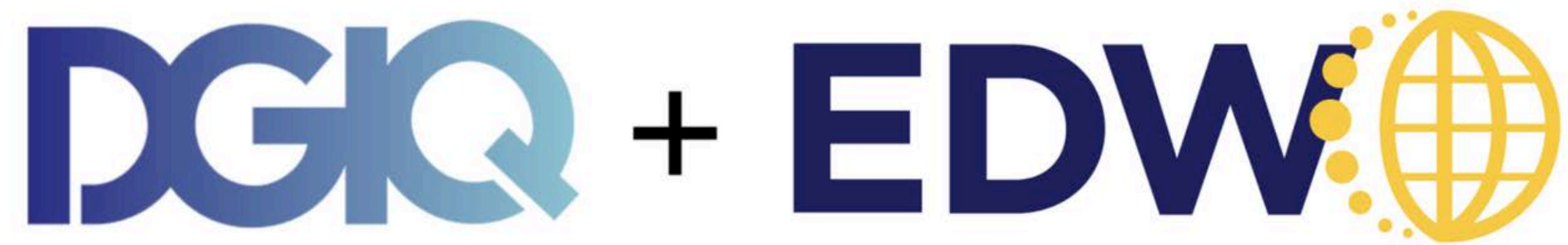




DGIQ Data Governance &
Information Quality
CONFERENCE

**ENTERPRISE
DATA WORLD®**

**How to Convince Your Boss:
Selling Leadership
on Your Attendance**



Thank you for considering attending our next Data Governance & Information Quality (DGIQ) + Enterprise Data World (EDW) Conference, taking place May 5-9, 2025 in Anaheim, CA!

DGIQ is the world's most comprehensive event dedicated entirely to Data Governance and Information Quality, and EDW produced in cooperation with DAMA International, has long been recognized as the most comprehensive educational conference on Data Management in the world. This May, DATAVERSITY is combining these industry-leading conferences to offer an unparalleled learning experience and a chance to be part of an expansive global community of forward-thinking professionals. It's also a great opportunity to showcase your commitment to staying at the forefront of the industry.

Need any help convincing leadership to support your travel and/or conference fees? We've compiled some key talking points here to help you secure the support you need from your organization.

If you need any further help in pitching DGIQ + EDW to your leadership, [reach out to us](#); we're happy to assist!

TALKING POINTS: BENEFITS OF ATTENDANCE

Gain first-hand access to expert-led sessions, real-world case studies, and innovative solutions to today's Data Management challenges. Take home new and improved ideas you can immediately use to help solve your most pressing business problems.

Stay on the cutting edge of Data Management and Governance best practices. Learn about the latest trends and solutions, keep up to date on current industry standards, and help your organization stay one step ahead of your competitors in a constantly evolving landscape.

Tap into the DGIQ and EDW brain trust, making valuable connections and building relationships with your peers and other industry leaders. Access a supportive and knowledgeable community. This combination of speakers, sponsors, and attendees across all Data Management disciplines creates an unparalleled gathering of approachable expertise, all in one place.

Bring back dozens of actionable takeaways to your team. Share your newfound ideas and expertise with your team, so your entire organization benefits from the knowledge you've gained.

MAKING YOUR CASE VIA EMAIL

Personal email messages can be an effective way to make your case to leadership.

Download our [email template](#), and use it as a tool to outline the benefits of attendance.

Make the email your own! Customize it so it reflects your own voice and aligns with your company culture and goals.

If you need assistance creating an email specific to your leadership, [contact us](#).



THANK YOU!

We are committed to giving you the tools you need to get your leadership's approval to attend DGIQ and EDW. If there is anything else you need to support your efforts, please reach out to us at events@dataversity.net.

Most importantly, we want to express our sincere thanks for considering attending this event, one of our most compelling programs to date. We hope to see you in May!



Tony Shaw

CEO / Program Chair



Kat Parker

Conference Manager



Christiana Nicole

Senior Marketing Manager