IRM UK
Enterprise Data and Business Intelligence & Analytics Conference Europe

IRM UK
Data Governance Conference & Master Data Management Summit

Group Discounts Available

4 Co-Located Live Virtual Conferences

Frequent comments from delegates were their regret at not being able to attend all sessions from all conference tracks. With the Virtual Data Governance Conference and MDM Summit, co-located with the Enterprise Data and Business Intelligence & Analytics Conference, now you can! These four virtual co-located conferences will provide you with an unprecedented extensive learning and online networking experience.

▶ **Maximise Your Learning Experience. Attend the virtual conference days live (16-17 November) and you will get access to all 40+ conference presentation recordings for 3 months after the conference.** With our great line up of user case studies and leading experts on Data Governance, MDM, Data and Business Intelligence, you will not want to miss one session.

▶ **Access to an Even Wider Data Community.** As the conference is virtual, it will be more accessible to the wider Data community world-wide. Delegates can network via our online conference platform. Virtual chat rooms will be available during the event.

▶ **Reduced Fees and Enterprise Licence Fees.** The lower fees make the conference more accessible to you, your colleagues and the Data Management community world-wide and if you are looking for a 2 day conference access for 10+ delegates in your organisation, we can provide you with an enterprise licence fee.

▶ **Conference Workshops.** Choose from a comprehensive range of workshops (15 November) delivered via live streaming on specific topics to get you quickly up-to-speed or fine tune your performance. Choose from introductory to advanced levels.

Keynotes and Featured Speakers Include:

Charles Tillett
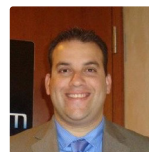*Real Estate BI Director GlaxoSmithKline*

Neil Fox
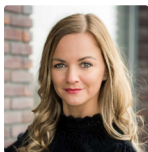*Global Data Governance Lead Allianz Global Investors*

Christina Finlay
Director, Data & Analytics NEST Corporation (Pensions)

Ian Wallis
Deputy Director, People Analytics & Insight HMRC

Yaniv Naor
Senior Global Master Data Management Strategist and Business Lead HUGO BOSS

Ieva Langenfelde
Data Governance Manager Heineken

Thierry Grima
Group Chief Analytics Officer ENGIE

David Bergier
Platforms & Architecture Director, Data & Performance – Governance Schneider Electric

Valentina Niklasson
Data Governance Lead Volvo Penta

Ciara McMorrow
Head of Data Regulation & Change Sky

Produced by

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Case Studies & Contributors Include:

- GlaxoSmithKline
- Allianz Global Investors
- Nest Pension
- Hastings Direct
- FMO Dutch Development Bank
- HMRC
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- Volvo Penta
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Agenda

Monday 15 November 2021: Pre-Conference Workshops

Half Day Workshops 09:30 - 12:45	**Advanced Enterprise Data and Process Innovations** *Douglas Erickson, ENTARCO USA Inc. & Donald Phillips, co-authors of Erickson Methodology of Enterprise Architecture*	**How to Build, Manage & Enhance a Data Team** *Gerard Bartley, Independent Consultant & Ieva Langenfelde, Data Governance Manager, Heineken*
Half Day Workshops 14:00 - 17:15	**Data and Analytics as a Line of Business** *Donald Farmer, Principal, TreeHive Strategy*	**Selecting the Best Data Governance Approach for Your Organization** *Robert S. Seiner, President & Principal, KIK Consulting & Educational Services*
Full Day Workshops 09:30 - 17:15	**Data Strategy: from Framework to Execution** *Ian Wallis, Managing Director, Data Strategists Ltd*	**The First 11 Steps to Starting a World-Class Enterprise Data Stewardship & Governance Program** *Dr. David P. Marco, President, EWSolutions*

Tuesday 16 November 2021: Conference Day 1 & Exhibits

Time				
09:00 - 09:10	**Conference Opening**			
09:10 - 09:55	**Plenary Keynote: Connecting the Dots, Creating Data Centric Business Value,** *Jan Henderyckx, Partner, BearingPoint*			
10:00 - 10:45	**Keynote Panel: Data Governance - What I Wish I Had Known** *Moderator: Gerard Bartley, Independent Consultant* *Panellists: Ciara McMorrow, Head of Data Regulation & Change, Sky, Sue Geuens, Data Governance, Financial Services, Capgemini & Joanne Biggadike, Head of Data Governance, Hastings Direct*		**Keynote CDO: The First 100 Days (a Success Story)** *Christina Finlay, Director, Data & Analytics, NEST Corporation (Pensions)*	
	Data Governance & MDM	**Data Governance & MDM**	**Enterprise Data & BI**	**Enterprise Data & BI**
11:10 - 11:50	**Beginners Guide to Data Governance - What I Did First!** *Andrew Lunt, Data Governance Manager, The Adecco Group*	**My Success Story of Failing to Navigate the MDM Chaos** *Kitti Noemi Nemeth, Manager Master Data and Sales Operations, LifeFitness*	**Recovering from Selection Bias** *Anh Tran, Data Analyst, Booking.com*	**Data Modelling for Quality: Delivering Benefits Through Attention to Detail** *Graham Witt, Data Specialist, Independent Consultant*
11:55 - 12:35	**Data Governance – Enable Change Across Different Platforms Ensuring Data Quality** *Andrea D'Alessandro, Business Analyst, Yoox Net-a-Porter Group*	**How Can Tools Help Me Manage My Master Data** *Gerard Bartley, Independent Consultant*	**Guidelines For Migrating Your Data Warehouse To The Cloud** *Mike Ferguson, Managing Director, Intelligent Business Strategies*	**Setting up a Data Platform: Dos and Do Nots** *Aija Palomäki, Enterprise Solutions Architect, Information and Advanced Analytics, KONE*
12:35 - 13:55	Networking Lunch & Exhibits			
13:05 - 13:25	Lunchtime Session: Marks & Spencer: Data Governance that Drives (Not Impedes!) Business Results with a Data Catalog, *Phil Jones, Data Quality and Governance Manager, Marks & Spencer*			
13:30 - 13:50	**Lunchtime Session: Reimaging Data Governance for the Modern Data Enterprise,** *Dimitri Sirota, CEO, BigID*			
13:55 - 14:40	**Keynote Panel: Data Maturity and the Role of Data Culture in the Enterprise** *Moderator: Tracy Eiler, CMO, Alation* *Panellists: Neil Fox, Global Data Governance Lead, Allianz Global Investors, Steve Perry, Director of Data and Analytics, Genius Sports & Minna Karha, Data Strategist, Kaito Insight*		**Keynote: Data Quality Can Save the World,** *Danette McGilvray, President and Principal, Granite Falls Consulting*	
14:45 - 15:25		**The Reason Why Schneider Electric Has Created End to End Product Offer Data Governance** *Galith Dutech & Laure Viollet, E2E Offer Data Governance, Schneider Electric*	**How to Make Data Business Relevant** *Lenno Maris, Global Director Enterprise Data & Authorizations (Analytics, Governance, Quality, Operations, Transformation), FrieslandCampina*	**Customer Analytics and the Collaboration of Data Management** *Yaniv Naor, Senior Global Master Data Management Strategist and Business Lead, HUGO BOSS*
15:50 -16:30	**How Dumbo Reaches New Heights: Tangible Values From Data Governance** *Johan Lindholm, Data Governance Lead, Göteborg Energi AB & Håkan Edvinsson, CTO, Informed Decisions Consulting AB*	**Build Your Own Data Governance Framework** *Samira Atashi, Data Steward – Data Governance Lead, DeLaval*	**Embedding a New BI Tool** *Michiel van Staden, Data Analytics Lead, Absa*	**Business Enablement - A Clear, New Case for Data Governance** *HoChun Ho, Global Head of Data Governance and Management, Jammu Yadav, Director, Data Management and Delivery & Marta Kramer, Senior Director to EMEA Data Governance, JLLT Enterprise Data Governance and Enablement*
16:35 - 17:20	**Keynote: The Role of Data Governance in a High Performing Data and Analytics Function,** *Charles Tillett, Real Estate BI Director, GlaxoSmithKline*		**Keynote: Across the Andes by Frog: Setting a Course for a Data Strategy Implementation,** *Ian Wallis, Managing Director, Data Strategists Ltd*	
17:25 - 17:50	**Common Mistakes to Derail a Data Governance Program,** *David Street, Secretary, DGPO*			

