



data governance

C O N F E R E N C E

PRACTICAL APPROACHES AND SUCCESS STORIES

The Premier Conference on Data Governance

December 4-7, 2006
Royal Plaza Hotel, Orlando, Florida

1 Keynote Speakers

Gwen Thomas, *The Data Governance Institute*

Robert S. Seiner, *KIK Consulting & TDAN.com*

Len Silverston, *Universal Data Models*

2 Learn how to design and implement

a top-notch Data Governance program in your organization.

Hear Data Governance case studies from:

Wachovia

The State of Florida

Wells Fargo

Sallie Mae

Wolters Kluwer Health

International Finance Corporation



3

Produced by:



WILSHIRE
conferences

Corporate Sponsors:



Media Sponsors:



1 Monday, December 4, 2006

Tutorial Sessions

Select one session per timeslot

8:30 am – 12:00 pm

The Stewardship Approach to Data Governance: Let's Be Practical

Robert S. Seiner
President, KIK Consulting & Educational Services
Publisher, TDAN.com

The Stewardship approach to Data Governance leverages existing strengths of people in-the-know and focuses on applying data discipline to the existing culture and processes of the organization. This approach helps the "de-facto" data stewards of the organization to become more effective in their role. Throughout this session, Bob Seiner shares his valuable "lessons learned" from many large corporations and government entities through interactive and lively discussion. The workshop will focus on:

- A practical and "non-invasive" approach
- Designing a program that can be molded to fit the culture of your organization
- Data governance and stewardship organizational design, placement and support
- Effective use of the tools of data governance & data stewardship

Business Intelligence and Governance

Jonathan Geiger, Vice President
Intelligent Solutions

Business intelligence (BI) requires an enterprise-wide perspective and collaboration by business and IT groups. BI governance addresses these needs, including the business sponsorship and steering committee for establishing direction and monitoring progress, establishment and monitoring service level expectations, creation and enforcement of guiding principles, and management of the total value of ownership associated with providing and leveraging actionable information to ensure that the company continuously receives business value.

- BI governance basics
- Working with the business and obtaining sponsorship
- How to establish service level agreements
- How to start an effective BI governance program

12:00 pm – 1:15 pm Lunch

1:15 pm – 4:45 pm

Managing Governance, Risk, Privacy and Compliance Information

Gwen Thomas, President
The Data Governance Institute

Whether data is held in a repository, in transit between systems, undergoing an ETL process, or being displayed, it is always at risk. It can be

lost, stolen, hacked, given away to criminals, or accidentally displayed to the public. It can fail to meet compliance requirements set by law, contractual agreements, or industry standard-setters. Inadequate data-related controls can put the company at risk of legal or market ramifications. In this tutorial, you will:

- Learn to describe typical data issues in risk management terms that resonate with the business.
- Learn to build a "Risk Management Chain of Accountability," as we map sample data-related risks to their management strategies, then translate them to controls and roles
- Learn to use your Data Governance program and Metadata Repository to manage data-related risk

Implementing Best Practices in Data Governance

Anne Marie Smith, Principal Consultant
EWSolutions

This tutorial will offer a view of the accumulated best practices within data governance and show how they can become the foundation for a successful governance and stewardship program in your organization. We will identify some challenges with governance and stewardship programs and how to overcome them.

- Cultural problems encountered by organizations in instituting governance
- How to select the right software and vendors for implementing governance
- Selling data governance to senior management
- Data governance organizational models, roles and responsibilities
- Problems to avoid in data governance projects
- Case studies of successful and unsuccessful companies in governance efforts

5:00 pm – 6:00 pm

Night School

Charting the Governance Landscape

Ian Rowlands, Senior Director
ASG

It's More than Just SOX What You REALLY Need to Know About Regulatory Compliance

David Schlesinger, Chief Design Architect
Metadata Security and Compliance

6:15 pm

Data Governance Clinic and MDM Forum

Questions regarding your data governance, stewardship or master data management initiative?

