

4 WAYS TO REGISTER:

CALL +1-310-337-2616 x1

FAX +1-310-388-1115

MAIL this form to:

DATAVERSITY®

13020 Dickens Street

Studio City, CA 91604 USA

ONLINE EDW2015.dataversity.net

QUESTIONS? registration@dataversity.net

PRODUCED BY:



Name	First Name as it should appear on badge		
Company	Job Title		
Address	Country		
Phone	E-Mail		
REGISTRATION OPTIONS (Fees are in US Dollars) <i>Registration fees include a continental breakfast, lunch, and coffee breaks.</i>		EARLY BIRD FEE* <i>If paid by Feb 27th</i>	REGULAR FEE* <i>If paid by Mar 26th</i>
Full Event (Sunday - Friday, March 29 - April 3)	<input type="checkbox"/> \$2395	<input type="checkbox"/> \$2595	
Conference + Tutorials (Sunday – Thursday Morning, March 29 - April 2)	<input type="checkbox"/> \$1895	<input type="checkbox"/> \$2095	
Conference + Seminar (Tuesday - Friday, March 31 - April 3)	<input type="checkbox"/> \$2095	<input type="checkbox"/> \$2295	
Conference (Tuesday – Thursday Morning, March 31 - April 2)	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$1795	
Tutorials Only (Sunday – Monday, March 29 – March 30)	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995	
Seminar Only (Thursday Afternoon - Friday, April 2 - April 3)	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995	
Would you like to add EDW Video Access?		<input type="checkbox"/> Yes [+ \$500]	<input type="checkbox"/> No

*Registrations received **after March 26th** will incur an additional \$100 onsite registration fee.

WORKSHOP, TUTORIAL & SEMINAR SELECTIONS <i>Please select ONE session per timeslot ONLY for the days you are registering</i>	
SUNDAY WORKSHOP March 29 th 2:30pm – 5:45pm	
<input type="checkbox"/> W1: Data Strategy 2.0: Focus on the Roadmap and Implementation (<i>Lewis Broome</i>) <input type="checkbox"/> W2: Business Analysis Techniques for Data Professionals – Getting Involved in Business Processes and Applications (<i>Alec Sharp</i>) <input type="checkbox"/> W3: 8 Steps to a Successful Data Governance Program (<i>Anne Marie Smith</i>) <input type="checkbox"/> W4: How to Effectively Sell Data and Yourself to the Business (<i>Lee Edwards & Sue Geuens</i>) <input type="checkbox"/> W5: An Introduction to Big Data and New Data: The Cloud, NoSQL, In-Memory and Hadoop (<i>April Reeve</i>) <input type="checkbox"/> W6: Data Science: A Practical, Guided Survey (<i>Brian Sletten</i>)	
MONDAY MORNING TUTORIALS March 30 th 8:30am – 11:45am	MONDAY AFTERNOON TUTORIALS March 30 th 1:30pm – 4:45pm
<input type="checkbox"/> AM1: Modern Enterprise Data Strategy (<i>John Akred</i>) <input type="checkbox"/> AM2: Developing & Implementing Policies and Standards to Manage Data as an Enterprise Asset (<i>Janet N Lichtenberger & Nancy Makos</i>) <input type="checkbox"/> AM3: Managing Change to Ensure Data Governance Success (<i>Kelle O'Neal & Pam Thomas</i>) <input type="checkbox"/> AM4: Industry Standard Dimensions of Data Quality (<i>Dan Myers</i>) <input type="checkbox"/> AM5: World-Class Metadata Management: Full Life-Cycle Roadmap (<i>Dan Marco</i>) <input type="checkbox"/> AM6: Architecting for Business Intelligence and Data Warehousing - Integrating the Structured and Unstructured Worlds (<i>William Inmon</i>) <input type="checkbox"/> AM7: Hadoop Essentials for Architects (<i>Sujee Maniyam</i>) <input type="checkbox"/> AM8: Architecting and Modeling Columnar Data Stores (<i>Karen Lopez & Joey D'Antoni</i>) <input type="checkbox"/> AM9: Requirements Discovery using a Conceptual Data Model (<i>Christopher Bradley & Donna Burbank</i>) <input type="checkbox"/> AM10: Building An Enterprise Data Reservoir and Data Refinery (<i>Mike Ferguson</i>)	<input type="checkbox"/> PM1: Addressing Data Challenges using the Data Management Maturity Model (<i>Melanie Mecca & Peter Aiken</i>) <input type="checkbox"/> PM2: EIM and DG Metrics – A Primer (<i>Malcolm Chisholm</i>) <input type="checkbox"/> PM3: Progressive Topics in Data Governance: Big Data, Agile and IoT (<i>Robert S. Seiner</i>) <input type="checkbox"/> PM4: Data Quality Assessment and Measurement (<i>Laura Sebastian-Coleman</i>) <input type="checkbox"/> PM5: Enterprise Content Architecture to Organize and Manage Your Unstructured Data (<i>Stephanie Lemieux</i>) <input type="checkbox"/> PM6: Designing & Implementing an Analytical Data Architecture (<i>Richard Sherman</i>) <input type="checkbox"/> PM7: Bringing Big Data into Your Enterprise Data Management Program (<i>Anne Marie Smith & Michael Jennings</i>) <input type="checkbox"/> PM8: Hyper-Modeled Databases: A Crucial Technique for Truly Agile Data Warehousing (<i>Ralph G Hughes</i>) <input type="checkbox"/> PM9: ALL NEW! Advanced Data Modeling Challenges Workshop (<i>Steve Hoberman</i>) <input type="checkbox"/> PM10: Master Data Management - The Impact of Big Data (<i>Mike Ferguson</i>)

THURSDAY + FRIDAY SEMINARS
 April 2nd 1:15pm – 4:30pm – April 3rd 8:30am – 12:00pm

- S1:** Building a Modern Analytics Platform with Hadoop and Spark (*Vladimir Bacvanski*)
- S2:** Evaluating and Modeling NoSQL and SQL Databases (*Mike Bowers*)
- S3:** Advanced MDM: Enterprise Integration to Move MDM to the Next Level (*David Loshin*)
- S4:** Increasing Project Success Through Data Quality and Governance (*Danette McGilvray*)

SPECIAL MEAL REQUIREMENTS

If you have a requirement that is not listed here, please email registration@dataversity.net.

Please note we cannot customize menus to accommodate preferences such as low-carb or fat-free.

- No Special Requirement
- Vegetarian
- Kosher (*Certified Kosher meal, usually served cold*)

If you have a coupon code, please include it here:

METHOD OF PAYMENT

- Credit Card:**
 - Visa / MasterCard
 - American Express
 - Discover
- Check enclosed**
Payable to DATAVERSITY
- Bill Me**
 PO# _____

If paying by credit card, please provide the following:

Card Number _____ Exp Date _____ CSC# _____

Billing Address (if different): _____

Name as it appears on your card: _____

Signature _____

Don't forget to make your hotel reservations at the Grand Hyatt Washington.

Ask for the EDW \$199 group rate, subject to availability.

For more details, visit <http://edw2015.dataversity.net/travel.cfm>.