Wednesday 17 November 2021: Conference Day 2 & Exhibits

Time				
09:00 - 09:55	**Plenary Keynote: When Good Data Goes Bad,** *Dr. Barry Devlin, Founder and Principal, 9sight Consulting*			
	Data Governance & MDM	**Data Governance & MDM**	**Enterprise Data & BI**	**Enterprise Data & BI**
10:30 - 11:10	**Data Governance Dream Team** *Ieva Langenfelde, Data Governance Manager, Heineken*	**Implementation of Master Data Excellence at ASML** *Geert Janssen, Corporate Data Officer, ASML & Erik Rooijackers, Enterprise Architect, ASML*	**The Rise of DataSecOps** *Ben Herzberg, Chief Scientist, Satori*	**Building Information Literacy at HMRC: Transforming the Organisation to be Insight-Led** *Ian Wallis, Deputy Director, People Analytics & Insight, HMRC & Godfrey Morgan, Head of Strategy & Governance, People Analytics and Insight, HMRC*
11:15 - 11:55	**Data Governance by Design** *Dana Julinschi, Senior Data Governance Officer, FMO – Dutch Development Bank*	**How Digital Lock Brings Values for Schneider Electric** *David Bergier, Platforms & Architecture Director, Data & Performance – Governance, Schneider Electric Manjeet Kaur, Data & Performance – Governance, Schneider Electric*	**Obstacles: What Stands in The Way of a Successful Data Migration** *Liz Henderson, Data Leader*	**Managing Data Quality: A Practical Guide** *Julian Schwarzenbach, Director, Data and Process Advantage Ltd & Chair, BCS Data Management Specialist Group & Tim King, Enterprise Architect, Babcock International*
11:55 - 13:15	Networking Lunch & Exhibits			
12:20 - 12:40	**Lunchtime Session: Unlock the Full Potential of Data by Connecting Data Governance and Enterprise Architecture,** *Luca de Risi, Chief Operating Officer & Frederic Fourquet, Senior Product Marketing Manager, MEGA International*			
12:45 - 13:05	**Lunchtime Session: How Active Data Governance Unlocks Valuable Insights and Creates Efficiencies,** *Blake Brannon, Chief Strategy Officer, OneTrust*			
13:15 - 14:00	**Keynote: Data Governance and Getting Past the "Why",** *Robert S. Seiner, President & Principal, KIK Consulting & Educational Services*		**Keynote: Data and Analytics Architecture: Data Lake vs. Lakehouse vs. Data Mesh,** *Mike Ferguson, Managing Director, Intelligent Business Strategies*	
14:05 - 14:50	**Inheriting a Mature DG Establishment: Making the Diamond Shine** *Valentina Niklasson, Data Governance Lead, Volvo Penta & Håkan Edvinsson, CTO, Informed Decisions Consulting AB*	**Adapt Your Data Governance to a Changing Group Organization** *Thierry Grima, Group Chief Analytics Officer, ENGIE*	**CDO Role and Data Strategy With Essential Resources** *Zakarias Gunyits, Chief Data Officer & Anikó Verőci, Senior Business Analyst in BI, MVM Group*	**Leveraging VR Analytics to Accelerate Learning Outcomes From Training** *Tony Bevilacqua, Founder and CEO, Cognitive3D*
15:15 - 15:55	**Plenary Keynote: Unlocking Enterprise Data Value Through Real-World Data Ownership Strategies,** *Ben Clinch, Independent Data Executive*			
16:00 - 16:40	**Plenary Keynote: Openness and Ownership - The Balancing Act of Enterprise Data,** *Donald Farmer, Principal, TreeHive Strategy*			
16:45 - 17:00	**Conference Close - Where Do We Go From Here?**			

Plenary Keynotes

Connecting the Dots, Creating Data Centric Business Value
Jan Henderyckx, Partner, BearingPoint

The issue is no longer about convincing management of the value of using data to create business value. The real question has now shifted into making sure that the value is delivered in a sustainable way. Too many organisations are still failing to actually succeed in their data initiatives. What are the key elements that need to be put in place to ensure success? How does one move from a technology centric to an integrated data strategy? How do we improve the data literacy of the stakeholders and make sure the data products can be used effectively?

When Good Data Goes Bad
Dr. Barry Devlin, Founder and Principal, 9sight Consulting

Data doesn't really "go" bad, of course. At least, not in the way that week-old milk in the fridge does. When you open that carton, you just know it's bad. Bad data doesn't stink like that. Or mostly not. But consuming it can be just as sickening.

Sometimes data just starts off bad and gets worse. Other times, it's people or processes that do bad things to it almost as soon as it's created or maybe even before it's captured. Or maybe it's what happens as it's used as information or interpreted to gain insights. Worse still, nobody may notice how bad it is until government or regulatory inspectors arrive at the door. Worst of all, it may be like nuclear waste, dumped at night in a well, slowly and invisibly poisoning everybody who draws from it.

So much to go wrong! So much to lose. The sad truth is that—despite the incomparable weight placed upon it today—data can be and often is bad in so many ways. In this session, we'll explore a few examples of how good data went bad, why it happened and what was the outcome, and how you can avoid similar rotten problems in your business.

Key take-aways:

- Good data begins at home… with the best intentions;
- If data are facts, what happens when facts are no longer factual;
- If you don't manage it (the data), you can't measure it (your business);
- Data used without knowledge is a recipe for disaster;
- Ever more data isn't all it's cracked up to be.

Unlocking Enterprise Data Value Through Real-World Data Ownership Strategies
Ben Clinch, Independent Data Executive

This talk will help you:

- Drive engagement across the enterprise (with techniques and real-world examples);
- Construct compelling narratives to recruit business people to drive data culture;
- A practical approach to ensure data is "ownable" and tightly couple data and system architecture strategy;

- How to organise your enterprise data landscape to drive collaboration and value;
- Using your organisation's priorities to deliver sustainable data benefits.

The talk is delivered with real-world examples but also drawing out the overarching principles that anyone can apply to the specifics of their organisation and its data and architectural maturity.

Openness and Ownership - The Balancing Act of Enterprise Data
Donald Farmer, Principal, TreeHive Strategy

The role of data in business processes has never been more critical. But as we develop new technologies and new skills it feels like we meet new dilemmas at every turn. Concerns about governance and compliance are pitted against demands for agility and collaboration. The expanding scope of the data we work with brings new ethical concerns to light.

So, are we doomed to a constant struggle for control of our data assets? I don't think. In this keynote, I'll sketch out a provocative, but hopefully useful idea – that we have confused ownership and accountabiity, governance and compliance, openness and collaboration. We'll look at some potentially new approaches, which aim to resolve some of the complex puzzles of enterprise data.

Keynotes

Keynote CDO: The First 100 Days (a Success Story)
Christina Finlay, Director, Data & Analytics, NEST Corporation (Pensions)

Imagine a company that holds pensions for almost 1 in 3 UK workers, but where employees can't see all their data, which is administered by an outsourced supplier. How could decisions be made, customers engaged, risk managed?

NEST is a government success story: set up in 2011 to manage mandatory auto-enrolment into a pension scheme, with excellent returns for members, but where data was managed behind a wall.

Christina started at Nest when all reporting was done in Excel and PowerPoint, and analysts and SMEs knew that they could do great things, if only they had better access to data.

Now, 100 days later, our executive team has agreed a data vision, strategic aims and next steps, we have a directors' steering group to debate business issues and prioritise data efforts, and teams have been engaged at all levels on what we want to accomplish together. Our first dashboards are live. How did we get there?

In this session, you'll learn:

- How Nest went from data behind a wall to data for decision-making in a few short months;
- Engaging teams at all level to ensure the data strategy delivers what the organisation needs;
- Top tips and quick wins in your first 100 days as a CDO.

