

ENTERPRISE DATA WORLD

THE TRANSFORMATION TO
DATA-DRIVEN BUSINESS
STARTS HERE

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

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: dataversity@conferenceregistration.com **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 us at dataversity@conferenceregistration.com 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: EDW2013.dataversity.net

Questions? dataversity@conferenceregistration.com

Produced By:



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 25)	Onsite Academic Rate (if registering after April 25)
Full Event <i>(includes a Sunday afternoon special Workshop)</i> Sunday - Thursday, April 28 - May 2	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095
Tutorials, Conference Sessions <i>(includes a Sunday afternoon special Workshop)</i> Sunday - Thursday mid-day, April 28 - May 2	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095
Conference Sessions, Seminar Tuesday - Thursday, April 30 - May 2	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Conference Sessions Tuesday - Thursday mid-day, April 30 - May 2	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995

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

<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 # _____ 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 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*)