# Microsoft Fabric
## COMMUNITY CONFERENCE

# WORKSHOPS

## Sunday, March 24, 2024

| WORKSHOPS | PREMIER BR 310 | PREMIER BR 311 | PREMIER BR 319 | PREMIER BR 316 | PREMIER BR 315 | PREMIER BR 318 |
|---|---|---|---|---|---|---|
| **9:00 to 4:00** | Adopting Microsoft Fabric for Managed Self-Service Analytics<br>**Matthew Roche** | Azure SQL Database and Microsoft SQL Server: All Things Developers<br>**Davide Mauri** | Build Your First End-to-End Lakehouse Solution<br>**Abid Nazir Guroo, Estera Kot & Venk Titte** | Microsoft Fabric in a Day: A Technical Overview<br>**Amanjeet Singh, Brad Schacht & Gabi Muenster** | The Witch's Guide to Model Management and Data Visualization<br>**Shannon Lindsay & Stephanie Bruno** | AI for Developers: Making Your Application Smarter with Azure AI Services<br>**Alpa Buddhabhatti, Prashant G Bhoyar & Samuel Gomez** |

## Monday, March 25, 2024

| WORKSHOPS | PREMIER BR 316 | PREMIER BR 310 | PREMIER BR 315 | PREMIER BR 319 | PREMIER BR 311 | PREMIER BR 318 |
|---|---|---|---|---|---|---|
| **9:00 to 4:00** | Create and Manage Your Data Warehouse in Fabric<br>**Filip Popovic, Jacinda Eng, Kevin Conan, Mariya Ali, Peri Rocha, Priya Sathy, Sowmya Sivaraman & Stijn Wynants** | Developing Multi-tenant Applications on the Fabric Platform<br>**Alon Yeshurun & Ted Pattison** | Data Governance for the Age of AI<br>**Karthik Ravindran & Vivek Kokkengada** | Microsoft Fabric for the Power BI Professional<br>**Jason Himmelstein & John White** | The Cloud Workshop for the SQL Professional<br>**Anna Hoffman, Bob Ward, Davide Mauri & Grant Fritchey** | Unleash Dynamics 365 Value with Microsoft Fabric<br>**Jila "JJ" Yadav, Milinda Vitharana & Scott Sewell** |

## Friday, March 29, 2024

| WORKSHOPS | PREMIER BR 310 | PREMIER BR 311 | PREMIER BR 315 | PREMIER BR 316 | PREMIER BR 319 |
|---|---|---|---|---|---|
| **8:00 to 3:00** | Go from Beginner to Certified: A Fabric Analytics Engineer Workshop<br>**Bradley Ball, Mark Pryce-Maher & Shabnam Watson** | Day After Dashboard in a Day<br>**Alex Powers, Chris Hamill & Philip Seamark** | Rapidly Ingest, Transform, Query and Act on Your Streaming Data in Microsoft Fabric<br>**Gilles Lherault, Kevin Lam & Will Thompson** | Getting Started with ML & AI in Microsoft Fabric<br>**Amir Jafari, Mark Hamilton, Markus Weimer, & Misha Desai** | The Fabric of Custom Copilots<br>**Ciprian Jichici & Zoiner Tejada** |

# Microsoft Fabric
## COMMUNITY CONFERENCE

## Tuesday, March 26, 2024

| 7:00 | Registration Open, GRAND BALLROOM Foyer, 1st Floor |
| --- | --- |
| 7:30 - 8:30 | Grab & Go Breakfast in MARQUEE BALLROOM |

| KEYNOTE | GRAND BALLROOM, 1st Floor |
| --- | --- |
| 8:30 to 10:30 | **Opening Keynote - Microsoft Fabric Vision & Roadmap - Analytics in the Era of AI**<br>presented by **Arun Ulag,** Corporate Vice President, Azure Data, Microsoft,<br>**Amir Netz,** Technical Fellow and CTO of Microsoft Fabric, Microsoft<br>**Shireesh Thota**, Corporate Vice President, Azure Databases, Microsoft<br>and **Wangui McKelvey,** General Manager, Azure Data Analytics, Microsoft |

