



Master Data Management Summit & Data Governance Conference

Do you need to justify your attendance?

2 Co-Located Conferences

Master Data Management Summit Europe 2018

Data Governance Conference Europe 2018

14-17 May 2018, London

We do appreciate that it may be difficult to get approval to attend a conference due to budget restrictions, and company time. You recognize the value of attending the co-located **MDM and Data Governance Conference Europe 2018** but how do you successfully communicate this to your manager? Below are some of the very important reasons why you should attend these co-located conferences.

Why This is a "Must Attend" Event for Data Governance and MDM Professionals

- **These are Europe's only co-located conferences on Data Governance and MDM.** These two co-located conferences give you the unique opportunity to leverage the powerful combination of MDM and Data Governance to deliver optimal business outcomes through trusted information
- **Five Tracks with More than Sixty Sessions.** Learn from over 70 world renowned independent speakers and major users of MDM and Data Governance. The co-located conferences are neither analyst led nor vendor led.
- **Focus on End-User Case Studies.** Choose from over 40 case studies and take an inside look at the successes and challenges behind real-world Data Governance and MDM implementations. You will learn what works best as well as the pitfalls to avoid. Case studies include:

- Lloyds Banking
- MBNA
- HM Revenue & Customs
- Allianz Benelux
- British Telecom
- SSE
- Southern Water
- Defence Infrastructure Organisation (DIO)
- Jaguar Land Rover
- Robert Bosch
- The Rank Group
- TNT
- Yorkshire Building Society Group
- ABB
- Dwr Cymru Welsh Water
- Morrison Supermarkets
- Proximus
- Capgemini
- JLL
- AkzoNobel
- The Pension Regulator
- Elsevier
- The National Trust
- Intellectual Property Office
- The Environment Agency
- Jacobs Douwe Egberts
- KPMG
- Dun & Bradstreet
- Arriva
- Nomura
- Coloplast
- Multifonds
- Thames Valley Housing
- London Borough of Camden
- FrieslandCampina
- Öresundskraft
- Arco
- Climate-KIC
- TD Bank Group
- Western Cape Government
- Cranfield School of Management
- SV Group
- PartsPoint

- **World Class Expert Speakers.** With our selection of world class speakers who are leaders in their field, you will be able to discover new approaches and innovative ideas, as well as insights into future MDM and Data Governance practice
- **New This Year.** One day conference track on CDO and one day conference track on GDPR
- **Ten "Fast Track" Pre-Conference Workshops.** Choose from an unparalleled range of workshops on specific topics to get you quickly up to speed or fine tune your performance. Choose from introductory or advanced levels.
- **Post-Conference Workshops.** There will be three full day post conference workshops. Enhance your in-depth knowledge and skills in MDM and Data Governance practice.
- **Learn from your peers and exchange stories with them.** Networking with your peers is a vital way of learning what works best and what mistakes and pitfalls you should avoid in your organisation's journey in MDM and Data Governance. Last

year, the MDM and Data Governance Conference attracted nearly 300 delegates worldwide.

- **Major Data Governance and MDM Solution Providers.** Discuss your Data Governance & MDM challenges with leading solution providers.
- **Justification, Strategy & Implementation.** The conferences provide an excellent mix of theory, visions and practical implementations.
- **Testimonials.** Nobody is better informed about our conferences than our past delegates. Here is what some of them have to say:

"Best conference I have attended so far."

Emeric Nectoux, Enterprise Architect, Volvo

"Really important to combine MDM & Data Governance - gives a good mixture of content and attendees. More of the same next year please."

Colin Wood, Enterprise Information Architect, GSK

"High quality event with top speakers and topics. A perfect mix between MDM and Data Governance status and trends."

Galand Vincent, Senior Business Analyst, ING Belgium

"Great meeting other people on the MDM & DQ journey, and that they are having the same problems. Most useful thing is hearing how people have overcome these."

Paul Williams, Data Manager, United Utilities

"I found the event very useful. I'm new into a role of implementing Data Governance. It was useful to get some good insights into where the potential pitfalls are"

Tim Allen, Information Management Manager, National Grid

"Very good and inspirational. I especially enjoyed the use cases"

Helle Lindsted, Master Data Manager, Maersk Supply Service

"Well-organised, some very good speakers, sharing a pool of knowledge, experience and expertise"

Furkan Sharif, Information and Records Officer, Provident Financial

"A very worthwhile activity"

Kevin Brown, Group Data Governance Manager, Standard Life

"Great knowledge-sharing based on experience from many industries which still face similar challenges. Great source of inspiration and networking"

Karima Makrof, Enterprise Architect, MDM, AB Volvo

"Really enjoyed the event"

Brian Hogg, Senior Analyst, Army Data, Ministry of Defence

"The ultimate melting pot of ideas and best practices in Data Management."

Andy Moore, Process Specialist, Information, Rolls-Royce

"Superb conference. Will go back filled with great ideas. Where to start though?!"

Michael Sheahan, BI Manager, IKEA Service BV

"Glad I attended – good informative presentations and a chance to network."

Nigel Ball, Senior Manager, Data Governance, Lloyds Banking Group

"Very informative and enjoyable conference that I would recommend to colleagues"

Catherine Cave, Data Quality Manager, Barclays

"The event is really great and it's a big pleasure to have such a concentration of professionals in one place."

Natallia Khatseyeva, Consultant and Commercial Assistant, GDE France

"2 days well spent. Great mixture of presentations. Impressed by speakers and breadth of coverage."

Lee Bailey, Senior Manager, BAE Systems Detica

"As a business user (with an IT part to my previous career) I wondered what the split would be between business and IT discussion. I was pleased that the conference was pitched at a level that suited both."

Chris Hall, Content Quality/Governance Manager, RS Components

"Very well-organised, good variety of talks, engaging presenters."

Simon Merwood-Palmer, Group Data Manager, Dyson

"Came here to get independent views and got them in droves! Very well organised. Top Speakers."

Boaz Muyutu, Data Architect, Telkom SA

"Very well organised, high quality presentations and good speakers."

Alan Kimberley, Principle EA, Orange PLC

"An enjoyable and informative event providing excellent networking opportunities and valuable insights into the trends and technologies in the MDM and Data Governance markets."

Dave Bennett, Analyst, Morrisons

"Very good and practical approach, real life cases and presentations."

Maija Hamalainen-Nikula, Senior Manager, Nokia Ltd

"Really great conference. Learnt so much and it's good to get some straight talking."

Ron Nicholls, Data Quality Consultant, BT

"Content and delivery of speeches kept me interested for the whole duration of the summit."

Michael Patino, Information Analyst, Marks & Spencer Money

"It was good to hear a few key themes coming out from many of the speakers. These re-inforced that I am focussing on the correct areas within my organisation and offered insight and experience into approaches I should follow."

Rhona MacLennan, Chief Data and Services Architect, Scottish Widows

"A great arena for me to find, hear and learn about the topic Business Data Governance. Convinced that it gave great return on investment. Thank you!"

Helge Kruger, Norwegian Defence

"I really enjoyed the case studies that combined the recommendations of the consultant with the implementation in practice at the end user site. Let's have more like this please!"

Toni McDerment, Enterprise Data Architect, Reuters

"Great event. A mountain of good information in a fun way. Fantastic to network and connect with other DG people and vendors. Extremely well-organised, always on time, highly professional"

Albert Venter, Head Data Strategy, Standard Bank of South Africa