Join us at the Data Governance Clinic and MDM Forum at 6 pm where you can meet with conference speakers and network with conference attendees

2 Tuesday, December 5, 2006

8:45 am

Keynote Session

Data Governance Is NOT The Same As IT Governance!



Gwen Thomas, President
Data Governance Institute

IT Governance has found its way into the consciousness of corporate America as executives took up the battle cry of "It's time to run IT like a business!" Business leaders demanded more input into the large and expensive systems they were funding. And the Sarbanes-Oxley Act of 2002 requires controls over financial data - including controls over financial IT systems. As a result, many organizations have implemented IT Governance programs. In this presentation Gwen Thomas, explains why most IT Governance functions are ill-equipped to govern data.

9:45 am Coffee Break

10:15 am

Master Data Management Governance Challenges

David Loshin, President
Knowledge Integrity Inc.

CASE STUDY:

Sustaining Data Governance and Maintaining Access Management and Metadata Management

Pamela Hulse, Director,
Data Governance and Compliance
Wolters Kluwer Health

11:15 am Break

11:30 am

In Perspective Sessions

The Sensitive Data Discovery Revolution

Denise Sparks, Senior Marketing Manager
Exeros

The Future of Data Governance: Business Rules Monitoring and Your Compliance Initiatives

DataFlux

12:00 pm Lunch

1:15 pm

Building Regulatory Compliance Requirements into Your Data Definitions

David Schlesinger, Chief Design Architect
Metadata Security and Compliance



CASE STUDY: Deciding What Data to Govern

Michelle Koch,
Senior Manager Data Administration
Sallie Mae

2:15 pm Coffee Break

2:30 pm

Does Data Governance Ensure a Successful MDM Implementation?

Malcolm Chisholm, President
AskGet Inc.

CASE STUDY:

The Impact of Proper Data Governance: Organization, Data, and Metadata

David Plotkin, Data Quality Manager
Wells Fargo Consumer Credit Group

3:30 pm Coffee Break

4:00 pm

Expert Keynote Panel

Data Governance Programs: Getting Started & Demonstrating Value



A Panel Moderated
by Robert S. Seiner, KIK
Consulting & TDAN.com

Two questions that are consistently raised during the early phases of a Data Governance effort are: "How do I get started?" and "How can I demonstrate the value of a Data Governance program?" During this keynote panel, Robert S. Seiner will engage several experienced practitioners and industry recognized experts in a lively discussion/Q&A focused on their experiences of initiating Data Governance program activity and how they have been able to demonstrate the value of these programs. The session will also include a focus on best practices and originating an organizational framework that values and leverages existing structure while addressing opportunities to improve.

5:00 pm – 7:00 pm

Reception and Exhibits

DETAILED ABSTRACTS

are available for every session at
the conference website:
www.DG-Conference.com

3 Wednesday, December 6, 2006

8:00 am

The Strategic Imperative of Data Governance

Steven Adler, Program Director
IBM Data Governance Solutions

CASE STUDY: How to Build an Effective Risk Data Governance Program From Scratch

Christopher Deger, Vice President,
Risk Data Governance Program Manager
Wachovia

9:00 am Coffee Break

9:15 am

Leveraging Metadata for Information Classification

Jason Tiret, Product Manager,
Data Modeling Solutions

Kimber Spradlin, Senior Manager,
Security Solutions Product Manager
Embarcadero Technologies

CASE STUDY: From Principles to Reality: The Hard Work of Data Governance in Practice

Peter Aiken, Founding Director, Data Blueprint
Associate Professor of IS,
Virginia Commonwealth University

Elizabeth Davis, Unit Leader of the
Information Quality Group
International Finance Corporation

10:15 am Break

10:45 am

CASE STUDY:

The Many Moving Parts of Governance - A Top 10 Financial Services Firm Case Study

Duffie Brunson, Senior Principal
Knightsbridge Solutions

CASE STUDY: "You're Gonna' need a Warrant"

Janet Firestone, Data Administrator
Beth Anne Posey, Knowledge Consultant
Florida State Dept. of Health

11:45 am Break

12:00 pm

In Perspective Sessions

Safe for Disclosure and Outsourcing: Field-Level Encryption and Test Data

David Friedland, VP Business Development
CoSORT/IRI, Inc.