| 10:30 - 11:30 | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM) |
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| SESSIONS | GRAND BR 120 | CHAIRMAN'S BR 362 | BOULEVARD BR 162 | BOULEVARD BR 170 | PREMIER BR 319 |
| --- | --- | --- | --- | --- | --- |
| 11:30 to 12:30 | Building a Modern Data Lake with OneLake: The OneDrive for Data<br>**Adi Regev, Elizabeth Oldag, & Josh Caplan** | Charting the Course: The Latest in AI & Data Science with Fabric<br>**Eren Orbey & Nellie Gustafsson** | What's New for Content Authoring in Power BI: Insights from the Product Team<br>**Lauren Faber, Rien Hu & Sujata Narayana** | Getting Started: Data Factory in Microsoft Fabric<br>**Cathrine Wilhelmsen, Shireen Bahadur & Tess Kassier** | Spark in Microsoft Fabric: A Beginner's Guide to Data Engineering<br>**Arshad Ali & Ginger Grant** |

| 12:30 - 2:00 | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**WIT Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Informatica booth #404 or Microsoft booth #223 to pick up a wristband. **Space is limited** |
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| | GRAND BR 120 | CHAIRMAN'S BR 362 | BOULEVARD BR 162 | BOULEVARD BR 170 | PREMIER BR 319 |
| --- | --- | --- | --- | --- | --- |
| 2:00 to 3:00 | Data Warehousing in Fabric Overview, What's New and Roadmap Session<br>**Priya Sathy** | A Comprehensive Journey Through Real-Time Analytics in Fabric<br>**Tessa Kloster & Yitzhak Kesselman** | Driving Productivity and a Data-Driven Culture with Power BI in Microsoft 365<br>**Lauren Faber, Maya Shenhav & Mohammad Ali** | Fabric Security: Everything You Need to Know!<br>**Kasper de Jonge & Vengatesh Parasuraman** | Fabric Notebooks & Data Wrangler: Introduction & Roadmap<br>**Eren Orbey & Piero Morano** |

| 3:00 - 3:15 | Break |
| --- | --- |

| | GRAND BR 120 | CHAIRMAN'S BR 362 | BOULEVARD BR 162 | BOULEVARD BR 170 | PREMIER BR 319 |
| --- | --- | --- | --- | --- | --- |
| 3:15 to 4:15 | Data Engineering in Microsoft Fabric - Roadmap Session<br>**Justyna Lucznik** | Exploring Microsoft Fabric: Through the Power BI Lens<br>**Pragati Jain** | Democratizing Siloed Data in Microsoft Fabric and Accelerate Analytics Value Through Mirroring<br>**Charles Webb** | Understanding Fabric Capacities<br>**Chris Novak & Pat Mahoney** | Using Semantic Models to Address Business and Modeling Challenges<br>**Marco Russo** |

| 4:15 - 5:45 | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) |
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| KEYNOTE | GRAND BALLROOM, 1st Floor |
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| 10:30 - 11:30 | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM) |
|---|---|

| SESSIONS | PREMIER BR 310 | PREMIER BR 316 | GRAND BR 121 | GRAND BR 114 | PREMIER BR 315 |
|---|---|---|---|---|---|
| 11:30 to 12:30 | Enterprise BI with Power BI and Microsoft Fabric<br>**Paul Turley** | Experience the Microsoft Fabric and SQL Together<br>**Anna Hoffman, Bob Ward & Idris Motiwala** | From Beginner to Pro: Your Journey with KQL in Fabric Real-Time Analytics<br>**Anshul Sharma, Brian Bønk & Uri Barash** | Unlocking Business Insights: Aon's Journey to Unified Insights Through Fabric Data Warehousing<br>**Boby Azarbod & Dharini Sundaram** | Connecting to the World's Data Using Data Factory in Fabric<br>**Jianlei Shen, Matt Masson & Miguel Escobar** |

| 12:30 - 2:00 | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall),  **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**WIT Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Informatica booth #404 or Microsoft booth #223 to pick up a wristband. **Space is limited** |
|---|---|

| | PREMIER BR 310 | PREMIER BR 316 | GRAND BR 121 | GRAND BR 114 | PREMIER BR 315 |
|---|---|---|---|---|---|
| 2:00 to 3:00 | Delta Lake in Microsoft Fabric<br>**Craig Porteous & Daniel Coelho** | Driving Continuous Business Value From Machine Learning and LLMs<br>**Facundo Santiago, Misha Desai & Takuto Higuchi** | Behind the Design: How We're Crafting Data Factory Experiences in Fabric<br>**Arian Martinez, Cristin Ford & Vichita Jienjitlert** | The SQL Experience Is Beyond RDBMS with AI for Startups to the Enterprise<br>**Asad Khan, Bob Ward, Davide Mauri & Muazma Zahid** | Semantic Link in MS Fabric - The Future of Data Collaboration<br>**Markus Cozowicz & Sandeep Pawar** |

