

4 WAYS TO REGISTER:

FAX this 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: EDW2012.dataversity.net

Questions? nerrisa@dataversity.net

Produced By:



Conference Management By:



Name	First name as it should appear on badge
Job Title	Company
Address (include Country if outside U.S.)	
Email	Phone Number

REGISTRATION OPTIONS	REGISTRATION FEES (U. S. Dollars)	
	Early Bird (If Paid By March 23)	Regular (If Paid By April 26)
Full Event <i>(includes a Sunday afternoon special Workshop)</i> Monday - Thursday, April 29 - May 3	<input type="checkbox"/> \$1795	<input type="checkbox"/> \$1995
Tutorials, Conference Sessions <i>(includes a Sunday afternoon special Workshop)</i> Monday - Thursday mid-day, April 29 - May 3	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1895
Conference Sessions, Seminar Tuesday - Thursday, April 29 - May 3	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$1695
Conference Sessions Tuesday - Thursday mid-day, April 29 - May 3	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1595
Any Single Day Please let us know which day you want to attend:	<input type="checkbox"/> \$745	<input type="checkbox"/> \$795

After April 26, you must register onsite and pay an additional \$100 onsite registration fee.

SPECIAL WORKSHOPS Sunday, April 29, 2:30pm - 5:45pm Please select one Sunday Special Workshop <u>ONLY</u> if attending on Monday.
<input type="checkbox"/> CDMP Overview <i>(Patricia Cupoli, DAMA International)</i>
<input type="checkbox"/> Introduction to Data Architecture <i>(Malcolm D. Chisholm, AskGet Inc)</i>
<input type="checkbox"/> Big Data Technologies: A Manager's Guide <i>(Vladimir Bacvanski, SciSpike)</i>

METHOD OF PAYMENT	
<input type="checkbox"/> Credit Card <input type="checkbox"/> Visa/Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover Complete this info →	If paying by credit card, please provide the following: Card Number _____ Exp Date _____ CSC # (3-digits after account number on back of Visa / Mastercard / Discover; 4-digits above account number on front of Amex): _____ Billing Address (if different from above): _____ Name as it appears on your card: _____ Signature: _____
<input type="checkbox"/> Check enclosed (payable to DATAVERSITY)	
<input type="checkbox"/> Bill Me. PO # (if you require it): _____	

TUTORIALS & SEMINAR SELECTIONS

(Please make a selection if you are registering for them)

AM TUTORIALS - Monday, April 30, 8:30am - 11:45am

- AM1: "Beginning with the End in Mind" - A Practical Methodology that Aligns Business, Data, and Technology Professionals for Better Results *(Jaime G Fitzgerald, Fitzgerald Analytics)*
- AM2: Data Governance: Starting from Scratch *(David Plotkin, EMC2)*
- AM3: Initiating Your Enterprise Information Management Program *(Michael F. Jennings, Walgreens)*
- AM4: Master Data and Master Data Management - An Introduction *(David Loshin, Knowledge Integrity)*
- AM5: Managing Data in the Cloud *(Malcolm D. Chisholm, AskGet Inc)*
- AM6: Implementing the Enterprise Business Glossary *(Lowell Fryman, Edgewater Technology Inc.)*
- AM7: Dimensional Data Modeling Case Study - Five Steps from Analysis Through Design! *(Steve Hoberman, Steve Hoberman & Associates)*
- AM8: Managing Your Company's Unstructured Content *(James Wessely, Advanced Document Sciences)*

PM TUTORIALS - Monday, April 30, 1:30pm - 4:45pm

- PM1: Gaining Support for Your Data Initiative *(Danette McGilvray, Granite Falls)*
- PM2: Data Stewardship - Doing it for Real *(David Plotkin, EMC2)*
- PM3: Data Strategy Mapping *(Susan Earley, Sears Holdings & Ken Kring, Sears Holdings)*
- PM4: Maximizing the Business Value of Data Virtualization *(Mike Ferguson, Intelligent Business Strategies Ltd)*
- PM5: MDM 3.0: Really! Impact of Big Data, Compute Power, and Analytics *(Mehmet Orun, Genentech)*
- PM6: Infonomics: The Economics of Information and Principles of Information Asset Management *(John Ladley, IMCue Solutions)*
- PM7: How to Data Model in an Agile Environment *(Len Silverston, Universal Data Models, LLC)*
- PM8: NOSQL Tutorial by Dan McCreary *(Dan McCreary, Dan McCreary and Associates)*

SEMINARS - Thursday, May 3, 1:15pm - 4:30pm

- S1: Business Requirements for Data-Driven Projects *(Anne Marie Smith, Alabama Yankee Systems, LLC)*
- S2: Building and Using Tools of Data Governance *(Robert S. Seiner, KIK Consulting / TDAN.com)*
- S3: Process and Data Modeling by Alec Sharp *(Alec Sharp, Clariteq Systems Consulting)*
- S4: The New Data Warehouse - BIG Data, Real Time, Unstructured, Smart Analytics, Mobility Driven, Semantic Led... *(Krish Krishnan, Sixth Sense Advisors Inc)*