12:30 pm Lunch

1:30 pm

Keynote Session

Power, Control and Change in Data Governance



Len Silverston, President
Universal Data Models

Most data governance efforts are met with great resistance. This presentation will help provide insight into human dynamics that can either foster or hinder data governance efforts. In order for data governance to flourish, there are critical principles that are important not only to understand, but also to practice. This presentation will explain core human issues in data governance programs and will include interactive exercises to enable participants to employ these principles in common data governance scenarios.

2:30 pm Break

2:45 pm

PANEL: Data Governance Lesson Learned

3:45 pm Conference Close

4 Thursday, December 7, 2006

8:30 – 4:00 pm

Post-Conference Tutorial

Data Governance and Master Data Management



Malcolm Chisholm
President, AskGet Inc.

While data governance is clearly more than Master Data Management (MDM), master data does feature prominently in the theory and application of governance.

This tutorial focuses on the major points where governance is required to make MDM work. Attendees will learn:

- What Master Data is, and what sets it apart from other classes of data
- Establishing governance for Master Data
- Stewardship for Master Data
- Setting Standards for Master Data
- Organizational issues when implementing governance for Master Data
- How product features may interact with governance needs
- MDM design implementations that require governance



data governance

C O N F E R E N C E

PRACTICAL APPROACHES AND SUCCESS STORIES

- December 4-7, 2006
- Royal Plaza Hotel
- Orlando, Florida

The Premier Conference on Data Governance

Data Governance has emerged as a new discipline in response to both regulatory requirements as well as business necessity. This inaugural conference, will focus on the “how tos” in getting started and sustaining a data governance and stewardship program. The conference includes in depth workshops and presentations by leading data governance experts and a dedicated case study track with presentations from practitioners from Wachovia, The State of Florida Department of Health, Wells Fargo, Sallie Mae, NDC Health/ Wolters Kluwer Health and International Finance Corporation.

The Data Governance Clinic and Master Data Management Forum will provide a unique networking and learning experience where you can bring you questions and meet with conference speakers and network with your fellow attendees.

Topics include:

- Getting started in governance
- How to demonstrate the value of a data governance program
- How to determine what data to govern
- Best practices in data governance
- Data governance frameworks, and methodologies
- Business intelligence and governance
- MDM and governance
- How to develop a risk data governance program
- Stewardship
- Success Stories
- Data privacy
- Pitfalls to avoid in data governance initiatives
- Tips on compliance for regulatory legislation
- How to deal with cultural and political issues
- How to select the right software and vendors for implementing governance
- Selling data governance to senior management
- Data governance roles and responsibilities

Venue & Registration Information

Registration fees include a continental breakfast, lunch, and coffee breaks each day.	Regular Fee If paid after November 3, 2006	Early Fee If paid on or before November 3, 2006
Attend Entire Event Monday-Thursday, December 4-7, 2006	\$1595	\$1495
Conference plus one Tutorial Day Monday-Wednesday, December 4-6, 2006 Tuesday-Thursday, December 5-7, 2006	\$1395	\$1295
Conference Only Tuesday-Wednesday, December 5-6, 2006	\$1095	\$995
One Tutorial Day December 4 or 7, 2006	\$795	\$745
Non-Attendee Conference Proceedings	\$395	\$395

To Register:

1. Go to www.DG-Conference.com

2. Call 310-477-4475

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 tutorials) by Nov. 3, 2006 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 310-477-4475 or send an email to info@wilsireconferences.com if you need assistance

Additional Discount for:

Members of DAMA, the Meta-Data Professional Organization (MPO), IDMA, and Participating ERwin User Groups. Contact info@wilsireconferences.com for details.

Hotel Information

The conference will be held at **The Royal Plaza Hotel**
905 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
#407-827-3075

Arrangements have been made for discounted room rates of \$119 per night for conference attendees. To make a reservation please call #407-827-3075 and ask for the “Wilshire Conferences” rate. This rate is available until *November 10* or until *the room block sells out*.