| 3:00 - 3:15 | Break |
|---|---|

| | PREMIER BR 310 | PREMIER BR 316 | GRAND BR 121 | GRAND BR 114 | PREMIER BR 315 |
|---|---|---|---|---|---|
| 3:15 to 4:15 | From Data to Decisions: Leveraging Microsoft 365 with Data Factory<br>**Karan Shah, Rishi Girish & Wilson Lee** | What's New in Analytics with Azure Databricks and Microsoft Fabric<br>**Lindsey Allen & Sanjay Soni** | Extend Dynamics 365 Applications and Data with Microsoft Fabric – Patterns and Best Practices<br>**Jila "JJ" Yadav, Milinda Vitharana & Mudit Mittal** | Customer Stories: Modernizing with Fabric<br>**Chris Nunn, Jayakumar (JK) Pankajatchan, Kalpan Shah & Rafiq Jalal** | Power BI and Accessibility: Bridging the Gap for All Audiences<br>**Meagan Longoria** |

| 4:15 - 5:45 | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) |
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|---|---|
| **7:00** | Registration Open, GRAND BALLROOM Foyer, 1st Floor |
| **7:30 - 8:30** | Grab & Go Breakfast in MARQUEE BALLROOM |
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** |
| **8:30 to 10:30** | **Opening Keynote - Microsoft Fabric Vision & Roadmap - Analytics in the Era of AI**<br>presented by **Arun Ulag,** Corporate Vice President, Azure Data, Microsoft,<br>**Amir Netz,** Technical Fellow and CTO of Microsoft Fabric, Microsoft<br>**Shireesh Thota**, Corporate Vice President, Azure Databases, Microsoft<br>and **Wangui McKelvey,** General Manager, Azure Data Analytics, Microsoft |
| **10:30 - 11:30** | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM) |

| SESSIONS | GRAND BR 112 | GRAND BR 123 | PREMIER BR 311 | PREMIER BR 318 |
|---|---|---|---|---|
| **11:30 to 12:30** | Building AI-Enabled Intelligent Applications Using Azure Cosmos DB<br>**James Codella & Mark Brown** | Customer Stories: Microsoft Fabric in a Hybrid Cloud Environment<br>**Jacob Knightley & Mateus Caetano** | The Journey to Fabric<br>**Ajay Punyapu, Ryan Voggesser & Ravi Bodla** | Building a Zero ETL and Virtual Data Mart Lakehouse on Azure<br>**James Chien & Mark Shainman** |
| **12:30 - 2:00** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**WIT Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Informatica booth #404 or Microsoft booth #223 to pick up a wristband. **Space is limited** | | | |
| **2:00 to 3:00** | Mirroring Azure Cosmos DB in Microsoft Fabric<br>**Anitha Adusmilli, Revin Chalil & Rodrigo Souza** | Empowering Real-Time Business Solutions with Azure Database for MySQL and Power Platform<br>**Shreya Aithal** | Top 10 Customer Questions while Constructing the Fabric Implementation Highway<br>**Belinda Allen & Stephanie Bruno** | The Best Warehouse Is a Lakehouse with Azure Databricks (How to Save Money and Accelerate Performance for Warehousing Workloads in a Lakehouse)<br>**Franco Patano** |
| **3:00 - 3:15** | Break | | | |
| **3:15 to 4:15** | Embracing Our Uniqueness: Navigating Success Paths in Tech - A Career Talk by Members of Blacks at Microsoft and Hispanic & Latinx Employee Resource Groups at Microsoft<br>**Beatris Mendez Gandica, Charles Webb, Mario Zimmermann, Nick Litombe, Patrick Leblanc & Stephane Nyombayire** | Limitless Databases in Microsoft Fabric and the Era of AI<br>**Shireesh Thota** | Driving Intelligent Data Transformation in the AI Era: A Client Conversation with Le Creuset<br>**Alan Grogan, John Bevan & Vanessa Galvany** | Unleashing the Power of Data with Microsoft Fabric<br>**Martin Whyte & Maximilian Bucher** |
| **4:15 - 5:45** | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | |

# Microsoft Fabric
## COMMUNITY CONFERENCE

## Wednesday, March 27, 2024

| 7:00 - 8:00 | Grab & Go Breakfast in MARQUEE BALLROOM | | | | |
|---|---|---|---|---|---|
| **SESSIONS** | **GRAND BR 120** | **CHAIRMAN'S BR 362** | **BOULEVARD BR 162** | **BOULEVARD BR 170** | **PREMIER BR 319** |
| **8:00 to 9:00** | Modern Data Integration with Microsoft Fabric Data Factory<br>**Penny Zhou, Shabnam Watson & Wee Hyong Tok** | Unlocking OneLake: Shortcuts and Connectivity<br>**Matthew Hicks, Sruly Taber & Trevor Olson** | What Microsoft Fabric Means for Your Power BI Semantic Models<br>**Kurt Buhler & Reid Havens** | Data Warehouse Workload Management: A Journey from Chaos to Control<br>**Meagan Longoria & Steve Howard** | Best Practices for Developing Code in Microsoft Fabric<br>**Jene Zhang & Sandeep Pawar** |
| 9:00 - 9:15 | Break | | | | |
| **9:15 to 10:15** | Exploring Power BI's Roadmap: Strategy, Vision, and Demos<br>**Christian Wade, Jeroen ter Heerdt & Kim Manis** | How to Implement a Medallion Architecture in Microsoft Fabric<br>**Craig Porteous & Ted Vilutis** | Data Factory in Microsoft Fabric Technical Deep Dive<br>**Erwin De Kreuk, John Welch & Mohan Sankaran** | Beyond GPT: Explore Task-Optimized Language AI Models Powered by LLM<br>**Ronak Chokshi & Xiaoying Guo** | Stay Ahead of the Curve: Innovations in Fabric Warehouse Security<br>**Marthe Moengen & Stijn Wynants** |
| 10:15 - 11:15 | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM) | | | | |
| **11:15 to 12:15** | Creating Value Using a Unified SaaS Experience in Microsoft Fabric<br>**Jie Su & Ravs Kaur** | Power BI with OneLake: Fabric's Role in Delta-Parquet Transformation<br>**Christian Wade & Zoe Douglas** | Leveraging CI/CD Capabilities in Microsoft Fabric<br>**Marc Lelijveld & Nimrod Shalit** | Performance Tuning Secrets for Data Factory in Microsoft Fabric<br>**Mark Kromer, Matt Masson & Sid Jayadevan** | Data Lakehouses & Data Warehouses, Better Together<br>**Avinanda Chattapadday & Dharini Sundaram** |
| **12:15 - 1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**Diversity Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Conference Registration Desk to pick up a wristband. **Space is limited**. | | | | |
| **1:45 to 2:45** | Power BI Hidden Gems<br>**Adam Saxton & Patrick LeBlanc** | Data Warehouse Performance Best Practices<br>**Chris Hyde & Filip Popovic** | What Is the Semantic Layer in Fabric?<br>**Carly Newsome & Zoe Douglas** | Pro Dev Tooling for Spark in Microsoft Fabric<br>**Shuaijun Ye & Qixiao Wang** | Implement Enterprise Data Integration Patterns with Data Factory in Microsoft Fabric<br>**Abhishek Narain, Miquella de Boer & Noelle Li** |
| 2:45 - 3:30 | Ice Cream Break & Networking in Expo Hall (MARQUEE BALLROOM) | | | | |
| **3:30 to 4:30** | How Fabric SQL Works with Your Data Warehouse and Lakehouse<br>**Bogdan Crivat & Cristian Petculescu** | Administering Your Data Estate with Fabric<br>**Arthi Ramasubramanian Iyer, Nicky van Vroenhoven & Radhakrishnan Srinivasan** | Spark in Fabric: A Technical Deep Dive<br>**Ashit Gosalia & Santhosh Kumar Ravindran** | What's New in DAX for Next-Level BI Calculations<br>**Jeroen ter Heerdt & Marc Lelijveld** | Upgrading Your Data Estate to Fabric<br>**Alex Powers, Aitor Murguzur & Artur Viera** |
| 4:30 - 5:30 | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | | |
| | **BOULEVARD BALLROOM, 1st Floor** | | | | |
| **5:30 to 7:00** | **Power Hour... After Dark!** Sponsored by **Profisee**<br>presented by **Adam Satxon, Eric Melcher & Matthew Roche**<br>Stop by the Profisee booth #217 and pick up a wristband. **Space is limited.** | | | | |
| | **CHAIRMAN'S BALLROOM 362, 3rd Floor** | | | | |
| **8:00 to 10:00** | **Attendee Party**<br>Join us for beer, wine, pizza, carnival games, music and a photo booth!<br>Must have your conference badge to enter. | | | | |