Keynote Panel: Data Maturity and the Role of Data Culture in the Enterprise
Moderator: Tracy Eiler, CMO, Alation

Panellists: Neil Fox, Global Data Governance Lead, Allianz Global Investors, Steve Perry, Director of Data and Analytics, Genius Sports & Minna Karha, Data Strategist, Kaito Insight

As companies strive to become more data-driven they're on a path to move up the maturity curve and expand the role of data across the enterprise. This panel session explores where companies are on the Eckerson data maturity curve, the expanding role of data in the enterprise, what it takes to shift a culture, and how data leaders get a voice in the organization. The audience will participate in a live poll during the panel, and panelists will answer questions about the use of data in their organizations, getting buy-in from the C-suite, and challenges experienced in today's work environment.

Delegates will learn:

- About the Eckerson data Maturity Curve and how companies are addressing data maturation.
- Tips on creating a data strategy that drives a culture that fosters data-driven decision making.
- How to get the C-suite invested in your data strategy and the cultural shift.

The Role of Data Governance in a High Performing Data and Analytics Function
Charles Tillett, Real Estate BI Director, GlaxoSmithKline

A case study in how GSK's real estate team is using a data governance and data management (DGDM) programme to super charge the value its data and analytics function can deliver.

You will learn:

- To ground any D&A and DGDM programme with a common mission and value proposition
- Why you should "Think big, start small and scale fast" when delivering D&A use cases
- That "Tools are cool but processes rule" when building data maturity
- Why you should "Go FAIR" with your suppliers, processes and tech infrastructure

Across the Andes by Frog: Setting a Course for a Data Strategy Implementation
Ian Wallis, Managing Director, Data Strategists Ltd

In this Keynote, Ian will highlight:

- Why organisations should have a data strategy;
- The key steps to define and ensure a successful implementation;
- Why the majority of strategy initiatives fail and how to overcome the challenges you are likely to encounter.

Ian is the author of Data Strategy: from Definition to Execution.

Data Governance and Getting Past the "Why"

Robert S. Seiner, President & Principal, KIK Consulting & Educational Services

A lot of time and energy is spent trying to convince Senior Leadership why Data Governance is important. Some organizations never get past the "Why" and into the "How". Even if programs demonstrate years of success, it is universal that there will be a need to sell or re-sell your program to ... new management, new staff and to support new initiatives. Want to learn how to get past the "Why"?

In this keynote, Bob Seiner will share tips and techniques on how to get Senior Leadership to stop asking why Data Governance is necessary and get them to start asking how the program should operate to demonstrate value to the organization. You may be surprised how easy it will be.

In this session, Bob will share:

- Messages you should share with Senior Leadership to get a step ahead.
- Messages that you should not share with Leadership or you will make things worse.
- Tips on how to control the dialogue to gain more positive support.
- Techniques for how to get people interested and engaged.
- Examples of how organizations have moved beyond the "Why" question.

Keynote Panel: Data Governance - What I Wish I Had Known

Moderator: Gerard Bartley, Independent Consultant

Panellists: Ciara McMorrow, Head of Data Regulation & Change, Sky; Sue Geuens, Data Governance, Financial Services, Capgemini & Joanne Biggadike, Head of Data Governance, Hastings Direct

'Data is your organisation's Crown Jewels'. This phrase is both a modern cliché and a truism. Organisations are producing more data than ever. CEOs and the boards are demanding immediate business value from that data. Line of business leaders are launching programmes that use company data, sometimes with scant regard to security, compliance or data integrity. Meanwhile partners and competitors are trying to access your data in ever larger volumes. At the same time customers, staff and, increasingly, regulators are expressing concern at the way data is aggregated and the uses to which it is put. In this session we will share some war stories to highlight the pitfalls that data professionals must avoid. This is your chance to ask this expert panel your questions about Data Governance.

Data Quality Can Save the World

Danette McGilvray, President and Principal, Granite Falls Consulting

During the last year we have all felt the effects of the worldwide COVID-19 pandemic. Equally, we have felt impacts from the infodemic – a storm of misinformation, disinformation, and alternative facts – which has touched many aspects of our personal lives and the organizations with whom we work. As data professionals, we cannot change all the ills of the world, but we can make

a difference within our spheres of influence. Everything we do as data professionals (whether for governance, architecture, metadata, master data, data modeling, etc.) is for the purpose of high-quality data that can be trusted and used with confidence. Given that data and information are at the heart of everything done in our world today, what we do can change the world long after the pandemic has passed. Join this keynote for insights into how data quality (and you) can save the world!

Data and Analytics Architecture: Data Lake vs. Lakehouse vs. Data Mesh

Mike Ferguson, Managing Director, Intelligent Business Strategies

In many companies today the desire to become data driven goes all the way to the boardroom. The expectation is that as more and more data enters the enterprise, it should be possible to understand and use it to quickly and easily drive business value. In order to succeed in creating, a data driven enterprise it is clear that choosing the right data architecture is now critical. However, data and analytics architecture has been evolving over recent years to a point where now there are multiple options. Is it a data lake that is needed? Is it a lakehouse? Or is it a data mesh? Should this be the focus or is it just vendor hype to fuel their own interests?   What are the pros and cons of these options? Is there a best approach? Is a lot more than this needed to succeed? This session explores the evolution of data and analytics architecture and looks at what is needed to shorten time to value and create a data driven enterprise.

- Data and analytics – where are we?
- Data and analytics architecture evolution
- Architecture options and their pros and cons – data lake Vs lakehouse Vs data mesh
- The shift to data fabric, DataOps, and MLOps to industrialise pipeline development and model deployment
- Using a data and analytics marketplace to putting analytics to work across the enterprise

Discounts

Group Booking Discounts

2-3 Delegates	10%
4-5 Delegates	20%
6+ Delegates	25%

"Best conference I have attended so far."

Emeric Nectoux, Enterprise Architect, Volvo

"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

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

Michael Sheahan, BI Manager, IKEA Service BV

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

Catherine Cave, Data Quality Manager, Barclays

"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, GlaxoSmithKline

"Excellent event that had great resonance to my role and have learnt concepts that I can use to drive BI & ED projects. Keynotes were very good."

Neil Lamb, BI Solution Architect, BAE Systems

"Another great event, learnt new and interesting challenges."

Neil Storkey, Global BI Data Manager, British American Tobacco

"I was glad to find like-minded professionals confirm several decisions I have made. Also glad to find several thought provoking and extremely useful nuggets that I can take back with me. Overall value of event - 10/10."

Chris Duffield, Principal Developer, Transport for London

Half Day Workshops:

Advanced Enterprise Data and Process Innovations
Douglas Erickson, ENTARCO USA Inc. & Donald Phillips, co-authors of Erickson Methodology of Enterprise Architecture

This workshop will provide a detailed examination of selected innovations in enterprise data and process architecture, design, and implementation enabled by an Enterprise Architecture methodology.

- Learn how an Enterprise Architecture methodology can facilitate effectively improving enterprise data quality, availability, and accessibility cost effectively,
- Learn how an Enterprise Architecture methodology can produce an enterprise process model that is objective in scope and structure without gaps and redundancy very economically, and
- Learn how to significantly reduce the time, effort, and cost to develop and implement an Enterprise Architecture.

How to Build, Manage & Enhance a Data Team
Gerard Bartley, Independent Consultant & Ieva Langenfelde, Data Governance Manager, Heineken

Data teams frequently operate in fast-moving environments, working cross-business with complex supporting processes. As such, they are often a challenge for effective management. This exciting workshop will explore the key aspects of building, managing and enhancing a data team and their operations, to help you more effectively manage your data. We will dive into various key aspects of data management including setting the mission of the team, defining the scope of the work, how to structure a team, effective people recruitment, what sort of data management methodologies can be used, effective process design, SLAs, internal controls, tooling use, quality reporting together with managing day-to-day activities. Delegates will take away:

- A clear understanding of the key elements of data management
- Real-life examples of pitfalls plus learnings
- Practical tips and hints about how to improve their own teams

Data and Analytics as a Line of Business
Donald Farmer, Principal, TreeHive Strategy

By the end of this workshop your team will have a sound understanding of how data and analytics can expand, enhance and strengthen your business and your relationships with clients. You'll have some practical guidelines for strategy, messaging and design which can get you started on your own analytics journey.

