

THE DATA GOVERNANCE AND INFORMATION QUALITY CONFERENCE

IS AN UNPRECEDENTED EDUCATIONAL OPPORTUNITY TO MEET
AND LEARN FROM THE WORLD'S EXPERTS IN DATA GOVERNANCE
AND INFORMATION QUALITY.

KEYNOTES



**DATA YOU LOVE: BUILDING DATA GOVERNANCE AND
DATA QUALITY AT CONAGRA FOODS**
Dan Hartley, *VP of Data Governance*
CONAGRA FOODS



**CREATING THE EMERGING REALIZED INFORMATION
AGE 3.0 ORGANIZATION**
Larry English, *President*
INFORMATION IMPACT INTERNATIONAL, INC.



EXPERT PANEL
**THE FUTURE OF DATA GOVERNANCE AND
INFORMATION QUALITY**
Moderator
Danette McGilvray, *President*
GRANITE FALLS

PLUS - The Winner of the 2011 DG Best Practice Award

NEW FOR 2011: Bootcamp for Business Managers

**Driving Your Organization's
Data Governance Program:
Direction and Advice for
Business Managers**
John Ladley
IMCue Solutions
and
Pamela Thomas
Blackwell

**Maturing the Data
Governance Competency for
Financial Services**
Malcolm Chisholm
AskGet.com

**The Business Case for Data
Governance - What Every
Executive Needs to Know**
Nigel Turner
NHT Data Consultancy



Data Governance & Information Quality
CONFERENCE

13020 Dickens Street | Studio City, CA 91604 USA
Questions? Call +1-310-337-2616

**Register by May 20th
and SAVE \$100**

www.dgiqconference.com

June 27-30, 2011
Catamaran Resort Hotel and Spa
San Diego, CA



The Data Governance
& Information Quality
CONFERENCE

JUNE 27-30, 2011 | CATAMARAN RESORT HOTEL & SPA | SAN DIEGO, CA



PRACTICAL APPROACHES & SUCCESS STORIES

HOW TO DESIGN, DEPLOY AND SUSTAIN A SUCCESSFUL DATA
GOVERNANCE & DATA QUALITY PROGRAM IN YOUR ORGANIZATION

THE PREMIERE EVENT IN DATA GOVERNANCE AND DATA QUALITY

- The most comprehensive, authoritative educational agenda
- 6 conference tracks and over 60 presentations
- 15 conference tutorials
- Sessions from beginner through advanced topics
- More than 30 case studies
- Immediate takeaways and usable techniques
- Vendor independence
- Endorsed by the Data Governance Professionals Organization

LEARN ABOUT

- Starting & sustaining a data governance, data stewardship and data quality program
- Real life experiences and success stories
- Best practices
- Pitfalls to avoid
- MDM and governance
- Effective data governance and data quality organizations
- How to demonstrate the value of a data governance and data quality program
- Data profiling
- Six Sigma and data quality

NEW!!
Tutorial Boot Camp for Business Managers

WWW.DGIQCONFERENCE.COM

PRODUCED BY



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ADDITIONAL SPONSORS



Featured Tutorial Sessions

Tutorials provide Methods and Project plans for all stages of implementation, from launching a new initiative to sustaining a mature program. Plus, sessions are tailored to different audiences, from strategies for business leaders to detailed implementation advice for technical staff.

A Best Practice Methodology for Enterprise Data Governance

Mike Ferguson
Intelligent Business Strategies Ltd

Coordinate, Facilitate, Communicate- The Role of the Data Governance Manager and Director

Martha Dember
EMC Consulting

Enterprise Data Governance and Master Data Management

Mike Ferguson
Intelligent Business Strategies Ltd

Operational Data Governance: Business Policies, Information Requirements, and Auditable Compliance

David Loshin
Knowledge Integrity

Building a Data Stewardship Practice from Soup to Nuts

David Plotkin
American Automobile Association

Understanding and Implementing Data Governance Controls

Steven Zagoudis
MetaGovernance Inc.

Our Data Governance Program is Built. Now What? An Advanced Data Governance Tutorial

Robert S. Seiner
TDAN.com/
KIK Consulting & Educational Services

Implementing Successful Governance for Metadata

Malcolm Chisholm
AskGet.com

A Pragmatic Approach for Assessing Organizational Data Quality Maturity

David Loshin
Knowledge Integrity

Linking Data Quality Metrics to Business Value and Risk

Walid el Abed
Global Data Excellence Limited

Organizing for Data Quality

Thomas Redman
Navesink Consulting Group

Data Profiling- An Information Quality Fundamental

Danette McGilvray
Granite Falls, Inc.

Advanced Techniques for Proactive TIQM: Proven Tools for Information Quality Management

Larry, English
INFORMATION IMPACT
International, Inc.