# Microsoft Fabric
## COMMUNITY CONFERENCE

## Wednesday, March 27, 2024

| 7:00 - 8:00 | Grab & Go Breakfast in MARQUEE BALLROOM | | | | |
|---|---|---|---|---|---|
| **SESSIONS** | **PREMIER BR 310** | **PREMIER BR 316** | **GRAND BR 121** | **GRAND BR 114** | **PREMIER BR 315** |
| **8:00 to 9:00** | Creating Magic with Azure SQL Database<br>**Sanjay Mishra** | Empowering Accessibility with Generative AI at Microsoft<br>**Ailsa Leen & Marco Casalaina** | From Insights to Action: The Transformative Potential of Fabric<br>**Enzo Morrone Lima & Tzvia Gitlin** | Run Your Mission-Critical Workloads Faster and More Cost Effective on Azure Database for MySQL<br>**Sai Kondapalli & Shiv Iyer** | How to Model and Partition Data to Build Cloud Scale Applications in Azure<br>**Gary Hope & Hasan Savran** |
| 9:00 - 9:15 | Break | | | | |
| **9:15 to 10:15** | Accelerate Copilot Adoption and Automation of Business Insights with Microsoft Fabric - Dataverse 2-way Integration<br>**Milinda Vitharana & Srikumar Nair** | Building ML Models in Fabric: From Training to Deployment<br>**Ginger Grant & Misha Desai** | Bridging the Gap Between Data and Applications with Fabric Data APIs<br>**Dipti Borkar & Monica Boris** | SQL Server Enabled by Azure Arc Explained<br>**Nikita Takru** | Customer Stories: Deep Dives into Workloads<br>**Jacob Rønnow Jensen, Marco Pinheiro & Nelson Pinho** |
| 10:15 - 11:15 | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM) | | | | |
| **11:15 to 12:15** | Empowering Data Platforms with Microsoft OneLake<br>**Prathy Kamasani** | Best Practices for Monitoring Your Data Warehouse in Fabric<br>**Andy Cutler & Dharini Sundaram** | Ingest, Process and Route Real-Time Events into Fabric<br>**Ajeta Singhal, Kevin Lam, Matt Gordon & Xu Jiang** | Putting Lipstick on a Pig: How to Improve a Terrible Power BI Report<br>**Alexander Arvidsson** | Customer Stories: Assurance Data Science and Advanced Analytics<br>**Michel Porter** |
| **12:15 - 1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**Diversity Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Conference Registration Desk to pick up a wristband. **Space is limited**. | | | | |
| **1:45 to 2:45** | Govern, Manage, and Protect All Your Data in Fabric and Beyond<br>**Adi Regev, Marthe Moengen & Yaron Canari** | Taking Action with Data: Exploring Data Activator's Roadmap<br>**James Hutton & Will Thompson** | Utilizing the New Fabric Public APIs for Seamless End-to-End Workflows<br>**Alon Baram & Alon Yeshurun** | Capturing and Understanding Query Performance Metrics in Azure SQL Database<br>**Grant Fritchey** | Elevate Your PostgreSQL Experience in the Cloud with Azure Database for PostgreSQL<br>**Varun Dhawan** |
| 2:45 - 3:30 | Ice Cream Break & Networking in Expo Hall (MARQUEE BALLROOM) | | | | |
| **3:30 to 4:30** | Integrate Microsoft Fabric Data into Modern Business Applications and Copilots Using Dataverse and the Power Platform<br>**Divya Kamath & Nathan Helgren** | Drive Efficiency and Reliability Using Metadata-Driven Frameworks in Microsoft Fabric<br>**Erwin De Kreuk** | Modernize Your SQL Server to the Cloud with AI and Monitoring<br>**Bob Ward** | Accelerate Fabric Embedded Analytics for Your Applications<br>**Chris Wagner & Ofer Ashkenazi** | Optimizing Azure Database for PostgreSQL Application Performance<br>**Denzil Ribeiro & Kasia Tuszynska** |
| 4:30 - 5:30 | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | | |
| | **BOULEVARD BALLROOM, 1st Floor** | | | | |
| **5:30 to 7:00** | **Power Hour... After Dark!** Sponsored by **Profisee**<br>presented by **Adam Satxon, Eric Melcher & Matthew Roche**<br>Stop by the Profisee booth #217 and pick up a wristband. **Space is limited.** | | | | |
| | **CHAIRMAN'S BALLROOM 362, 3rd Floor** | | | | |
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|---|---|---|---|---|---|
