ENTERPRISE DATA WORLD

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

SHERATON HOTEL & MARINA • SAN DIEGO, CA • APRIL 28 - MAY 2, 2013

REGISTRATION FORM

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: EDW2013.dataversity.net
Questions? dataversity@conferenceregistration.com

Produced By:

DAMA International

DATAVERSITY™

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) Regular Fee (If Paid By April 25)
Full Event *(includes a Sunday afternoon special Workshop)* Sunday - Thursday, April 28 - May 2	☐ $1995
Tutorials, Conference Sessions *(includes a Sunday afternoon special Workshop)* Sunday – Thursday *mid-day*, April 28 - May 2	☐ $1895
Conference Sessions, Seminar Tuesday - Thursday, April 30 - May 2	☐ $1695
Conference Sessions Tuesday – Thursday *mid-day*, April 30 - May 2	☐ $1595
Any Single Day Please let us know which day you want to attend: _____	☐ $795

After April 25, you must register onsite and pay an additional $100 onsite registration fee.

SPECIAL WORKSHOPS
Sunday, April 28, 2:30pm – 5:45pm
Please select one Sunday Special Workshop ONLY if attending on Monday.

- ☐ Business Analysis Techniques for Data Professionals – Getting Involved in Business Processes and Applications **(***A. Sharp, Clariteq Systems Consulting*)
- ☐ Designing the Enterprise Data Landscape (*T. Sicard, Blue Cross Blue Shield of Minnesota*)
- ☐ Introduction to Hadoop and Big Data Technologies *(V. Bacvanski, SciSpike)*
- ☐ CDMP: The Gold Standard Data Management Certification *(P. Cupoli, DAMA International)*

Special Meal Requirements:

[ ] No Special Requirement [ ] Vegetarian [ ] Kosher

METHOD OF PAYMENT

[ ] Credit Card
[ ] Visa/Mastercard
[ ] American Express
[ ] Discover

Complete this info →

[ ] Check enclosed (payable to DATAVERSITY)

[ ] Bill Me. PO # (if you require it): _____

If paying by credit card, please provide the following:

_____ _____
Card Number Exp Date

CSC # _____

Billing Address (if different from above):

_____

Name as it appears on your card:

_____

Signature:

_____

TUTORIALS & SEMINAR SELECTIONS
(Please make a selection if you are registering for them)

AM TUTORIALS - Monday, April 29, 8:30am – 11:45am

- ☐ AM1: Data Architecture Workshop *(M. Chisholm, AskGet.com)*
- ☐ AM2: 7 Steps to a Successful Enterprise Information Management Program *(M. Jennings, Walgreens & A. M. Smith, Alabama Yankee Systems, LLC)*
- ☐ AM3: Good (Data Governance) to Great (Data Governance) *(R. Seiner, KIK Consulting / TDAN.com)*
- ☐ AM4: Statistical Process Improvement in Data Quality & Data Integration *(A. Perez, IRM Consulting, Ltd. Co.)*
- ☐ AM5: Integrating BIG Data Analytics Into The Enterprise *(M. Ferguson, Intelligent Business Strategies Ltd)*
- ☐ AM6: Herding Interfaces – Data Integration Best Practices and New Technologies *(A. Reeve, EMC Consulting)*
- ☐ AM7: Agile Data Modeling Workshop *(S. Hoberman, Steve Hoberman & Associates)*
- ☐ AM8: Data Modeling Masterclass *(G. Witt, Ajilon)*

PM TUTORIALS - Monday, April 29, 1:30pm – 4:45pm

- ☐ PM1: Data and Process Blueprinting: A Practical Approach for Rapidly Uncovering Critical Data, Process and System Dependencies *(C. Bradley, IPL& A. Sharp, Clariteq Systems Consulting)*
- ☐ PM2: Step-by-Step Data Strategies *(G. Thomas, Data Governance Institute)*
- ☐ PM3: Compliance-Driven Information Management and Governance*(J. Ladley, IMCue Solutions)*
- ☐ PM4: Master Data Management - A Best Practice Guide to Design and Implementation *(M. Ferguson, Intelligent Business Strategies Ltd)*
- ☐ PM5: Using Dashboards and BI to Develop Key Metrics for Data Management Initiatives *(L. Wise, WiseAnalytics)*
- ☐ PM6: Introduction to NoSQL and New Database Technologies *(D. McCreary, Kelly-McCreary & Associates)*
- ☐ PM7: Categorizing Enterprise Metadata for Integration *(B. Schork, General Dynamics, DoD)*
- ☐ PM8: Big Data Data Modeling Workshop *(S. Hoberman, Steve Hoberman & Associates)*

SEMINARS - Thursday, May 2, 1:15pm – 4:30pm

- ☐ S1: Assessing Enterprise Data Management Maturity Using the DAMA DMBOK *(R. MacPherson, dCentricity Inc.)*
- ☐ S2: Achieving Sustainability in a Data Governance Program *(K. O'Neal, First San Francisco Partners)*
- ☐ S3: A Phased Approach to Master Data Management Success *(D. Loshin, Knowledge Integrity)*
- ☐ S4: Introduction to Big Data Analysis with the R Language *(B. Sletten, Bosatsu Consulting, Inc.)*
- ☐ S5: Advanced Data Modeling: Be Happier, Add More Value and Be More Valued *(K. Lopez, InfoAdvisors)*
- ☐ S6: Diagramming Techniques *(G. Bell, Visual Explanations Pty Ltd)*

Don't forget to make your **travel reservations**. Visit http://edw2013.dataversity.net/travel.cfm for details.