

Webinar Series



Constructing a Digital Environment

Theme: Data for Decision Making

Title: “The value of information and how to decide what and how much you should be measuring”

Speaker: Douglas W Hubbard

Time: Thursday 12th November 15:00 GMT

Registration and further details: [Zoom_Link](#)

Douglas Hubbard is the inventor of the Applied Information Economics method and founder of Hubbard Decision Research. He is the author of *How to Measure Anything: Finding the Value of Intangibles in Business*, *The Failure of Risk Management: Why It's Broken and How to Fix It*, *Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities* and his latest book, *How to Measure Anything in Cybersecurity Risk* (Wiley, 2016). He has sold over 100,000 copies of his books in eight different languages. Two of his books are required reading for the Society of Actuaries exam prep.



The **NERC Constructing a Digital Environment (CDE) programme** is running a series of online Webinars, aiming to develop the digitally enabled environment, benefitting scientists, policymakers, businesses, communities and individuals. The webinar series seeks to showcase the latest expertise in digital technology and methodologies applied to the environment, illustrating ‘the arc’ from data gathering, its management and curation, analysis and presentation to decision makers, covering topics such as distributed networks of sensors, new sensor technology, novel forms of data informatics (e.g. data lakes, data cubes), data analytics, uncertainty, data labs, apps, skins and tools to support decision makers across the society.



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