

How to Convince Your Boss

Selling Leadership on Your Attendance

Thank you for considering attending the Data Governance & Information Quality (DGIQ) + Enterprise Data World (EDW) Conference, taking place May 4–8 in San Diego.

DGIQ is the world's most comprehensive event dedicated to Data Governance and Information Quality, and EDW, produced in cooperation with DAMA International, has long been recognized as the leading educational conference for Data Management professionals.

Together, these two industry defining events bring the global data community together for a week of practical learning, strategic insight, and meaningful connection.

Attending DGIQ + EDW is more than a professional development opportunity. It is a chance to learn directly from the practitioners shaping modern data programs, discover proven approaches to complex challenges, and bring new ideas back to your organization that support real progress.

Need help making the case for attendance? We have outlined several talking points below that can help you explain the value of the conference to your leadership team.

If you would like additional support in making your case, we are happy to help.



Talking Points: Benefits of Attendance

1. Learn directly from leaders solving today's data challenges.

Gain first hand access to expert led sessions, real world case studies, and practical frameworks designed to address the most pressing challenges in data governance, data management, and enterprise data strategy.

2. Stay current with evolving data practices and standards.

Data programs are evolving rapidly. DGIQ + EDW provides insight into the latest strategies, technologies, and industry developments so your organization can stay informed and competitive.

3. Connect with a global community of data professionals.

The conference brings together practitioners, leaders, and innovators from across industries. These conversations often lead to new ideas, partnerships, and professional relationships that continue long after the event ends.

4. Bring actionable insights back to your team.

Attendees return with practical ideas, proven approaches, and lessons learned that can be shared with colleagues to help strengthen your organization's data initiatives.

Making Your Case via Email

A thoughtful email to leadership can be an effective way to outline the value of attending the conference.

Use our [email template](#) as a starting point to highlight the benefits of participation and explain how attending supports your organization's goals.

We recommend personalizing the message to reflect your specific role, current projects, and the outcomes you hope to bring back to your team.

If you would like help tailoring your message, we are happy to assist.

Thank You!

We are committed to providing the resources you need to secure leadership approval to attend DGIQ + EDW.

If there is anything else we can provide to support your request, please reach out to us at events@dataversity.net.

Most importantly, thank you for considering joining the global data community at this year's conference. We look forward to welcoming you in San Diego.



Tony Shaw

CEO / Program Chair



Kat Parker

Conference Manager



Christiana Nicole

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