

**4 WAYS TO REGISTER:**

**CALL** +1-310-337-2616 x1  
**FAX** +1-310-388-1115  
**MAIL** this form to:  
 DATAVERSITY™  
 13020 Dickens Street  
 Studio City, CA 91604 USA  
**ONLINE** [dgconference.com/registration.html](http://dgconference.com/registration.html)  
**QUESTIONS?** [registration@dataversity.net](mailto:registration@dataversity.net)

**PRODUCED BY:**


| GROUP DISCOUNT   |                                 |
|--|---------------------------------|
| <b>Register 3 team members by December 5, 2014 and get a FREE registration for a 4th Team Member.</b><br><i>*Group must be from the same organization and register at the same time to receive discount.</i> |                                 |
| REGISTRATION OPTIONS (Fees are in US Dollars)  | REGULAR FEE*                    |
| <i>Registration fees include a continental breakfast, lunch, and coffee breaks.</i>  |                                 |
| Conference and Tutorials (Monday-Wednesday, Dec. 8-10)   | <input type="checkbox"/> \$1695 |
| Conference, Tutorials and Data Stewardship Seminar (Monday-Friday, Dec. 8-12)  | <input type="checkbox"/> \$2690 |

**ORGANIZATION INFORMATION**

|   |   |
|---|---|
| Company   |   |
| Address   |   |
| <b>METHOD OF PAYMENT</b><br><input type="checkbox"/> <b>Credit Card:</b><br><input type="checkbox"/> Visa / MasterCard<br><input type="checkbox"/> American Express<br><input type="checkbox"/> Discover<br><input type="checkbox"/> <b>Check enclosed</b><br><i>Payable to DATAVERSITY</i><br><input type="checkbox"/> <b>Bill Me</b><br>PO# _____ | <b>If paying by credit card, please provide the following:</b><br><br>Card Number _____ Exp Date _____ CSC# _____<br>Billing Address (if different): _____<br>Name as it appears on your card: _____<br>Signature _____ |

**First Attendee (Group Leader / Point of Contact)**

|           |   |
|-----------|---|
| Name      | First Name as it should appear on badge |
| Job Title | Phone                                   |
| Email     | Secondary E-Mail                        |

**SPECIAL MEAL REQUIREMENTS**

If you have a requirement that is not listed here, please email [registration@dataversity.net](mailto:registration@dataversity.net).  
 Please note we cannot customize menus to accommodate preferences such as low-carb or fat-free.

- No Special Requirement
- Vegetarian
- Kosher (Certified Kosher meal, usually served cold)

**TUTORIAL & WORKSHOP SELECTIONS**

*Please select ONE session per timeslot.*

| MONDAY MORNING<br>December 8 <sup>th</sup> 8:30am – 11:45am   | MONDAY AFTERNOON<br>December 8 <sup>th</sup> 1:00pm – 4:15pm   |
|---|--|
| <input type="checkbox"/> <b>AM1:</b> The First 11 Steps to Starting a World-Class Enterprise Data Governance Program ( <i>David Marco</i> )<br><input type="checkbox"/> <b>AM2:</b> The Care and Feeding of Data Governance in the Big Data Age ( <i>Anne Buff</i> )<br><input type="checkbox"/> <b>AM3:</b> Data Governance and Metadata: The Two-Way Street ( <i>Robert S. Seiner</i> )   | <input type="checkbox"/> <b>PM1:</b> Developing and Implementing a Data Quality Framework Supporting Data Governance ( <i>David Loshin</i> )<br><input type="checkbox"/> <b>PM2:</b> Data Governance for Successful MDM ( <i>Malcolm Chisholm</i> )<br><input type="checkbox"/> <b>PM3:</b> How to Avoid the Most Common Mistakes in Selling and Implementing Data Governance ( <i>John Ladley</i> ) |
| WEDNESDAY AFTERNOON<br>December 10 <sup>th</sup> 1:15pm – 4:30pm  |  |
| <input type="checkbox"/> <b>W1:</b> If it's Not Measured, It Doesn't Get Done: Measuring the Value of a Data Governance Program ( <i>Kelle O'Neal</i> )<br><input type="checkbox"/> <b>W2:</b> Data Governance - the Forest and the Trees ( <i>Melanie Mecca, James Halcomb &amp; Rawdon Young</i> )<br><input type="checkbox"/> <b>W3:</b> 7 Technical and Behavioral Steps Critical to Successful Data Governance ( <i>Len Silverston</i> ) |  |

**Second Attendee**

|  |   |
|--|---|
| Name   | First Name as it should appear on badge |
| Job Title  | Phone                                   |
| Email  | Secondary E-Mail                        |
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**Third Attendee**

|  |   |
|--|---|
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| Email  | Secondary E-Mail                        |
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**Fourth Attendee - FREE**

|   |   |
|---|---|
| Name  | First Name as it should appear on badge |
| Job Title   | Phone                                   |
| Email   | Secondary E-Mail                        |
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| <input type="checkbox"/> No Special Requirement<br><input type="checkbox"/> Vegetarian<br><input type="checkbox"/> Kosher <i>(Certified Kosher meal, usually served cold)</i>   |   |

**TUTORIAL & WORKSHOP SELECTIONS**

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**Don't forget to make your hotel reservations at The Westin Beach Resort and Spa.**

Ask for the DG Winter Conference \$199 group rate, which is available until November 7th or until the room block sells out.

For more details, visit [dgconference.com/hoteltravel.html](http://dgconference.com/hoteltravel.html).