HOW TO DESIGN, DEPLOY AND SUSTAIN
a top-notch data governance program in your organization

The 2009 Data Governance Annual Conference will focus on the “how tos” from starting a data governance and stewardship program to attaining data governance maturity.

CASE STUDIES
- State Farm Insurance
- Lexmark International
- Farmers Insurance
- Ingram Micro
- British Airways
- Environmental Protection Agency
- Jet Propulsion Laboratory/NASA
- Sun Microsystems
- Saskatchewan Health
- Southern California Edison
- LDS Church
- US Army
- Michigan State University

LEARN ALL ABOUT
- Getting started in data governance
- Real life experiences and success stories
- Master data management and governance
- Best practices in governance
- How to demonstrate the value of a data governance program
- Data governance frameworks, strategies and scorecards
- Effective data governance organizations
- Pitfalls to avoid in data governance initiatives
- Business intelligence and SOA governance
- Selling data governance and gaining commitment
- How to deal with change, cultural and political issues
- Data protection
- Data stewardship

KEYNOTES

ROB KAREL
Forrester Research
Data Governance: The Key To Deriving Value From Data

LTG. JEFF SORENSON
U.S. Army
Data Governance Considerations - Implementation on a Large Scale

ROBERT S. SEINER
KIK Consulting and Educational Services and TDAN.com
PANEL: Data Governance Lessons Learned

SPECIAL SESSION
Panel: New Challenges in Data Governance and Data Protection
Moderator: David Loshin
Knowledge Integrity, Inc.
Defining a Balanced Scorecard for Data Governance
C. Luwanga Yonke, Independent Analyst

How can a Data Governance leader consistently demonstrate the value of Data Governance, align it to business goals, and drive real change with business goals and clearly define success? These are fundamental questions that we all struggle with. As Data Governance professionals are most Data Governance professionals struggle with the alignment.
A balanced scorecard provides Data Governance leaders a practical method to achieve these goals and more. Participants in this tutorial will learn how to define a scorecard that is rooted in vision and strategy and that balances four essential components: effective performance, financial, internal business processes, learning and growth, and customer focus. Several real-life examples are used to illustrate concepts.

10 Options for Structuring Your Data Governance Program
Green Thomas, President, The Data Governance Institute

From the perspective of 30-thousand-foot, most Data Governance programs look similar on the surface. Then there are the close tools, and you’ll see significant differences.
Using case studies from multiple Data Governance programs, we explore ten different Data Governance and Stewardship organizational patterns and map them to the environments in which each can be successful. Whether you’re starting a program, expanding one, or conducting an annual “check-up,” this high-level workshop will help you identify the factors that make a difference between getting work done efficiently and being bogged down in bureaucracy.

Data Protection - What Executives and Managers Need to Know
David Schieren, Security Analyst, The Regis Group

Along with a difficult economy, business faces a rising tide of malicious attacks, scattered data repositories, lost laptops, and more data regulations, yet sensitive information protection is often an afterthought when designing IT systems and business processes. This increases the risk and liability of business and opens up liability potential.
Importantly, compliance and security cost-effectively requires building strong governance principles into IT projects, data transfer, and each business process. By introducing into early business planning your company can be increased, costs reduced, and, usually, business activities.

Master Data Management and Governance
David Loshin, President, Knowledge Integrity inc.

This tutorial provides an overview of MDM and then explores the direct dependencies of MDM on data governance. Attendees will learn about the MDM value proposition, master data requirements and value, data quality requirements and establishing enterprise data quality rules, roles and responsibilities, operational data governance and MDM, and data quality master data quality performance reporting.

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Data Governance has emerged as a new discipline in response to both regulatory requirements as well as business necessity. The Data Governance Conference will focus on the “how-tos” in getting started as well as sustaining a data governance and stewardship program. The conference includes in-depth tutorials and presentations by leading data governance experts and case studies from more than a dozen organizations.

VENUE & REGISTRATION INFORMATION

<table>
<thead>
<tr>
<th>Attendee Registration Options</th>
<th>FEE After May 1</th>
<th>EARLY FEE if paid by May 1</th>
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</table>
| Attend Entire Event  
Monday-Thursday, June 1-4  
Includes lunch on Monday-Thursday | $1795           | $1695                      |
| Conference plus one Tutorial Day  
Monday – Wednesday, June 1-3  
Tuesday – Thursday June 2-4  
Includes lunch on Monday-Wednesday or Tuesday-Thursday | $1595           | $1495                      |
| Conference Only  
Tuesday and Wednesday, June 2-3  
Includes lunch on Tuesday and Wednesday | $1295           | $1195                      |
| Tutorial Only  
Monday June 1 or Thursday June 4  
Includes lunch on Monday or Thursday | $795            | $745                       |
| Non-Attendee, CD-ROM Only Option  
Includes workshops, tutorials, conference sessions, and seminars 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.DG-Conference.com
2. Call 310.337.2616

THE CONFERENCE WILL BE HELD AT:

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 1 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 Data Governance Conference group rate.

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 (conference and tutorial) by April 17, 2009 you will receive a free tutorial and conference 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.

Additional Discount for:
Members of DAMA, the Meta-Data Professional Organization (MPO), IDMA, IAIQ, EDM Council Members and participating ERwin User Groups. Contact info@wilshireconferences.com for details.