- **Introduction:** Data as a resource, analytics as a differentiator.

We believe that data without analytics is a wasted resource; analytics without action is a wasted effort. We review the value of data to software companies and the potential for analytics as a new line of business.

- **Case studies.** Real-world examples of software companies who have developed analytic products and services using a gameplan methodology.
- **Three simple models to get you started**

Although there are many ways in which you can leverage data as a resource and analytics as an offering, we have found three to be relatively easy and effective to start with. We'll review the components and technologies of each, with some guidelines for success and pitfalls to avoid.

  - User dashboards
  - Predictive analytics and alerting
  - Benchmarking and associative analytics

- **Communities of practice and tools of choice**

When you introduce analytics as a line of business, users and their social interactions, whether in the office or online, will be critical to your success. We show how communities of practice develop around the tools we choose – and we describe how to ensure your tool is chosen.

- **Governance and privacy**

In any discussion of data and analytics today, concerns about privacy and compliance always come to the surface. We'll introduce the subject with enough detail for you take the first, important, practical steps to being well governed for today's regulatory environment.

- **Narratives and gameplans**

These are simple tools for mapping and aligning strategy. However, although simple, they offer subtle and effective capabilities for planning features and releases and for aligning teams such as marketing and management around a vision.

- **Learning objectives**
  - The nature of data as asset
  - The importance of analytics to realising that value
  - Ways in which data and analytics can be developed as a line of business
  - Simple models for data and analytics as a line of businessThe value of benchmarking
  - How to encourage and support internal and external communities
  - How to be strategically more agile when creating data and analytics lines of business
  - Addressing ethics and governance concerns
- **Who's it for?**
  - CIOs, CTOs, Analytics Leaders and Data Management Leaders
  - Data Scientists and Data Analysts

Selecting the Best Data Governance Approach for Your Organization
Robert S. Seiner, President & Principal, KIK Consulting & Educational Services

There are several approaches that organizations can take to implement a successful Data Governance program. These approaches require that the organization select and follow a specific data governance framework or model. And there are several to choose from. Are you interested in learning all about the most common approaches that are being followed by organizations and why those approaches were selected? Then this is the right tutorial for you.

Join Bob Seiner for this tutorial focused on matching the appropriate Data Governance Program model to your organization. Your culture may act very invasive, or it may be non-invasive in the way they instill specific disciplines. Stop by to learn the advantages of selecting the "right" DG approach to match your organization.

Bob will discuss:

- Different Approaches for Implementing Data Governance,
- How to Recognize Your Organization's Traits that Make it Unique,
- Matching the Model to Your Organization,
- What the Same Model Doesn't Work for Everybody,
- How to Make the Data Governance Model Your Own.

Full Day Workshops:

Data Strategy: from Framework to Execution
Ian Wallis, Managing Director, Data Strategists Ltd

Most organisations have a strategy stating business goals over a longer time frame than an annual plan – anything from 3 to 40 years. It sets vision and direction, and there may be functional strategies. People, process, technology and, in enlightened organisations, data are seen to be key assets, you could say the DNA. Each of these warrant their own strategy but what should be in a data strategy, and how should it be deployed?

The publication of data strategies seems to be increasing, yet the quality, breadth and ease to execute vary dramatically. This workshop will explore the key components of a data strategy, how topics interlink and, importantly, its deployment – from the framework through to the execution.

This workshop will be interactive, please bring examples and be prepared to discuss during the workshop. The goal is to enable you to develop a data strategy that works for your organisation.

Key points:

- Understand the purpose of a data strategy
- Agree the framework of a data strategy that works for you
- Determine how to execute the strategy, making it accessible and useful for all

The First 11 Steps to Starting a World-Class Enterprise Data Stewardship & Governance Program
Dr. David P. Marco, President, EWSolutions

This tutorial presentation will instruct attendees on the first 11 tasks that your data governance program will need to accomplish. Organizations that properly complete these steps are well on their way to a successful data governance program.

Learning Objectives will include:

- Create a data governance program charter;
- Form the Data Governance Council;
- Build a Subject Area Model;
- 8 more artifacts!

Tuesday 16 November: Conference Day 1

09:00 - 09:10

Conference Opening

09:10 - 09:55

Plenary Keynote: Connecting the Dots, Creating Data Centric Business Value

Jan Henderyckx, Partner, BearingPoint

The issue is no longer about convincing management of the value of using data to create business value. The real question has now shifted into making sure that the value is delivered in a sustainable way. Too many organisations are still failing to actually succeed in their data initiatives. What are the key elements that need to be put in place to ensure success? How does one move from a technology centric to an integrated data strategy? How do we improve the data literacy of the stakeholders and make sure the data products can be used effectively?

10:00 - 10:45

Keynote Panel: Data Governance - What I Wish I Had Known

Moderator: Gerard Bartley, Independent Consultant

Panellists: Ciara McMorrow, Head of Data Regulation & Change, Sky; Sue Geuens, Data Governance, Financial Services, Capgemini & Joanne Biggadike, Head of Data Governance, Hastings Direct

'Data is your organisation's Crown Jewels'. This phrase is both a modern cliché and a truism. Organisations are producing more data than ever. CEOs and the boards are demanding immediate business value from that data. Line of business leaders are launching programmes that use company data, sometimes with scant regard to security, compliance or data integrity. Meanwhile partners and competitors are trying to access your data in ever larger volumes. At the same time customers, staff and, increasingly, regulators are expressing concern at the way data is aggregated and the uses to which it is put. In this session we will share some war stories to highlight the pitfalls that data professionals must avoid. This is your chance to ask this expert panel your questions about Data Governance.

Keynote CDO: The First 100 Days (a Success Story)

Christina Finlay , Director, Data & Analytics, NEST Corporation (Pensions)

Imagine a company that holds pensions for almost 1 in 3 UK workers, but where employees can't see all their data, which is administered by an outsourced supplier. How could decisions be made, customers engaged, risk managed?

NEST is a government success story: set up in 2011 to manage mandatory auto-enrolment into a pension scheme, with excellent returns for members, but where data was managed behind a wall.

Christina started at Nest when all reporting was done in Excel and PowerPoint, and analysts and SMEs knew that they could do great things, if only they had better access to data.

Now, 100 days later, our executive team has agreed a data vision, strategic aims and next steps, we have a directors' steering group to debate business issues and prioritise data efforts, and teams have been engaged at all levels on what we want to accomplish together. Our first dashboards are live. How did we get there?

In this session, you'll learn:

- How Nest went from data behind a wall to data for decision-making in a few short months;
- Engaging teams at all level to ensure the data strategy delivers what the organisation needs;
- Top tips and quick wins in your first 100 days as a CDO.

10:45 - 11:10

Networking Break & Exhibits

11:10 - 11:50

Beginners Guide to Data Governance - What I Did First!

Andrew Lunt, Data Governance Manager, The Adecco Group

This session is a case study of the early stages of a new data governance programme launched in the Adecco Group, covering the first 12 months from its creation to its initial deliverables. This involved considering the business readiness for a governance programme, winning executive support, and determining how data governance supports and enables business strategic priorities.

The aim of this session is to help others who are new to data governance or are thinking of setting one up to understand how to lay the foundations of a successful governance programme.

The session will cover:

- How I began my data governance journey in a large recruitment company;
- What the first activities I undertook were and how I aligned my focus with strategic priorities;
- The methods I used to enlist support for the programme;
- The importance of finding the right balance of governance from the start;
- The successes, achievements and lessons learnt.

My Success Story of Failing to Navigate the MDM Chaos

Kitti Nemeth, Manager Master Data and Sales Operations, LifeFitness

After gaining her first years of experience with organizations that are further down the road building out mature data governance, set of MDM processes and the relevant infrastructure, Kitti Nemeth landed in October 2020 at LifeFitness, a manufacturing company that has just recently stepped on the winding road towards scalable and sustainable MDM. She is sharing her personal and professional experience gathered during the months working remotely with this global manufacturer of fitness equipment:

- Starting a new career remotely in the middle of the pandemic – and using remote working to your team's advantage.
- Keeping data management afloat BEFORE all those big programs start up.
- Maturity indicators like breadcrumbs in the organization.
- Being honest with yourself about what type of data professional you are – and about your own maturity.

