To Whom It May Concern:

I would like to attend the “Strata+Hadoop World” big data conference in order to gain knowledge towards my concentration focused around the area of online marketing and digital business strategy. This event perfectly supports my concentration as it stresses the juxtaposition between data analytics, development and marketing analysis. The conference also delves into how new technology can be used for business applications. The conference is in New York, October 15-17, and registration fees (which are normally $1945) are reduced for students down to $680.75. While I would never be able to attend this conference under normal circumstances, with the committee’s help I will be able to not only learn from leaders in the industry and academic community but also gain out of classroom knowledge that will directly support my studies over the semester as I take “Dealing with Data” in Stern. I hope to use this conference as inspiration for my term project in “Dealing with Data” and for my colloquium as well. I will write a summary reaction paper and article for the Gallatin website or research journal as a part of my commitment to ensure that this allocation of support for my concentration will be validated with an educational deliverable on the other side. I will structure both assignments around both technical and non-technical emerging trends and new applications I learn about at the conference and I will use my past learning to inform my weighting of relevance to concepts that I include in my reactions. I hope the committee will help me extend my concentration through this unique and educationally powerful experience. Please reach out to me if you have any questions, I will do whatever it takes to be able to attend this spectacular keystone opportunity.

All the best,

Jonathan Kopnick

**Proposed Grant Amount:**

$680.75

**Event Location and Dates:**

October 15-17

Javits Center

655 W 34th Street (map)

New York, NY 10001

**Event description according to their website**:

(http://strataconf.com/stratany2014)

Strata + Hadoop World is where cutting-edge science and new business fundamentals intersect—and merge. It’s a deep-immersion event where data scientists, analysts, and executives get up to speed on emerging techniques and technologies by dissecting case studies, developing new skills through in-depth tutorials, sharing emerging best practices in data science, and imagining the future.

Our speakers have a laser-sharp focus on the data issues that are shaping the business, finance, media, fashion, retail, and government worlds.

The data industry is growing fast, and Strata + Hadoop World has grown right along with it. We've added new sessions and tracks to reflect challenges that have emerged in the data field—including security, ubiquitous computing, collaboration, peer analytics, reproducibility, new interfaces, emerging architecture, building data teams, machine data—and much more.

Strata + Hadoop World is now the largest conference of its kind in the world, yet it’s kept the informal, collegial spirit that makes it one of the best places to connect and collaborate.