| **SESSIONS** | **GRAND BR 112** | **GRAND BR 123** | **PREMIER BR 311** | **PREMIER BR 318** | **TERRACE BR 150** |
| **8:00 to 9:00** | The Unplanned Career - 25 Years in Tech Without a 3-Year Plan **Matthew Roche** | Customer Stories: Data Integration **Andre Fomin & Tom Peplow** | Custom GenAI for Enterprise: Scale with Trust **Anne-Laure Thibaud & Mark Oost** | Boosting Productivity and Performance with Striim's OpenAI-powered Intelligent Integration for Microsoft Fabric **Alok Pareek** | Load Testing and Embedding in Power BI a Guide for ISVs and Enterprises **Keshav Polepalle** |
| 9:00 - 9:15 | Break | | | | |
| **9:15 to 10:15** | Enterprise Grade Deployment with Azure Database for PostgreSQL Flexible Server **Gennady Kostinsky & Sunil Agarwal** | Use AI To Make Your Data Job Easier (and More Fun) **Matt Gordon** | Azure Databricks: Using Enterprise Data with Azure OpenAI to Move Beyond POCs **David Meyer** | Supercharging Your ERP Transformation with Microsoft Fabric and Generative AI (GenAI) **Anil Nagaraj & Shane Kondo** | AI-Enablement at Scale with Master Data Management and Microsoft Fabric **Eric Melcher & Patrick Baumgartner** |
| 10:15 - 11:15 | Networking & Coffee Break sponsored by Profisee in Expo Hall (MARQUEE BALLROOM | | | | |
| **11:15 to 12:15** | Create Scalable and Flexible AI Solutions Using Azure SQL Database and Data API Builder **Davide Mauri & Muazma Zahid** | Advanced AI Capabilities with Azure Database for PostgreSQL **Joshua Johnson** | Evolution of the Power BI Development Framework Post Fabric Launch **Chaudhary Ahmad Ali & Olivier Travers** | Revolutionizing Cloud Data Management for the Era of AI **Bill Creekbaum & Mahesh Prakriya** | Data Challenges, Lessons Learned, and the Fabric Opportunity: An Executive Roundtable **Timur Mehmedbasic & Tripti Sethi** |
| **12:15 - 1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEE BR (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br>**Diversity Luncheon** in CHAIRMAN'S BR 350 – 353 Stop by the Conference Registration Desk to pick up a wristband. **Space is limited**. | | | | |
| **1:45 to 2:45** | Customer Stories: Transforming Business Intelligence with Direct Lake and Microsoft Fabric **Miles Cole & Sandeep Pawar** | Let's Talk About Data Governance and How Microsoft Fabric Brings It to a Next Level **Wolfgang Strasser** | Decisioning on Fabric: From Action to Insight with SAS® Decision Builder on Microsoft Fabric **Shadi Shahin** | Harnessing Structured Data in LLM Conversational Apps Using Azure Streaming Analytics **Denesh Kumar Mani** | The Ultimate xP&A Solution for Power BI with No Code Writeback to Fabric **Gopal Krishnamurthy** |
| 2:45 - 3:30 | Ice Cream Break & Networking in Expo Hall (MARQUEE BALLROOM) | | | | |
| **3:30 to 4:30** | Stitching Dataverse and Fabric Together **Laura Graham-Brown** | From Ally to Advocate: The Power of a Good Team **Melody Zacharias** | AI Led Analytics on Fabric – Experience Sharing from Real World Case Studies **Mahesh Hegde** | GenAI in Production: Skypoint's Journey with Microsoft Azure and DataStax Astra DB **Gregory Petrossian & Kiyu Gabriel** | Bring the Power of the Neo4j Graph Database and Analytics to Microsoft Fabric **Guhan Sivaji, Keshav Pokkuluri & Sudhir Hasbe** |
| 4:30 - 5:30 | Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | | |
| | **BOULEVARD BALLROOM, 1st Floor** | | | | |
| **5:30 to 7:00** | **Power Hour... After Dark!** Sponsored by **Profisee**<br>presented by **Adam Satxon, Eric Melcher** & **Matthew Roche**<br>Stop by the Profisee booth #217 and pick up a wristband. **Space is limited.** | | | | |
| | **CHAIRMAN'S BALLROOM 362, 3rd Floor** | | | | |
| **8:00 to 10:00** | **Attendee Party**<br>Join us for beer, wine, pizza, carnival games, music and a photo booth!<br>Must have your conference badge to enter. | | | | |

