The Data Governance
Financial Services Conference

has become the yearly educational and networking event for financial services professionals working in data governance.

Keynotes

Guiding Principles for Sustainable Data Governance
Michael Atkin, EDM Council
This session will put the concept of data governance into context, set out the guiding principles for sustainable data governance in financial services and define the key roles and responsibilities associated with data management in federated environments. We will look at the key to defining and implementing effective data policies and focus on the requirements for managing a standards-based infrastructure needed to ensure data quality.

Implementing Legal Entity Identifiers in Financial Institutions
Arka Mukherjee, Global IDs
Many financial institutions are initiating projects to cross-reference client and counter-party data with LEIs. This presentation describes a non-invasive approach to discovering client and counter-party data inside complex data landscapes, and systematically enriching the data with Global LEIs.

Building Confidence in Big Data with Information Integration and Governance
David Corrigan, IBM Software Group
In the era of big data, information integration and governance is more important than ever before because it is becoming harder to establish veracity. Come to this session to hear what industry leaders are doing to ensure successful big data and analytics projects by including an appropriate amount of integration and governance technology.

KEYNOTE PANEL: TIPS FROM THE TRENCHES
Effective Methods to Address Data Governance Challenges in the Financial Sector
MODERATOR: Malcolm Chisholm, AskGet Inc.
This keynote panel will address the unique and demanding challenges that the financial sector faces with implementing data governance. Topics include best practices in keeping up with regulations Legal Entity Identifiers (LEIs) & Financial Industry Business Ontologies (FIBO), the role of Data Steward vs. Subject Matter Expert (SME) and scope and scale of the Data Governance Organization.
Monday, September 23, 2013

9:00 - 11:45 A.M.
Tutorials
DATA GOVERNANCE APPROACHES TO REGULATORY REPORTING AND OVERSIGHT
Steve Zapoulous, CEO MetaGovernance Inc.

HOW TO DEVELOP DATA QUALITY AND DATA GOVERNANCE METRICS
Michelle Koch, Director, Enterprise Data Management, Sallie Mae

11:45 A.M. - 12:15 P.M.
DATA GOVERNANCE SOLUTIONS

1:15 - 4:00 P.M.
Tutorials
HOW TO DEFINE, IDENTIFY AND ENGAGE STEWARDS IN FINANCIAL SERVICES
Robert S. Seiner, President/Publisher KIK Consulting / TDAN.com

IMPLEMENTING LEGAL ENTITY IDENTIFIERS IN FINANCIAL INSTITUTIONS
Anu Mulherjee, Founder and CEO Global DS

4:15 - 4:45 P.M.
Keynote
MANAGING CORE REFERENCE DATA IN FINANCE
Malcolm Chisholm, President AskGet Inc.

4:45 - 7:00 P.M.
RECEPTION AND EXHIBITS

Tuesday, September 24, 2013

9:00 - 9:30 A.M.
Keynote
GUIDING PRINCIPLES FOR SUSTAINABLE DATA GOVERNANCE
Michael Atkin, Managing Director EDM Council

9:30 - 10:00 A.M.
Keynote
BUILDING CONFIDENCE IN BIG DATA WITH INFORMATION INTEGRATION AND GOVERNANCE
David Corrigan, Director IBM Software Group

10:00 - 10:30 A.M.
NETWORKING AND EXHIBITS

10:30 - 11:15 A.M.
MAPPING DATA GOVERNANCE POLICIES TO BUSINESS PROCESSES
Sunil Soares, Founder and Managing Partner Information Asset

10:30 - 11:15 A.M.
LESSONS LEARNED FROM IMPLEMENTING BASEL DATA GOVERNANCE
Greg Williamson, Senior Audit Manager U.S. Bank

11:30 A.M. - 12:30 P.M.
DATA GOVERNANCE SOLUTIONS

1:30 - 2:15 P.M.
GOVERNANCE SUPPORTING FINANCIAL RESEARCH AND DATA STANDARDS
Linda Powell, Chief Business Officer Office of Financial Research