Recovering from Selection Bias

Anh Tran, Data Analyst, Booking.com

In Data Science, more often than not, people think the more data the better. However, despite the vast amount of data, the data collection process could determine whether the analysis is biased.

In the talk, Anh will formalize the problem of selection bias, using a toy example and simulated data. She will present standard techniques to remove the selection bias. When the necessary assumptions do not hold, she provides considerations about how to exploit domain knowledge to recover partially from selection bias, which in some cases result in informative bounds.

The methodology has several advantages: (1) It operates non-parametrically based on the causal graphical model which is less sensitive to model misspecification; and (2) it does not rely on having the selection probability which is not always available.

This methodology is very useful especially in extrapolating result from survey sample tto the whole population, and in any causal analysis.

Data Modelling for Quality: Delivering Benefits Through Attention to Detail

Graham Witt, Data Specialist, Independent Consultant

This presentation looks at the data modelling process in a holistic manner, from modelling of requirements for stakeholder review to implementation in a relational or object-relational DBMS or in XML.

It includes overviews of:

- Modelling data in a way that can be readily understood by business stakeholders;
- Classifying, naming and defining entity classes, relationships and attributes;
- Modelling of time-variant data;
- Business rules governing both the real world and data;
- Managing data model change in Agile and other projects.

11:55 - 12:35

Data Governance – Enable Change Across Different Platforms Ensuring Data Quality

Andrea D'Alessandro, Business Analyst, Yoox Net-a-Porter Group

Data is a key asset in any company. Keeping consistency during a platform migration is a shared challenge. This resulted in the creation of a layer between data producers and consumers.

Key features:

- Standardize the data without worrying about the different sources;
- Keep the semantic value of the data unchanged;
- Monitor the quality of the data;
- Provide real-time visibility of different data quality KPIs (correctness, completeness, …)
- Set up an alerting system with the goal to be able to react as soon as possible.

This layer was conceived also to be able to evolve and adapt accordingly to the evolution of the requirements.

An additional benefit of this work has been also to create a communication channel between Technology and business users, providing a common ground of different points of view.

Takeaways:

- Real use case experience of data Governance;
- Methodologies use to face the problem;
- Knowledge about technologies and approaches used;
- Awareness about the benefits for the business.

How Can Tools Help Me Manage My Master Data

Gerard Bartley, Independent Consultant

With the growing complexity of business information, informal methods of managing master data such as through emails become less appropriate. Whilst it is tempting to try and automate processes as much as possible through MDM tooling, bills can be high and business satisfaction can be low so great care must be taken before embarking on this journey.

This presentation will compare and contrast the two main master data management support tools – ticketing systems and workflow/MDM tools. It will define their key features, outline potential implementation plans, highlight the must dos (and the must do nots), outline their place in other processes and offer help with business cases.

Delegates will take away:

- The uses, pros and cos of the two different MDM support tooling types.
- Practical tips to help the implementation of both.
- Common pitfalls to avoid.

Guidelines For Migrating Your Data Warehouse To The Cloud

Mike Ferguson, Managing Director, Intelligent Business Strategies

Many companies today are looking to migrate their existing data warehouse to the cloud as part of a data warehouse modernisation programme. This session looks at the benefits of migrating data warehouses to the cloud environment and at how to go about it.

- Why migrate your data warehouse to the cloud?
- Cloud based analytical RDBMSs
- Approaches to migrating a data warehouse to the cloud – what are the options?
- De-risking a data warehouse migration project before you migrate anything
- Steps involved in migrating an existing data warehouse to the cloud
- Dealing with cloud DW migration issues, e.g. SQL differences
- Managing and integrating cloud and on-premises data using a cloud-based data lake and iPaaS or cloud ETL software
- Integrating streaming data and big data analytics into a cloud-based data warehouse
- Training and deploying machine learning models into your cloud data warehouse
- Managing access to cloud-based data warehouses

Setting up a Data Platform: Do's and Do Nots

Aija Palomäki, Enterprise Solutions Architect, Information and Advanced Analytics, KONE

- How to justify ramping up a data platform, usual drivers.
- How to choose your minimum viable product wisely.
- Roles of data lake and data warehouse.
- How to succeed: Keep delivering value.

12:35 - 13:55

Networking Lunch and Exhibits

13:05 - 13:25

Lunchtime Session: Marks & Spencer: Data Governance that Drives (Not Impedes!) Business Results with a Data Catalog

Phil Jones, Data Quality and Governance Manager, Marks & Spencer

Marks & Spencer is a 137-year old company that now moves at the speed of a startup. This new iterative, ambitious approach to innovation is driving new areas of revenue growth, personalisation, and digital transformation.

To support these ambitious business goals, Marks & Spencer has adopted a non-invasive approach to data governance that directly maps to company objectives and makes everyone responsible for accurate, well-governed data use — rather than relying on top-down controls and restrictions. Underlying this approach to data governance is the Alation Data Catalog, a key component to curating the content of data, creating a shared understanding of what the data means, and fostering a virtuous cycle that rewards adoption with tangible benefits, whether the user is a data engineer, data scientist, or analyst.

Find out how Marks & Spencers is employing a non-invasive approach to data governance, underpinned by the Alation Data Catalog, to drive business results (rather than impeding them).

13:30 - 13:50

Lunchtime Session: Reimaging Data Governance for the Modern Data Enterprise

Dimitri Sirota, CEO, BigID

Data governance is broken – it's time to take a different approach. BigID's CEO, Dimitri Sirota will share his vision of how BigID is helping organizations reimagine data management and data governance programs to lead with the data, and apply ML and deep data insight to automate manual processes, get to value faster, and improve accuracy across your governance programs. Join this session to learn how to re-imagine data governance for scalable, efficient, and accurate data governance that challenges traditional limitations.

13:55 - 14:40

Keynote Panel: Data Maturity and the Role of Data Culture in the Enterprise

Moderator: Tracy Eiler, CMO, Alation

Panellists: Neil Fox, Global Data Governance Lead, Allianz Global Investors, Steve Perry, Director of Data and Analytics, Genius Sports & Minna Karha, Data Strategist, Kaito Insight

As companies strive to become more data-driven they're on a path to move up the maturity curve and expand the role of data across the enterprise. This panel session explores where companies are on the Eckerson data maturity curve, the expanding role of data in the enterprise, what it takes to shift a culture, and how data leaders get a voice in the organization. The audience will participate in a live poll during the panel, and panelists will answer questions about the use of data in their organizations, getting buy-in from the C-suite, and challenges experienced in today's work environment.

Delegates will learn:

- About the Eckerson data Maturity Curve and how companies are addressing data maturation.
- Tips on creating a data strategy that drives a culture that fosters data-driven decision making.
- How to get the C-suite invested in your data strategy and the cultural shift.

Keynote: Data Quality Can Save the World

Danette McGilvray, President and Principal, Granite Falls Consulting

During the last year we have all felt the effects of the worldwide COVID-19 pandemic. Equally, we have felt impacts from the infodemic – a storm of misinformation, disinformation, and alternative facts – which has touched many aspects of our personal lives and the organizations with whom we work. As data professionals, we cannot change all the ills of the world, but we can make a difference within our spheres of influence. Everything we do as data professionals (whether

for governance, architecture, metadata, master data, data modeling, etc.) is for the purpose of high-quality data that can be trusted and used with confidence. Given that data and information are at the heart of everything done in our world today, what we do can change the world long after the pandemic has passed. Join this keynote for insights into how data quality (and you) can save the world!

14:45 - 15:25

The Reason Why Schneider Electric Has Created End to End Product Offer Data Governance

Galith Dutech & Laure Viollet, E2E Offer Data Governance, Schneider Electric

Does that situation sound familiar to you? A customer project is late because our product is blocked at the country border due to wrong customs code on the export documents. Not only we impact customer satisfaction, but we get fined for non-compliance or worst-case scenario, we could get blacklisted by local customs authorities! How did we let that happen?