Driving Your Organization's Data Governance Program: Direction and Advice for Business Managers

John Ladley
IMCue Solutions
Pamela Thomas
Blackwell

Maturing the Data Governance Competency for Financial Services

Malcolm Chisholm
AskGet.com

Over 30 Case Studies to Learn from...

Stand on the Shoulders of Prior Success to Start Faster, Reduce Pain and Increase your Success

Delivering an impressive line-up of more than 30 case studies, The Data Governance and Information Quality Conference provides the unique opportunity to learn from and network with your peers from other organizations who have developed successful data governance and data quality programs.

How a Governance & Stewardship Program can Provide a Valued Customer Experience

Eileen Moyer & Elizabeth Senay
Merck

A Marathon, Not a Sprint: Sustaining a Data Governance Program

Thomas Fontanella
Genzyme Corporation

How We Are Sustaining and Nurturing Data Governance at Lexmark

Srikant Dharwad & Joe Young
Lexmark

How to Integrate DG into your Enterprise Strategy: Create Visibility, Impact and a Cultural Fit for Your Program

Becky Briggs
ARC

Choosing Your Data Governance Strategies: From All-You-Can-Eat Buffet to Haute Cuisine

Pablo Riboldi
LDS Church

How to Design A Data Validation Rules Framework to Reap Big Rewards for Your Company

Victoria Sterzick
Alticor Corporation
Sally Gerber
Amway Corporation

Implementing Data Quality Management using Lean Six Sigma and Continuous Improvement Methods

David Ho
Warner Bros

Getting Buy-In for Data Quality through Effective Communications

Laura Sebastian-Coleman
Ingenix / UnitedHealth Group
Cynthia Hartman
The Hartford Financial Services Group

SRP's Voyage Toward Enterprise Information Stewardship: Boldly Going Where no Utility Company has gone Before!

Terry Mooney & Madison Malinowski
Salt River Project (SRP)

Global Data Quality and Governance of Materials Data at ConocoPhillips

Greg Ardoin
ConocoPhillips
Andrew Simpson
Riversand Technologies

PRACTITIONER PANEL Measuring the Value of Your Data Governance Program

Venue & Registration Information

FEE AFTER
May 20th

EARLY FEE
if paid by
May 20th

Attend Entire Event

Monday-Thursday, June 27-30
Includes lunch on Monday-Thursday

\$1895

\$1795

Conference plus one Tutorial Day

Monday -Wednesday June 27-29
-- OR --
Tuesday -Thursday, June 28 -30
Includes lunch on Monday-Wednesday
or Tuesday-Thursday

\$1695

\$1595

Conference Only

Tuesday and Wednesday, June 28-29
Includes lunch on Tuesday-Wednesday

\$1395

\$1295

Any Single Day

\$795

\$745

Non-Attendee, CD-ROM Only Option

Includes pre and post conference tutorials and conference sessions on CD-ROM. Sales tax will be added to California Orders. All CDs will be shipped after the conference

\$495

TO REGISTER 1 Go to: www.dgiqconference.com 2 Call 310.337.2616

GROUP DISCOUNTS

Register 2 and your 3rd team member attends FREE !! For every two people from your organization that pay and register for the entire event by May 20, 2011 you will receive a free registration for a team member! You must register the entire team together to take advantage of this offer.

Please call 310.337.2616 or send an email to: info@wilshireconferences.com if you need assistance.

GROUP DISCOUNTS

Catamaran Resort, Hotel and Spa
3999 Mission Boulevard
San Diego, CA 92109
858.488.1081

Arrangements have been made for discounted room rates of \$159 (single/double) per night for conference attendees. These rates are available until May 16 or until the room block sells out, whichever comes first. To make a reservation by phone, please call 1-800-422-8386 (or 1-858-488-1081 for callers outside the U.S. and Canada) and ask for the **DGIQ Conference** group rate.

ADDITIONAL DISCOUNT FOR:

Members of IAIDQ, The Data Governance Professionals Organization (DGPO), DAMA, the Meta-Data Professional Organization (MPO), IDMA, and Data Quality Pro.

Contact info@wilshireconferences.com for details.

ICCP APPROVED

This program has been approved by the Institute for Certification of Computing Professionals (ICCP) for awarding contact hours to be credited to Recertification records of Certified Computing Professional (CCP),Associate Computing Professional (ACP), Certified Business Intelligence Professional (CBIP), Certified Data Management Professional (CDMP) and Certified Insurance Data Manager (CIDM).



For the agenda and additional information visit www.dgiqconference.com

FULL AGENDA AVAILABLE AT:
www.dgiqconference.com

Plus case studies from:

- MetLife
- Cisco Systems
- Schlumberger
- American Automobile Association
- Sallie Mae
- Swiss Re
- Yahoo!
- AND More!
- UPS
- Scotiabank México