data ingestion through AI-powered insights and business dashboards - all in a single, governed environment, using SQL, Python, R, and modern AI tooling.

What you'll learn:

- Building an end-to-end data and AI pipeline on Databricks
- Calling foundation models directly from SQL with AI functions to classify, extract and summarise at scale
- Reaching those same AI functions from Python and R via the Databricks SQL Statement Execution API
- Delivering AI and BI with Unity Catalog, Genie and dashboards, and what LLM inference really costs at scale

Workshop Two | Wordsworth Room

From Data to Decisions: Storytelling with Power BI Dashboards

Instructor:

Namrah Ghafoor
Senior Analyst | Salford City Council

Move beyond traditional reporting and learn how to turn complex data into clear, actionable insights using Power BI. This session focuses on storytelling through dashboards that don't just show what is happening, but explain why it matters and what to do next.

What you'll learn:

- Designing Power BI dashboards that tell a clear data story
- Turning complex datasets into simple, impactful visuals
- Highlighting key trends and business insights
- Using storytelling to support confident, data-driven decisions

Workshops

6th Oct | Afternoon | 14:00 to 17:00

Workshop One | Tennyson Room

Development to Deployment: Infrastructure for Data Teams

Instructor:

Stephen Price & Nela Morris

Data Science Lead & Junior Data Scientist | City & Guilds

Modern analytics applications need reliable deployment across environments. This hands-on session explores building robust environments and deployment workflows to ensure your data applications run consistently anywhere.

What you'll learn:

- Reproducible environments with Ubuntu VMs and Nix
- Deploying apps with containers, PostgreSQL, and tooling
Publishing Shiny, Quarto, and FastAPI services together
- End-to-end deployment for scalable analytics solutions

Workshop Two | Wordsworth Room

AgentOps: Operationalise Agentic AI at Scale Using AWS

Instructor:

Dayo Oguntoyinbo

Senior Applied Scientist | Amazon Web Services (AWS)

As organisations move AI agents into production, AgentOps provides a framework for managing them at scale. This session explores how AWS and Amazon Bedrock AgentCore can help organisations govern, monitor and operationalise AI agents in real-world environments.

What you'll learn:

- Building CI/CD pipelines for AI agents
- Governing agent access and permissions
- Monitoring performance and detecting drift in production
- The four pillars of AgentOps: governance, operations, evaluation, and observability

Keynote Speakers

7th & 8th Oct



Nicola Rennie

Data Visualisation Specialist | Office for National Statistics

Nicola Rennie is a data visualisation specialist with a background in statistics and data science, passionate about making complex ideas accessible. She advocates for open-source tools including R, Python, Quarto and JavaScript. With over 10 years' experience using R, Nicola has developed multiple R packages and authored The Art of Data Visualisation with ggplot2. She co-authored the Royal Statistical Society's data visualisation guidance and serves on the Editorial Board of Significance magazine.



Leanne Fitzpatrick

Director of Data Science & AI | Financial Times

Leanne Fitzpatrick is Director of Data Science & AI at the Financial Times, with 15 years' experience developing data science and analytics teams. She specialises in strategic, technical and cultural approaches to embedding data and AI capabilities into organisations. An active member of the data and technology community, Leanne shares insights and promotes best practice, while holding advisory and board roles for postgraduate programmes.



Mike Smith

Senior Director | Pfizer

Mike is a passionate data leader with over 30 years of experience at Pfizer, working at the intersection of business and technology. As lead of Pfizer's R Centre of Excellence, he supports data scientists and R users, developing workflows and growing the R community. Mike chairs the R Consortium board and contributes to R packages and analytical platforms that help organisations work more effectively with data.

Stop Seeking Certainty: Leadership Bravery in the Age of Data Overload

As organisations navigate the rapid rise of AI and an ever-growing volume of information, the challenge is increasingly not a lack of data, but a lack of decisions. This panel brings together experienced data leaders to explore how “executive bravery” can help turn insight into action and overcome analysis paralysis.

Key themes include:

- **The Certainty Trap:** Why waiting for perfect data can hold organisations back.
- **Filtering the Noise:** Making confident decisions amid AI hype and information overload.
- **The Fractional Edge:** How experienced external leaders can challenge stagnation.
- **Cultural Decisiveness:** Shifting the focus from data volume to decision velocity.

Meet Our Panel

Host:



Alice Dewar-Mills

Fractional Director | Fractional on Demand

Panellists:



Martyn Fagg

Chief Information Officer | Tillo



Matt Thomas

Head of Strategic Insight & Analytics | British Red Cross



Kat Mitchell

Chief Revenue Officer | MPB

Agenda

Day One | 7th Oct

09:00 to 10:30 | Session One | Keynotes | Renaissance Room

09:00 to 09:10 | Conference Opening Remarks | Jeremy Horne

09:10 to 09:50 | Keynote | Nicola Rennie, Office for National Statistics

09:50 to 10:30 | Keynote | Leanne Fitzpatrick, Financial Times

10:30 to 11:00 | Break

11:00 to 12:30 | Session Two

Stream One | Renaissance Room

From Insight to Impact: A Shiny App for Public Decision Making

Jonathan Taylor & Tim Sunderland
Panlogic & Natural England

UK Biodiversity Data: Stories and Opportunities

Will Millard
National Biodiversity Network Trust

Building Stakeholder Confidence in (inconsistent) Enterprise Data

Hurma Ehtesham
Civic Engineers

Stream Two | Noblesse Room

Building Your Universe in Python

Stephen Wilkins & Aswin Vijayan
University of Sussex

Lessons from the SPHERE-PPL NHS Severe Patient Harm Forecasting Contest

Nick Howlett
BNSSG ICB (NHS)