Answer is simple: 12 global functions, 70 countries and 71 Product Lines creating or using Product Data for 464k Commercial References, each team working in a different process and in different applications! Unfortunately, the problem is not easy to fix.

In Schneider Electric we have a created the E2E Offer Data Governance to break the functional and geographical silos with ambition to secure the best quality Product Master Data everywhere from and for everyone. We will share that experience with you, highlighting our successes and our challenges amongst which Empowerment and Cross functional business transformation...

How to Make Data Business Relevant

Lenno Maris, Global Director Enterprise Data & Authorizations (Analytics, Governance, Quality, Operations, Transformation), FrieslandCampina

Based on 4 years experience at FrieslandCampina, Lenno will take you through their data journey and will discuss:

- Overcoming boundaries between departments but moreover, internal boundaries
- Re-shaping the end to end (data) organization to gear towards the future
- Understanding about process, people, partnering and tooling.

Customer Analytics and the Collaboration of Data Management

Yaniv Naor, Senior Global Master Data Management Strategist and Business Lead, Hugo Boss

As technology plays a major part in today's retail landscape, and with COVID 19 forcing us to be mostly remote, a new challenge has arrived – understanding our customers with higher detail as we are missing most of the frontal interaction.

In this presentation, Yaniv will be discussing how master data management forms the bases for a wide analytical capabilities. He will touch upon some of the analytical models used in order to improve customer experience at Hugo Boss.

Topics that will be discussed include:
Who are we HUGO BOSS?
- Personalization and Speed
- Customer data and analytics strategy
Major milestones of an MDM Strategy
- The data quality program
- Customer data and analytics strategy
Major milestones of an MDM Strategy
- The data quality program
- MDM and governance (CDP the new ERA)
Customer Analytics
- Customer profile
- Customer journey
- Acquiring the Idle Customer
The usage of analytical models in Retail:
- RFM –Recency, Frequency and Monetary Value
- CLV –Customer's Lifetime Value

15:25 - 15:50

Networking Break & Exhibits

15:50 - 16:30

How Dumbo Reaches New Heights: Tangible Values From Data Governance

Johan Lindholm, Data Governance Lead, Göteborg Energi AB & Håkan Edvinsson, CTO, Informed Decisions consulting AB

This is the story how Göteborg Energi, an old-established utility company, is getting value from data governance by using a pragmatic and adaptable approach. This presentation will show examples of how business changes and compliance to regulatory requirements became opportunities for data governance, which contributed to instituting it. Furthermore, data governance led to operational performance improvements and improved analytical capabilities.

The data governance practice has contributed in several ways:

- Making things happen. The data governance organisation provides useful and proper data competences to various improvement initiatives.
- Data quality. Efforts towards consistent, integrated, and reliable business data and measurement data are useful when taking on modern analysis methods and tools.
- Reporting and daily operations benefit from well organized and reliable data.
- Meta data showing what data we have and where to find it

The presentation will follow a timeline during 2014 – 2021, including progress and setbacks.

Build Your Own Data Governance Framework

Samira Atashi, Data Steward – Data Governance Lead, DeLaval

Companies these days are producing more data than ever, but it is still a question if and how this data is ready to answer business questions. Data governance can help organizations investigate the readiness of their data, as well as examining the maturity of their data management from different perspectives. A clear and well-structured data governance framework therefore is 'a must' if companies decide to get mature in data management and govern the readiness, reliability, completeness, and relevancy of their data.

Join to hear about:

- Data governance is a means to maturity of data management;
- Data governance ingredients;
- How to build your own data governance framework.

Embedding a New BI Tool

Michiel van Staden, Data Analytics Lead, Absa

There is often a lot of discussion within more technical circles around what the best tool or technology is.

Over the last year Michiel has been closely involved, in driving the adoption of a new BI tool on both the developer and the end user side within the Absa Banking Group in South Africa.

Through this journey he has once again realised how important the people side of any change process is.

In his talk, he will be unpacking the below practical learnings:

- The tool environment does need to work and the benefits of moving onto the new tool does need to be very clear.
- Both developers and end users are already very busy with BAU, so they need to be guided step by step on the journey.
- Focus on getting practical use cases up and running, building momentum & support and leveraging pier pressure to grow adoption.

Business Enablement - A Clear, New Case for Data Governance

HoChun Ho, Global Head of Data Governance and Management, JLL, Jammu Yadav, Director, Data Management and Delivery, JLLT Enterprise Data Governance and Enablement & Marta Kramer, Senior Director to EMEA Data Governance, JLLT Enterprise Data Governance and Enablement

Traditionally data governance has been typically implemented as the organizational guardrails for data protection, data quality and data accessibility. It focuses on reactionary measures and monitoring based on standards and policies. It documents the organization's understanding of data assets, in preparation of possible queries of such information. It also takes the pulse of the organization's data maturity level, and reports out the progress and opportunities for decision makers. All of these are essential and important. However, if some of the energy could focus on proactive business enablement, the benefits increase and the costs of defect corrections or data loss prevention will be significantly lowered. At JLL, we rebranded our enterprise data governance function to Enterprise Data Governance and Enablement (EDGE)-- to complement the data quality, data protection and metadata management responsibilities, we have established new capabilities such as data design and solution governance, data ownership and workflow governance, data product deployment services, data governance advisory services, data curation and enrichment center of excellence, and operations enablement support. The data enablement aspect of the team provides the real-time ability to deploy automated and active data validation, classification and management,

which comes documentation, reference data management, data lineage and associated meta-data. It incorporates an enterprise data catalog which enables data access governance and data profiling and discovery. This session will take the audience on the journey of how JLL expand its data governance team to a global organization of over 170 resources.

16:35 - 17:20

Keynote: The Role of Data Governance in a High Performing Data and Analytics Function
Charles Tillett, Real Estate BI Director, GlaxoSmihtKline

A case study in how GSK's real estate team is using a data governance and data management (DGDM) programme to super charge the value its data and analytics function can deliver. You will learn:

- To ground any D&A and DGDM programme with a common mission and value proposition
- Why you should "Think big, start small and scale fast" when delivering D&A use cases
- That "Tools are cool but processes rule" when building data maturity
- Why you should "Go FAIR" with your suppliers, processes and tech infrastructure

Keynote: Across the Andes by Frog: Setting a Course for a Data Strategy Implementation
Ian Wallis, Managing Director, Data Strategists Ltd

In this Keynote, Ian will highlight:

- Why organisations should have a data strategy;
- The key steps to define and ensure a successful implementation;
- Why the majority of strategy initiatives fail and how to overcome the challenges you are likely to encounter.

Ian is the author of Data Strategy: from Definition to Execution.

17:25 - 17:50

Common Mistakes to Derail a Data Governance Program
David Street, Secretary, DGPO

Many organisations find themselves rebooting their Data Governance program due to some hiccups along their journey. A few missteps can derail a program costing time, money, and reputation. This session will walk you through common pitfalls and how the Data Governance Professionals Organization's (DGPO) Best Practices Framework can help get your program back on track. The framework is centered around fundamentals, organisation, stewardship, communication, process and metrics which can all be easily applied to your organisation's needs.

Wednesday 17 November: Conference Day 2

09:00 - 09:55

Plenary Keynote: When Good Data Goes Bad
Dr. Barry Devlin, Founder and Principal, 9sight Consulting

Data doesn't really "go" bad, of course. At least, not in the way that week-old milk in the fridge does. When you open that carton, you just know it's bad. Bad data doesn't stink like that. Or mostly not. But consuming it can be just as sickening.

Sometimes data just starts off bad and gets worse. Other times, it's people or processes that do bad things to it almost as soon as it's created or maybe even before it's captured. Or maybe it's what happens as it's used as information or interpreted to gain insights. Worse still, nobody may notice how bad it is until government or regulatory inspectors arrive at the door. Worst of all, it may be like nuclear waste, dumped at night in a well, slowly and invisibly poisoning everybody who draws from it.

So much to go wrong! So much to lose. The sad truth is that—despite the incomparable weight placed upon it today—data can be and often is bad in so many ways. In this session, we'll explore a few examples of how good data went bad, why it happened and what was the outcome, and how you can avoid similar rotten problems in your business.