# Microsoft Fabric
## COMMUNITY CONFERENCE

## Thursday, March 28, 2024

| 7:00 - 8:00 | Grab & Go Breakfast in MARQUEE BALLROOM | | | | |
|---|---|---|---|---|---|
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** | | | | |
| **8:00 to 8:30** | **Data Culture and Technology Enablers: Nurturing a Data-Driven Organization**<br>presented by **Jessica Hawk,** Corporate Vice President Data, AI, and Digital Applications Product Marketing, Microsoft | | | | |
| **8:30 to 9:15** | **The Future of AI Is Already Here**<br>presented by **Eric Boyd,** Corporate Vice President, Azure AI Platform, Microsoft | | | | |
| 9:15 - 9:30 | Break | | | | |
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** | | | | |
| **9:30 to 10:15** | **Microsoft Purview for the Age of AI**<br>presented by **Rohan Kumar**, Corporate Vice President, Microsoft Security Platform, Data Governance, & Privacy, Microsoft | | | | |
| 10:15 - 11:00 | Coffee Break & Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | | |
| **SESSIONS** | **GRAND BR 120** | **CHAIRMAN'S BR 362** | **BOULEVARD BR 162** | **BOULEVARD BR 170** | **PREMIER BR 319** |
| **11:00 to 12:00** | The AI Transformation: Power BI's Evolution with Fabric Copilot<br>**Carly Newsome, Lada Hill, Rien Hu & Zoe Douglas** | Administering and Governing Your Spark Workload in Fabric<br>**Chris Finlan & Guy Haycock** | How to Create Your Own Copilot with Azure AI<br><br>**Rachel Shepard** | Upgrade Pathways and Best Practices for Data Factory in Microsoft Fabric<br>**Mark Kromer, Miguel Escobar & Mike Carlo** | Empowering Data Professionals: Exploring Generative AI's Potential<br>**Buck Woody & Melody Zacharias** |
| **12:00 -1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEER (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br><br>Bingo raffle winner announced at 1:30 pm in Expo Hall (MARQUEE BALLROOM) | | | | |
| **1:45 to 2:45** | Leveraging Microsoft Purview for Data Protection in Microsoft Fabric<br>**Anton Fritz & Wolfgang Strasser** | How to Build Customized Chat Solutions Leveraging the Power of Foundation Models and Data<br>**Pavan Li** | Using Azure AI Services with Data Factory in Fabric<br>**Abhishek Narain & Jeroen Luitwieler** | Elevate Data Transformation with AI: The Power of SynapseML in Microsoft Fabric<br>**Mark Hamilton & Ruixin Xu** | Deep Dive into Direct Lake: Best Practices and Optimizations<br><br>**Patrick LeBlanc & Philip Seamark** |
| 2:45 - 3:00 | Break | | | | |
| **3:00 to 4:00** | Data Modeling for All<br>**Emily Lisa & Ikechukwu Edeagu** | Optimizing Power BI Development: Unleashing the Potential of Developer Mode<br><br>**Mathias Thierbach & Rui Romano** | How to Make Your AI Behave Responsibly<br><br>**Mehrnoosh Sameki** | Seamless SQL-to-Fabric Transition: Strategies and Tools<br><br>**Mark Pryce-Maher** | Custom Code in Fabric: Build Reusable Business Logic into Your Analytics Solutions<br>**Dipti Borkar & Monica Boris** |
| 4:00 - 4:30 | Break | | | | |
| 4:30 - 5:00 | Closing & Prizes in GRAND BALLROOM, 1st Floor | | | | |

# Microsoft Fabric
## COMMUNITY CONFERENCE

| 7:00 - 8:00 | Grab & Go Breakfast in MARQUEE BALLROOM | | | | |
|---|---|---|---|---|---|
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** | | | | |
| **8:00 to 8:30** | **Data Culture and Technology Enablers: Nurturing a Data-Driven Organization** presented by **Jessica Hawk,** Corporate Vice President Data, AI, and Digital Applications Product Marketing, Microsoft | | | | |
| **8:30 to 9:15** | **The Future of AI Is Already Here** presented by **Eric Boyd,** Corporate Vice President, Azure AI Platform, Microsoft | | | | |
| 9:15 - 9:30 | Break | | | | |
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** | | | | |
| **9:30 to 10:15** | **Microsoft Purview for the Age of AI** presented by **Rohan Kumar**, Corporate Vice President, Microsoft Security Platform, Data Governance, & Privacy, Microsoft | | | | |
| 10:15 - 11:00 | Coffee Break & Networking with Sponsors and Exhibitors in Expo Hall (MARQUEE BALLROOM) | | | | |
| **SESSIONS** | **PREMIER BR 310** | **PREMIER BR 316** | **GRAND BR 121** | **GRAND BR 114** | **PREMIER BR 315** |
| **11:00 to 12:00** | AI in Fabric: Your Partner for Streamlined Data Work **Alex van Grootel & Raj Rikhy** | From SQL Developer to Business Analyst: Harnessing Fabric's Innovations **Gaston Cruz & Salil Kanade** | Protecting Your Data in Fabric: The Fabric Security Stack **Dandan Zhang & Meenal Srivastva** | I Want It ALL and I Want It NOW! Why Direct Lake Is Your New Power BI Queen! **Nikola Ilic & Shabnam Watson** | Making the SQL Query Processor Work for You **Aaron Bertrand & Erin Stellato** |
| **12:00 -1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEER (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor <br> Bingo raffle winner announced at 1:30 pm in Expo Hall (MARQUEE BALLROOM) | | | | |
| **1:45 to 2:45** | Customer Stories: How Microsoft Uses Microsoft Fabric **James Clark & Kai Liu** | Fabric Data Warehouse Architecture Deep Dive **Joanna Podgoetsky & Josep Aguilar Saborit** | Scalable Data Management: Monitoring Spark in Fabric **Jenny Jiang & Mike Carlo** | ChatGPT in the Enterprise **Ciprian Jichici & Zoiner Tejada** | Top Security and Privacy Features in SQL Server/ Azure SQL Database for Designers **Karen Lopez** |
| 2:45 - 3:00 | Break | | | | |
| **3:00 to 4:00** | Spark Data Engineering for SQL Server Professionals **David Browne** | What's New in SQL Tools for Azure Data **Anna Hoffman & Erin Stellato** | Connect to SAP Data with Data Factory in Microsoft **Nicky van Vroenhoven & Ulrich Christ** | Creating Real-Time Analytics Experiences with Power BI Reports **Anshul Sharma & Dany Hoter** | Best Practices in PostgreSQL Tuning: Navigating Key Performance Bottlenecks in the Cloud **Alicja Kucharczyk** |
| 4:00 - 4:30 | Break | | | | |
| 4:30 - 5:00 | Closing & Prizes in GRAND BALLROOM, 1st Floor | | | | |

