

LEVERAGE INFORMATION TO ITS FULL POTENTIAL

ENTERPRISE DATA WORLD

THE TRANSFORMATION
TO DATA-DRIVEN BUSINESS
STARTS HERE

APRIL 29-MAY 3, 2012 • ATLANTA, GEORGIA • OMNI HOTEL AT CNN CENTER

ACADEMIC RATE REGISTRATION INSTRUCTIONS

Please note: Academic rates are available only to full-time faculty and students of accredited colleges and universities.

Your registration status will be "Pending" until the approval process is complete, usually within 48 hours of receipt of your faxed or mailed registration form.

Step 1:

Print out as many registration forms as you will need.

Step 2:

Fill out the entire registration form – any fields left incomplete could potentially delay the approval process of your registration.

Step 3:

Make a photocopy of your School Identification Card and fax or scan or mail it in with your completed registration form.

Step 4:

Call: +1-310-337-2616 **OR**
Fax completed forms to: +1-310-388-1115 **OR**
Email: nerrisa@dataversity.net **OR**
Mail completed forms to: DATAVERSITY
13020 Dickens Street
Studio City, CA 91604 USA

You will receive an email confirmation once your registration has been either Approved or Declined.

PAYMENT DETAILS

If you provided a credit card for payment of your fees, it will not be charged until your registration has been approved. If you are declined for any reason, your card will not be charged and your information will be shredded for your security.

Don't hesitate to call +1-310-337-2616 or email Nerrisa at nerrisa@dataversity.net with any questions about the approval process.

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.netQuestions? nerrisa@dataversity.net

Produced By:



DATAVERSITY™

Conference
Management By:WILSHIRE
conferences

Name	First name as it should appear on badge
Name of University / College	Position at University / College
Address (include Country if outside U.S.)	
Email	Phone Number

REGISTRATION OPTIONS

Note: Academic rates are available only to full-time faculty and students of accredited colleges and universities.

**REGISTRATION FEES
(U. S. Dollars)**

	Regular Academic Rate (if registering by April 26)	Onsite Academic Rate (if registering after April 26)
Full Event <i>(includes a Sunday afternoon special Workshop)</i> Monday - Thursday, April 29 - May 3	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095
Tutorials, Conference Sessions <i>(includes a Sunday afternoon special Workshop)</i> Monday - Thursday mid-day, April 29 - May 3	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095
Conference Sessions, Seminar Tuesday - Thursday, April 29 - May 3	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Conference Sessions Tuesday - Thursday mid-day, April 29 - May 3	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995

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 ONLY if attending on Monday.

- CDMP Overview**
(Patricia Cupoli, DAMA International)
- Introduction to Data Architecture**
(Malcolm D. Chisholm, AskGet Inc)
- Big Data Technologies: A Manager's Guide**
(Vladimir Bacvanski, SciSpike)

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)