Key take-aways:

- Good data begins at home… with the best intentions;
- If data are facts, what happens when facts are no longer factual;
- If you don't manage it (the data), you can't measure it (your business);
- Data used without knowledge is a recipe for disaster;
- Ever more data isn't all it's cracked up to be.

09:55 - 10:20

Networking Break & Exhibits

10:30 - 11:10

Data Governance Dream Team
Ieva Langenfelde, Data Governance Manager, Heineken

For several years now, Data Governance has no longer been such a mystical term, and Data Governance initiatives have been introduced to many Companies around the world. With that being said, I am still to this day quite surprised how hard it is to find good people for my Data Governance team.

Can we blame HR? In the search & hiring process, it would be silly to fully rely on HR to know everything about every role in the Organization. Therefore I needed to do something myself to find the best candidates and to attract them to come and work with us. And not only did I want to support the hiring process, I also had to make sure that the team I already had, was the best it could possibly be. I needed to find the right approach for everyone individually, and also for them as one team.

"So let's make Data Team great again!" I said to myself, rolled up my sleeves, and entered a rollercoaster which ultimately took me to my Dream Team for Data Governance. And today, I want to share my journey with you: the good, the bad, and the dreamy. Real stories, real examples, real fails and successes across hiring process, profile matching, interviewing, training, approach towards external temporary hires, and making sure they add tangible value in our Data Governance organization.

Implementation of Master Data Excellence at ASML
Geert Janssen, Corporate Data Officer, ASML & Erik Rooijackers, Enterprise Architect, ASML

At ASML we are working towards Master Data excellence by implementing all aspects of Master Data Management. We set up a global framework that guides us in our effort to define, implement and document data models, data maintenance processes and data quality monitors for the key data objects. Based on the business process requirements and reporting requirement, we worked step by step through all elements of the framework and now we have dashboards available that give us real time insight data quality for the key master data objects.

In this sessions you will learn:

- How we approached the quality improvement projects;
- How we support our data management solutions with IT solutions (SAP MDG, Collibra, trusted data sets in HANA, Reporting.

The Rise of DataSecOps
Ben Herzberg, Chief Scientist, Satori

Many organizations are shifting to DataSecOps, and many more are exploring this as a potential boost to make their data strategy a reality. Companies who rely on data services as a growth engine must move from traditional data administration mentality to a data operations mindset, through this transition, privacy and security constraints must be embedded from the get go. Join this session to learn how successful companies embed security into data operations and to drive a new data services reality.

In this session you will:

- Understand what are the technical aspects of a DataSecOps platform.
- Learn how the data stakeholders work together across data engineering, security and stewardship.
- Get practical tips on how to start your DataSecOps journey today.

Building Information Literacy at HMRC: Transforming the Organisation to be Insight-Led
Ian Wallis, Deputy Director, People Analytics & Insight, HMRC & Godfrey Morgan, Head of Strategy & Governance, People Analytics and Insight, HMRC

HMRC has invested in a People Analytics & Insight directorate to drive an insight-led approach to deliver a great place to work, increased employee engagement and a better customer experience. Key to this is increasing the information literacy of the HMRC workforce. Godfrey and Ian have developed a programme to upskill over a thousand HMRC staff in a range of capabilities to enhance the awareness of information – from compliance, to governance, to exploitation – to equip them to

make better use of information to deliver more informed decisions.

11:15 - 11:55

Data Governance by Design
Dana Julinschi, Senior Data Governance Officer, FMO – Dutch Development Bank

The need for Data Governance is common knowledge by know. From data professionals working hard to implement the concepts all the way to CEOs blindly quoting "the data influencers", everybody has an opinion over what it means, what it brings (or doesn't) and how to do it. But more importantly, how to put it to work in such a way that it aids in delivering to data value. Through a mix of best practices, own success and failure stories, this session sheds light on what are the ingredients for successfully designing, implementing and maturing Data Governance in your organisation, whether you are at the beginning of your journey or already far along the way.

Delegates will take away:

- The tangible and intangible components of successful Data Governance;
- Common challenges and how to address them, based on real life examples;
- Tips for addressing the culture and needs of your organisation;
- Elements of data strategy, communication and storytelling in a governance context.

How Digital Lock Brings Values for Schneider Electric
David Bergier, Platforms & Architecture Director, Data & Performance – Governance, Schneider Electric & Manjeet Kaur, Data & Performance – Governance, Schneider Electric

By "Locking" the creation and maintenance of product data, Schneider Electric guarantee data consistency between their Global PIM (Product Information Management) system, their company ERPs and other systems meaning that what they publish in their consumer applications is 100% aligned to their product portfolio and its each product's commercial status. All commercial data is now maintained in ONE unique referential, offering the capability to manage a consistent product lifecycle.

By 2020, Schneider Electric have connected their PIM system with 12 different ERPs. They have engaged 70 countries and 1000+ users from different lines of business, country marketing functions, master data, global supply chain and ERPs departments – now all using the same governed data. Today they are proud to say that they manage the information lifecycle of around 10 million of products (such as commercial status and key dates), providing visibility to the business on "which commercial references are commercialized where" which was extremely difficult before.

Obstacles: What Stands in The Way of a Successful Data Migration
Liz Henderson, Data Leader

Planning on changing any of your IT systems, upgrading or replacing; have you considered data migration as a key element of that project?

Many companies don't give data any thought, as this is an IT project or consider each workstream managing their own data needs as sufficient. If that's the case and we remember data is a

business responsibility, how do you ensure the new system will provide the right outcomes to run our Customer Services or Marketing department?

- Areas and stakeholders where activity could be considered
- Potential risks to your success
- Ideas for KPIs to demonstrate progress

Managing Data Quality: A Practical Guide
Julian Schwarzenbach, Director, Data and Process Advantage Ltd & Chair, BCS Data Management Specialist Group & Tim King, Enterprise Architect, Babcock International

Organisations and society are rapidly becoming more reliant on good data. Whether it is automated decision making by new AI tools, analysis of health data (particularly relating to the COVID19 pandemic) or developing appropriate organisational strategies data is a vital part of each of these activities.

Successful data quality management requires a balance of technical, organisational and behavioural techniques. Such techniques need to be part of a coherent overall approach by an organisation, yet there is often uncertainty about where to start.

This engaging presentation will:

- Explain the benefits of improving data quality management;
- Use simple analogies to describe how different organisational approaches can impact data;
- Explore the generic behaviours exhibited by people using the Data Zoo concept and describe the organisational factors that influence these behaviours;
- Describe how ISO 8000-61 defines an overall approach to data quality management;
- List steps to follow when implementing data quality management in your organisation.

11:55 - 13:15

Networking Lunch, Exhibits & Lunchtime Sessions

12:20 - 12:40

Lunchtime Session: Unlock the Full Potential of Data by Connecting Data Governance and Enterprise Architecture
Luca de Risi, Chief Operating Officer & Frederic Fourquet, Senior Product Marketing Manager, MEGA International

In a data-driven digital economy organization seek to understand how to better leverage data to fuel their business growth. With Data Governance they get a better grasp on how data is captured and flows from systems, applications and processes, but only when they combine it with Enterprise Architecture, they unlock the full transformative potential of data. In this session see how combining both practices can help you drive transformation and innovation for your company.

12:45 - 13:05

Lunchtime Session: How Active Data Governance Unlocks Valuable Insights and Creates Efficiencies
Blake Brannon, Chief Strategy Officer, OneTrust

Active data governance gives organizations a competitive edge. Properly governed data leads to better data quality, increased data intelligence and more trusted data. In this session, we'll highlight how data governance provides valuable insights about your data, helping to create greater efficiencies across your entire organization. Active data governance gives organizations a competitive edge. Properly governed data leads to better data quality, increased data intelligence and more trusted data. In this session, we'll highlight how data governance provides valuable insights about your data, helping to create greater efficiencies across your entire organization.

13:15 - 14:00

Keynote: Data Governance and Getting Past the "Why"
Robert S. Seiner, President & Principal, KIK Consulting & Educational Services

A lot of time and energy is spent trying to convince Senior Leadership why Data Governance is important. Some organizations never get past the "Why" and into the "How". Even if programs demonstrate years of success, it is universal that there will be a need to sell or re-sell your program to … new management, new staff and to support new initiatives. Want to learn how to get past the "Why"?