Success from Interdisciplinary Collaboration - Personalisation at Autotrader

Fiona Pye
AutoTrader UK

12:30 to 13:30 | Lunch

13:30 to 15:00 | Session Three

Stream One | Renaissance Room

Who Is That Doggy in the Classified Advert? Using Standard Laptop Hardware for Deduplication and Programmatic Classification of Web-Scraped Advertisements of Dogs

Bree Merritt & Ben Cooper
Royal Veterinary College | Dogs Trust

Stream Two | Noblesse Room

Data, People and Planet

Megan Bourne
Levy

Agenda

Day One | 7th Oct

Navigating Package Updates with AI

Colin Gillespie
Jumping Rivers

Fuzzy Navel: Modelling Subjective Cocktail Experiences in R

James Bore
Bores Group Ltd

Shiny, but Make It Reproducible

Ashley Baldry
Acuity Analytics

The Bacon Pipeline: Is AI Changing The Way We Make Bacon?

Lowell Gould
Smithfield Foods

15:00 to 15:30 | Break

15:30 to 17:00 | Session Four

Stream One | Renaissance Room

Agentic AI Systems for Cloud Migration: Embeddings, Orchestration, and Azure Integration

Timothy Wong & Alessandro Abati
London Stock Exchange Group

Stream Two | Noblesse Room

Stop Ghosting Your Customers

Founder
TalkShop

mini007: Designing, Managing, and Orchestrating AI Agents in R

Mohamed El Fodil Ihaddaden
HDI GLOBAL SE

Please Tell Me That Graph Isn't a Plot

Charlotte Hadley
Graph Plot Chart Data Story

Anatomy of an AI Agent: From Prompt Chains to Production Workflows

Lee Davies
HiAI

Beyond 30-60-90: Finding the True Duration of Churn Benefit

Andrew Kelly
Sky UK

17:00 | Closing Remarks | End of Day One of EARL

18:00 | Evening Event at Brighton Palace Pier

18:00 | Fairground Rides

18:30 | Palm Court Opens for Welcome Drinks

19:00 | Welcome from Jeremy and Our Charity Partners

19:15 to 20:15 | Food Service Begins with Live Magician

21:45 | Last Orders at the Bar

22:00 | Event Closes

Limited Tickets Available at Front Desk | £85.00

Agenda

Day Two | 8th Oct

09:00 to 10:30 | Session One | Renaissance Room

09:00 to 09:05 | Day Two Opening Remarks | Abbie Brookes

09:05 to 09:55 | Panel

Stop Seeking Certainty: Leadership Bravery in the Age of Data Overload

Host: Alice Dewar-Mills, Fractional on Demand

Panellists: Martyn Fagg, Tillo

Matt Thomas, British Red Cross

Kat Mitchell, MPB

09:55 to 10:25 | Lightning Talks

Shiny Happy Centres: Visualising Performance with Speed and Ease

Alison Telford, City & Guilds

The Model Matters

Steve Hooley, Data Steve Ltd

Let's Hunt Aliens

Fanzhou Liang, Connect Fibre Ltd

10:30 to 11:00 | Break

11:00 to 12:30 | Session Two

Stream One | Renaissance Room

Don't Trust the Data

Sophie Boulderstone & Simon Dixon
Inkie

Stream Two | Noblesse Room

Is Someone Poisoning Your Data?
Or, The Curious Misadventure of a
Holiday Company That Trusted
Price Intelligence and Began to
Suspect Their Competitors Had
Other Plans

Andres Baravalle
Kubrick Group

Your Marketing Is a Mess and Google
Analytics Is the Problem

Jeremy Horne & Abbie Brookes
Datacove

Using LLMs to Bootstrap
Interactive Company Classifiers
at Scale

Alastair James
Goodfit.io

Agenda

Day Two | 8th Oct

The Ethics of Using Data to Sell Stuff:
A Short Battle with Vic's Conscience

Victoria Searl
DataHawks

Data to Narrative: Developing an
Interactive Scrollytelling for the
Asylum System

Ciarán Fitzsimons
National Audit Office

12:30 to 13:30 | Lunch

13:30 to 15:00 | Session Three

Stream One | Renaissance Room

The Dashboard Wasn't the Problem:
Fixing the Data Behind the Decisions

Alice Dewar-Mills
Fractional on Demand

Stream Two | Noblesse Room

Breed as Brand: Analysing Breed
Demand on the Puppy Market with
BERT-based NER

Katharine Ross & Dominic Pearce
University of Edinburgh & Chromatin
Bioscience

Applying a Survey-Based
Segmentation to an Analytical
Customer Database

AJ Small
Sky UK

But What If You Get It Wrong? The
Surefire Way to Screw Up Your
Analysis – From a Brain
Perspective

Lauren Stoney
Lauren Stoney Mental
Strength Training

Thinking Beyond the Data

Agnes Trocinska
Active Scene

Bridging the Gap: A Practical,
Opinionated Checklist for
Designing Tech Solutions That
Deliver Real Business Impact

Elizabeth Brown
Branding Science Group

15:00 to 15:30 | Break

15:30 to 17:00 | Session Four | Lightning & Keynote | Renaissance Room

Building a Realistic Physics-Constrained Concentrated Solar Power Plant
Revenue Optimiser using Python and PyTorch

George Oxley & Seb Davies, DabApps

See Your Pipeline While It Runs: Lightweight Monitoring in Py with Plotsrv

Samuel Anees-Hill, City & Guilds

Building Agentic AI Systems That Actually Work in the Enterprise

Seth Shenbanjo, Rodan Analytics

16:05 to 16:50 | Keynote | Mike Smith, Pfizer

16:50 | End of Conference | Jeremy Horne Closing Remarks



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