ENTERPRISE DATA WORLD

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

RENAISSANCE AUSTIN HOTEL
AUSTIN, TEXAS
APRIL 27 – MAY 1, 2014

REGISTRATION FORM

4 WAYS TO REGISTER:
FAX this form to: +1-310-388-1115
CALL +1-310-337-2616 x1
MAIL this form to:
   DATAVERSITY
   13020 Dickens Street
   Studio City, CA 91604 USA
ONLINE: http://enterprisedataworld.com
Questions? registration@dataversity.net

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 OPTIONS	REGISTRATION FEES (U. S. Dollars)	
	Regular Fee (If paid by 4/24)	On-site Fee (If paid after 4/24)
Full Event EXTRA *(includes Sunday Workshop and Video Access)* Sunday - Thursday, April 27 - May 1	☐ $2495	☐ $2595
Full Event *(includes Sunday Workshop)* Sunday – Thursday, April 27 - May 1	☐ $1995	☐ $2095
Conference Sessions *(includes all sessions on Tuesday-Thursday)* Tuesday - Thursday, April 29 - May 1	☐ $1695	☐ $1795
Tutorials Only *(includes Sunday Workshop)* Sunday - Monday, April 27 – April 28	☐ $995	☐ $1095
Any Single Day Please let us know which day you want to attend: _____	☐ $995	☐ $1095
EDW Video Access Only	☐ $895	☐ $995

After April 24, you must register onsite and pay an additional $100 onsite registration fee.

CDMP PREPARATION
Sunday, April 27, 10:30am – 2:00pm
(Please make a selection if you are attending on MONDAY)

☐ Yes, I will be attending "Certified Data Management Professional" *(P. Cupoli, MVP Healthcare)*
☐ No, I will not be attending.

SPECIAL WORKSHOPS
Sunday, April 27, 2:30pm – 5:45pm
(Please make a selection if you are attending on MONDAY)

☐ W1: The Role of the Data Manager in the Enterprise Architecture *(C. Hauer & B. Johnson, Millennium Data Management, Inc.)*
☐ W2: The Successful Data Governance Manager *(N. Askham, The Data Governance Coach)*
☐ W3: Agile Data Warehousing *(R. Hughes, Ceregenics, Inc.)*
☐ W4: Modeling with Subtypes/Supertypes: Entity Generalization *(G. Everest, Univ.of Minnesota)*
☐ W5: The Lab and the Factory – An Overview of Big Data Architecture *(A. Reeve, EMC Consulting)*
☐ W6: Better Diagrams for Business *(G. Bell, Visual Explanations Pty Ltd)*

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

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 28, 8:30am – 11:45am

☐ AM1: Implementing a Data-Centric Strategy & Roadmap – Focus on what Really Matters *(P. Aiken & L. Broome, Data Blueprint)*

☐ AM2: A Practical Approach to Implementing a Data Governance Program *(M. Jennings, Walgreens & A. Smith, Alabama Yankee Systems, LLC)*

☐ AM3: Driving Development Projects with Enterprise Data Models *(K. Lopez, InfoAdvisors)*

☐ AM4: Extreme Scoping: An Agile Approach to Enterprise-Class Data Integration Projects *(L. Moss, Method Focus)*

☐ AM5: Data Quality Assessment and Measurement *(L. Sebastian-Coleman, OPTUM Insight/UnitedHealth Group)*

☐ AM6: Master Data Management: Organizational Preparedness and Best Practices *(D. Loshin, Knowledge Integrity)*

☐ AM7: Next Generation Data Warehouse & Business Intelligence for the Smart Business *(M. Ferguson, Intelligent Business Strategies Ltd)*

☐ AM8: Introduction to Hadoop and Big Data Technologies *(V. Bacvanski, SciSpike)*

PM TUTORIALS - Monday, April 28, 1:30pm – 4:45pm

☐ PM1: Measuring the Value of your Information Management Program *(K. O'Neal, First San Francisco Partners & J. Ladley, IMCue Solutions)*

☐ PM2: A 7 Step Approach to Data Governance Covering Technical and Behavioral Aspects *(L. Silverston, Universal Data Models, LLC)*

☐ PM3: Customer Profitability Analytics in the Era of Big Data: How to Capitalize on the Opportunities *(J. Fitzgerald & K. Kopczynski, Fitzgerald Analytics Inc)*

☐ PM4: Metadata to Empower Data Stewards: Introducing the Idea of the OMS *(R. Seiner, KIK Consulting / TDAN.com)*

☐ PM5: The Human Side of Data Modeling *(A. Sharp, Clariteq Systems Consulting)*

☐ PM6: Competing with Data - Strategy and Organization *(T. Redman, Navesink Consulting Group)*

☐ PM7: Introduction to NoSQL and New Database Technologies *(D. McCreary, Kelly-McCreary & Associates)*

☐ PM8: Data Management in a Cloud-Computing Environment *(M. Ferguson, Intelligent Business Strategies Ltd)*

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

☐ S1: Building a Data Stewardship Practice *(D. Plotkin, EMC2)*

☐ S2: Executing Sustainable Information Quality *(J. Medved, Paradata Consulting & D. O Brien, Castlebridge Associates)*

☐ S3: Advanced Data Modeling Challenges Workshop *(S. Hoberman, Steve Hoberman & Associates)*

☐ S4: Enterprise Content Architecture: How to Organize and Manage Your Unstructured Data *(S. Lemieux, Dovecot Studio)*

☐ S5: Visualization: The Last Step on the Path from Raw Data to Management Decisions *(M. Scofield, Loma Linda University)*

☐ S6: Data Science: A Practical, Guided Survey *(B. Sletten, Bosatsu Consulting, Inc.)*

Don't forget to make your **travel reservations**. Visit http://edw2014.dataversity.net/travel.cfm for details.