# Microsoft Fabric
## COMMUNITY CONFERENCE

### Thursday, March 28, 2024

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|---|---|---|---|---|---|
| **7:00 - 8:00** | Grab & Go Breakfast in MARQUEE BALLROOM | | | | |
| **KEYNOTE** | **GRAND BALLROOM, 1st Floor** | | | | |
| **8:00 to 8:30** | **Data Culture and Technology Enablers: Nurturing a Data-Driven Organization** presented by **Jessica Hawk,** Corporate Vice President Data, AI, and Digital Applications Product Marketing, Microsoft | | | | |
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| **SESSIONS** | **GRAND BR 112** | **GRAND BR 123** | **PREMIER BR 311** | **PREMIER BR 318** | **TERRACE BR 150** |
| **11:00 to 12:00** | Customer Stories: Fabric End to End **Aleksander Lorentzen & Rémy Etien** | Accelerate Business Value Creation with Federated Data Governance **Karthik Ravindran** | Accelerate Your Microsoft Fabric Modernization 10X with Adastra AI **Kevin Harmer & Prabash Coswatte** | 7 Lessons in Early Adoption of Fabric **Jimmy Ledbetter & Kevin Webb** | Key Considerations for Implementing Fabric and Power BI in Your Organization **Dennis Carriere** |
| **12:00 -1:45** | Lunch *Location dependent on lanyard color: **Purple Lanyards**- MARQUEER (Expo Hall), **Green Lanyards**- CHAIRMAN'S BR 370, 3rd Floor<br><br>Bingo raffle winner announced at 1:30 pm in Expo Hall (MARQUEE BALLROOM) | | | | |
| **1:45 to 2:45** | From Prototype to Production: Crafting Applications with Azure Cosmos DB **Sandeep Nair & Saranya Sriram** | Allyship, Mentorship & Sponsorship in Tech **Kelly Kaye & Rie Merritt** | How to Build Custom LLMs with CluedIn and Microsoft Fabric **Tim Ward** | Apache Airflow Orchestration in Azure Fabric: Simplifying Data Workflows **Conor Beverland & Mehul Goyal** | AI Powered Data Quality: Fuelling Success in Microsoft Fabric Implementations **Jessie Smith** |
| **2:45 - 3:00** | Break | | | | |
| **3:00 to 4:00** | Customer Stories: Fabric Real Time Analytics **Enzo Morrone Lima & Niraj Revankar** | Securing Your Data Wherever it Lives and Travels **Vivek Kokkengada** | Mastering Your Sustainability Journey with Data and Analytics **Aurobindo Saha, Eric Reich, Tej Vakta & Vincent de Montalivet** | Data Readiness for AI: Design Principles for the Enterprise Using Fabric **Prashant Dahalkar** | EY Geospatial Gen AI: Integrating Satellite Data for Demand Planning in the Enterprise **Edward Bobrin, Luke Pritchard & Matt Russell** |
| **4:00 - 4:30** | Break | | | | |
| **4:30 - 5:00** | Closing & Prizes in GRAND BALLROOM, 1st Floor | | | | |