1:30 - 2:15 P.M.
A PRACTICAL BUSINESS LED APPROACH TO DATA AND PROCESS GOVERNANCE
Michael Nicola, VP & F&A Strategy and Data & Process Governance TIAA-CREF

2:30 - 3:15 P.M.
DATA GOVERNANCE IMPLEMENTATION AT STANDARD POOR’S
Kevin Shannon, VP and Global Head of Data Stewardship Standard and Poor’s

2:30 - 3:15 P.M.
LESSONS LEARNED IN DATA GOVERNANCE EXECUTION IN FINANCIAL SERVICES
Xiu-hua McGovern, OG Management and Governance Executive Bank of America

Bill Wagner, Data Management Executive Bank of America

3:30 - 4:30 P.M.
Keynote Panel
TIPS FROM THE TRENCHES EFFECTIVE METHODS TO ADDRESS DATA GOVERNANCE CHALLENGES IN THE FINANCIAL SECTOR
MODERATOR:
Malcolm Chisholm, President, AskGet Inc.

PANELISTS:
Michelle Koch, Director, Enterprise Data Management, Sallie Mae
Linda Powell, Chief Business Officer Office of Financial Research Ursula Cotton, Chief Data Officer, Key Bank
Harold Finkel, Head of Business Data Management, TIAA-CREF

Special Sessions

Goverance Supporting Financial Research and Data Standards
Linda Powell, Office of Financial Research
In addition to needing high quality timely data for current analysis, the research process requires historical and vintage data to allow for time series, cross-sectional, and panel analysis. Industry-wide data standards augment firm level data governance by improving data quality, usability and comparability. This presentation discusses the aspects of data governance that help to support financial economic analysis. It also discusses the OFR’s initiatives to help support financial industry data standards including an update on the Legal Entity Identifier (LEI) and incorporating the LEI in the mortgage industry standards to improve transparency in loan products and complex financial instruments.

Mapping Data Governance Policies to Business Processes
Sunil Soares, Information Asset
Business Process Management (BPM) and Data Governance are beginning to converge. This session will show why data governance practitioners need to take advantage of this trend. Topics include using BPM to address data at the source, focused data stewardship efforts and setting the value of data governance to the business. The business may say that it owns the data. But they will never say that it owns the business process. So starting from the business process is a good way to engage with business users around data governance.

Registration Information

Technology Showcase and Data Governance Solutions Sessions.
This is your opportunity to meet and network with the leading data governance vendors.

Monday, September 23, 2013
11:45 A.M. - 12:15 P.M.
Data Governance Solutions
4:45 P.M. - 7:00 P.M.
Reception and Exhibits

Tuesday, September 24, 2013
11:30 A.M. - 12:30 P.M.
Data Governance Solutions

Registration Options

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Attend Entire Event (Monday September 23 and Tuesday September 24)</td>
<td>$1,795</td>
</tr>
<tr>
<td>Single Day (Attend Monday September 23 -- OR -- Tuesday September 24)</td>
<td>$895</td>
</tr>
<tr>
<td>Non-Attendee Conference Proceedings on CD</td>
<td>$595</td>
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Group Discounts

Register 3 and your 4th team member attends FREE! For purposes of facilitation, your organization that pay and register for the entire event you will receive a free registration for your fourth 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 dataversity@conferenceregistration.com if you need assistance.

Additional Discounts For:
Members of DAMA, DGPO, EDM Council, IDMA and NYMED
Contact dataversity@conferenceregistration.com for details.

Registration

Registrations received after September 20, 2013 will incur an additional $100 on-site registration fee.

Venue

The Graduate Center, CUNY
365 Fifth Avenue
New York, NY 10016 USA
1-877-428-6942

The program has been approved by the Institute for Certification of Computing Professionals (ICCP) for exceeding 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).

Conference Website
http://www.dgfinancialconference.com