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**MSDS Summer 2021 Immersion and Capstone Symposium**

**July 16-17, 2021**

The Highland Hotel

5300 E Mockingbird Lane Dallas, TX 75206

**FRIDAY, JULY 16 – Immersion and Capstone Symposium**

***Unless otherwise indicated, All Events take place in the Opus Ballroom or virtually at:***

<https://encoreglobal.zoom.us/j/94134162742?pwd=QVBYeHhsZWRxMEZPYWJoMnU4MVg1dz09>

Meeting ID: 941 3416 2742 / Passcode: 576463

**8:30am – 9am Check-in for the day’s events & Executive Continental Breakfast**

**9am – 10:30am**  **Welcome and Opening Keynote:**

“Top 10 Reasons Data Science Projects Fail” / Personal Retrospective

*Douglas A. Gray,* *Director at Walmart in and SMU adjunct Faculty*

**10:30am-10:45am** **Morning Networking Break**

**10:45am – 12:00pm Capstone Presentations part 1 (5 groups)**

**12pm – 12:30pm** **Lunch**

**12:30pm - 1pm** **Break/Optional Breakout session**

Virtual Employer Meet and Greet with ARTIS CONSULTING

<https://smu.zoom.us/j/95484194385?>pwd=ZFRGeSszeWtqQjFvSlROc29sNXVNdz09

Meeting ID: 954 8419 4385 / Passcode: 365882

**1pm – 3:30pm** **Afternoon Workshop:** "When is Causal Inference Relevant in Machine Learning Problems?"

*Christina Jenq, PhD,* *World Bank*

**3:30pm-3:45pm** **Afternoon Networking Break**

**3:45pm – 5:00pm Capstone Presentations Part II (5 groups)**

**5pm – 5:30 pm** **Capstone Voting/Optional Breakout session/break**

Virtual Q&A with Christina Jenq

**5:30pm – 6:30pm** **Dinner and Capstone awards**

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**MSDS Summer 2021 Immersion**

The Highland Hotel

5300 E Mockingbird Lane Dallas, TX 75206

**SATURDAY, JULY 17 – Immersion students only**

**8:30am – 9am Check in for the day’s events and Executive Continental Breakfast**

Opus Ballroom, the Highland Hotel

**9:00am – 10:30am Alumni Panel Discussion**

Opus Ballroom or virtually at:

[https://encoreglobal.zoom.us/j/94134162742pwd=QVBYeHhsZWRxMEZPYWJo](https://encoreglobal.zoom.us/j/94134162742?pwd=QVBYeHhsZWRxMEZPYWJoMnU4MVg1dz09) MnU4MVg1dz09

**10:30am – 11:00am Break/Travel to campus**

**11:00am – 12:30pm** **SMU Experience 1: (choose from Meadows or Bush Museum or campus tour)**

*(Virtual participants are excused)*

**12:30pm – 1:15pm** **Lunch on SMU campus**

Jones Hall, SMU Meadows Museum

*(Virtual participants are excused)*

**1:30pm – 3:30pm Barbie Bungee**

On campus, as directed by Dr. Sadler/

*Virtual students participate via personal zoom links from their group representative*

**3:30pm – 5pm** **SMU Experience 2: (choose from Meadows or Bush Museum or campus tour)**

*(Virtual participants are excused)*

**5:00pm -5:30pm** **Travel to hotel/break**

**5:30pm – 6:30pm Dinner at hotel with closing and BB awards**

Opus Ballroom, the Highland Hotel

Virtual Participants log in for award presentation at 6pm at:

[https://encoreglobal.zoom.us/j/94134162742pwd=QVBYeHhsZWRxMEZPYWJo](https://encoreglobal.zoom.us/j/94134162742?pwd=QVBYeHhsZWRxMEZPYWJoMnU4MVg1dz09) MnU4MVg1dz09