

December 3-5, 2012  
The Westin Beach Resort and Spa  
Fort Lauderdale, Florida

**4 WAYS TO REGISTER:**

**FAX** completed form to +1-310-388-1115

**CALL** +1-310-337-2616

**MAIL** this form to:

DATAVERSITY™  
13020 Dickens Street  
Studio City, CA 91604 USA

**ONLINE:** <http://www.debtechint.com/Dgwinter2012/>

**Questions?** [events@dataversity.net](mailto:events@dataversity.net)

Produced By:



Name	First Name as it should appear on badge	
Company	Job Title	
Address	Country	
Phone	E-Mail	
<b>REGISTRATION OPTIONS (Fees are in US Dollars)</b> Registration fees include continental breakfast, lunch, and coffee breaks on days registered.		
	<b>EARLY FEE</b> If paid on or before October 29, 2012	<b>REGULAR FEE*</b> If paid after October 29, 2012
<b>Entire Event</b> (Monday – Wednesday, December 3 – 5, 2012)	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1595
<b>Conference + Workshop</b> (Tuesday – Wednesday, December 4 – 5, 2012)	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1295
<b>Any Single Day</b> (Day Attending: _____ )	<input type="checkbox"/> \$745	<input type="checkbox"/> \$795

\*Registrations received after November 30 will incur an additional \$100 on-site registration fee.

Please choose a <b>MORNING TUTORIAL</b> if you are registering for the <b>Monday Tutorials</b> . (December 3, 8:30am – 11:45am)	Please choose an <b>AFTERNOON TUTORIAL</b> if you are registering for the <b>Monday Tutorials</b> . (December 3, 1:30pm – 4:45pm)	Please choose a <b>WORKSHOP</b> if you are registering for the <b>Wednesday Workshops</b> . (December 5, 1:15pm – 4:30pm)
<input type="radio"/> AM1: Using BI to Develop Key Metrics for Data Governance Management (Lyndsay Wise, <i>Wise Analytics</i> ) <input type="radio"/> AM2: Governing Metadata in the Business and in IT (Malcolm Chisholm, <i>AskGet.com</i> ) <input type="radio"/> AM3: How to Implement a Successful Data Governance Program (Michele Koch, <i>Sallie Mae</i> )	<input type="radio"/> PM1: Governing Master Data (Kelle O'Neal, <i>First San Francisco Partners</i> ) <input type="radio"/> PM2: Putting Operational Data Stewardship into Practice (David Loshin, <i>Knowledge Integrity</i> ) <input type="radio"/> PM3: Selling Data Governance to the Business Users in your Organization - Best Practices by Industry and Job Function (Sunil Soares, <i>Information Assets LLC</i> )	<input type="radio"/> W1: Avoiding Elephants – How to Overcome Major Resistance Issues to DG (John Ladley, <i>IMCue Solutions</i> ) <input type="radio"/> W2: Are You Certifiable? Developing a Data Steward Certification Program (Patricia Branum, <i>Independent &amp; Eileen Koski, Independent</i> ) <input type="radio"/> W3: Artifacts and Work Products to Enable Successful Governance Programs (Robert S. Seiner, <i>KIK Consulting/TDAN.com</i> )

Do you have a special meal requirement? Please note: we cannot customize menus to accommodate preferences such as low-carb or fat-free.

No Special Requirement     Vegetarian     Kosher (You will be provided a certified Kosher airline-style meal usually served cold.)

Please call +1-310-337-2616 if you have a meal requirement that is not listed above.

<b>METHOD OF PAYMENT</b> Credit Card <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Visa/Mastercard <input type="checkbox"/> Check enclosed (payable to DATAVERSITY, 13020 Dickens Street, Studio City, CA 91604 USA) <input type="checkbox"/> Bill Me. PO# _____	If paying by credit card, please provide the following: _____ Card Number <span style="float: right;">Exp Date</span> CSC # _____ Billing Address (if different): _____ Name as it appears on your card: _____ Signature _____
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**Don't forget to make your HOTEL RESERVATIONS at The Westin Beach Resort and Spa**

on 321 N. Ft. Lauderdale Beach Blvd, Ft. Lauderdale, FL, by calling 1-888-627-7108 and asking for the *Data Governance Conference* group rate.

Our group rate of \$189 (single/double) is available until **October 29** or until the room block sells out, whichever comes first.

For more information, visit <http://www.debtechint.com/Dgwinter2012/hoteltravel.html>.