In this keynote, Bob Seiner will share tips and techniques on how to get Senior Leadership to stop asking why Data Governance is necessary and get them to start asking how the program should operate to demonstrate value to the organization. You may be surprised how easy it will be.

In this session, Bob will share:

- Messages you should share with Senior Leadership to get a step ahead.
- Messages that you should not share with Leadership or you will make things worse.
- Tips on how to control the dialogue to gain more positive support.
- Techniques for how to get people interested and engaged.
- Examples of how organizations have moved beyond the "Why" question.

Keynote: Data and Analytics Architecture: Data Lake vs. Lakehouse vs. Data Mesh
Mike Ferguson, Managing Director, Intelligent Business Strategies

In many companies today the desire to become data driven goes all the way to the boardroom. The expectation is that as more and more data enters the enterprise, it should be possible to understand and use it to quickly and easily drive business value. In order to succeed in creating, a data driven enterprise it is clear that choosing the right data architecture is now critical. However, data and analytics architecture has been evolving over recent years to a point where now there are multiple options. Is it a data lake that is needed? Is it a lakehouse? Or is it a data mesh?

Should this be the focus or is it just vendor hype to fuel their own interests? What are the pros and cons of these options? Is there a best approach? Is a lot more than this needed to succeed? This session explores the evolution of data and analytics architecture and looks at what is needed to shorten time to value and create a data driven enterprise.

- Data and analytics – where are we?
- Data and analytics architecture evolution
- Architecture options and their pros and cons – data lake Vs lakehouse Vs data mesh
- The shift to data fabric, DataOps, and MLOps to industrialise pipeline development and model deployment
- Using a data and analytics marketplace to putting analytics to work across the enterprise

14:05 - 14:50

Inheriting a Mature DG Establishment: Making the Diamond Shine

Valentina Niklasson, Data Governance Lead, Volvo Penta & Håkan Edvinsson, CTO, Informed Decisions consulting AB

This is the story about how Valentina Niklasson took over as the Data Governance Lead for an excellent Data Governance practice with the objective of improving it to the next level.

Since 2011, Volvo Penta has worked very successfully with master data governance and data management to support and standardize the way it handles data in the business, in its daily operations and IT solutions. Today, Volvo Penta stands out as an excellent Data Governance practice in the Volvo Group, meeting top international standards.

But there is no time to rest. The automotive industry is going through monumental changes including fossil-free powering, digitalization, and new services value streams. So, the data governance office must continue to evolve.

If we consider Volvo Penta's Data Governance practice as a diamond, the goal is now to make it shine. We can add light and energy to make beautiful reflections that will vary with the light's intensity, show where the energy comes from, and how the diamond is shaped.

- Like diamonds, Data Governance requires proper mounting. Data Governance cannot be a practice on its own; it needs to integrate with energy from the business, that is, innovation, product development and advanced analysis.
- Diamonds are made from carbon under pressure. Data Governance must be ready to withstand high pressure, which requires a well-oiled organization. Bureaucracy is out of the question.
- Furthermore, diamonds are a girl's best friend. Like data assets, it is a solid timeless artefact that can make everything around it shine.

Adapt Your Data Governance to a Changing Group Organization

Thierry Grima, Group Chief Analytics Officer, ENGIE

We live in a constantly changing world. Societal challenges, health crises, climate issues and government decisions impact our lives and those of our companies.

Companies must constantly reinvent themselves up to the redefinition of their purpose in some cases.

Over the past 10 years, we have observed that the reorganization of companies are more and more frequent, with significant shift in their strategy.

These changes also impact the internal activities of these companies.

For instance, data management strategy is significantly tied to group's governance.

ENGIE recently decided to switch from a fully decentralized to a centralized model. This decision impacts the way data is managed within the group and across its entities.

This conference aims at showing how ENGIE adapts its data governance to cope with group's governance changes.

CDO Role and Data Strategy With Essential Resources

Zakarias Gunyits, Chief Data Officer & Anikó Verci, Senior Business Analyst in BI, MVM Group

CDO where "D" stands for data is a 10+ years idea. Original goal was to escalate Data (incl. BI = Business Intelligence) initiatives to upper level decision making board within the company. Based on the background (20+ years) of the presenters we would like to share our recommendations how and where to place this role within a company. What are the resources and alliance essential to this mission.

Leveraging VR Analytics to Accelerate Learning Outcomes From Training

Tony Bevilacqua, Founder and CEO, Cognitive3D

Virtual reality (VR) has the ability to simulate true to life experiences and better engage employees during training. Implementations for VR training have greatly matured over the past few years. There has also been an increase in availability of advanced VR sensors such as haptic feedback suits and eye tracking.

VR training provides employees a safe and controlled environment to practice mental repetitions. The new types of data collected from these sensors have wide ranging real world applications for enterprises. Such as helping trainers understand what actions lead to or detract from desired outcomes. Enterprises have been forced to adopt VR to provide the best training for their employees or risk being left behind.

In this presentation delegates will learn:

- How to leverage analytics and show demonstrable improvements from VR training to the bottom line.
- Best practices for introducing new technologies into the organization.
- An in-depth look at our VR training case study with a medium-sized power utility company in the US where we increased employee knowledge retention by 59% and compliance by 40% compared to traditional training methods.

14:50 - 15:15

Networking Break & Exhibits

15:15 - 15:55

Plenary Keynote: Unlocking Enterprise Data Value Through Real-World Data Ownership Strategies

Ben Clinch, Independent Data Executive

This talk will help you:

- Drive engagement across the enterprise (with techniques and real-world examples);
- Construct compelling narratives to recruit business people to drive data culture;
- A practical approach to ensure data is "ownable" and tightly couple data and system architecture strategy;
- How to organise your enterprise data landscape to drive collaboration and value;
- Using your organisation's priorities to deliver sustainable data benefits.

The talk is delivered with real-world examples but also drawing out the overarching principles that anyone can apply to the specifics of their organisation and its data and architectural maturity.

16:00 - 16:40

Plenary Keynote: Openness and Ownership - The Balancing Act of Enterprise Data

Donald Farmer, Principal, TreeHive Strategy

The role of data in business processes has never been more critical. But as we develop new technologies and new skills it feels like we meet new dilemmas at every turn. Concerns about governance and compliance are pitted against demands for agility and collaboration. The expanding scope of the data we work with brings new ethical concerns to light.

So, are we doomed to a constant struggle for control of our data assets? I don't think. In this keynote, I'll sketch out a provocative, but hopefully useful idea – that we have confused ownership and accountabiity, governance and compliance, openness and collaboration. We'll look at some potentially new approaches, which aim to resolve some of the complex puzzles of enterprise data.

16:45 - 17:00

Conference Close - Where Do We Go From here?

4 Co-located Conferences: Data Governance, MDM Summit, Enterprise Data and Business Intelligence & Analytics Conferences ● 15-17 November 2021

HOW TO BOOK

Registration Fees:

Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros (€).

If paying in Euros the prevailing exchange rate of the country of the delegate or delegate's company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment.

All delegates must add VAT (20%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

The registration fee for 16-17 November includes virtual access to all the conference sessions, the virtual chat rooms and exhibit hall and 3 months access to the 2 day Conference recordings and slides on-line. You will be provided login details to the virtual conference platform before the conference takes place. If you are attending any of the workshops which will be delivered via live streaming you will be sent login details for these in due course and they will take place on a platform like Zoom or Teams.

Conference Fees

2 Day Conference + 3 months access to the Conference recordings	£895 + VAT (£179) = £1,074
1 Day Workshop	£395 + VAT(£79) = £474
Half Day Workshop	£199 + VAT (£238.80) = £238.80

Enterprise Licence Fee:

If you are looking for access for 10+ delegates, we can provide you with an enterprise licence fee for your organisation to the 2 day conference and the recordings of all the conference sessions for 3 months after the conference. Please contact customerservice@ irmuk.co.uk if you would like to discuss this further.

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Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

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