Tuesday, 09 May 2023 - Conference Day 1 & Exhibits				
Time	*Data Governance Track 1*	*Data Governance Track 2*	*Master Data Management Track 3*	*Enterprise & Master Data Management Track 4*
8:30 - 9:00	**Registration**			*Lobby*
9:00 - 9:10	**Master Data Management and Data Governance Conference Opening** Gerard Bartley, Data Lead, *OCI Chemical* Mary Drabble, Head of Data Governance and Strategy, *abrdn*			*Partnership 2 & 3*
9:10 - 10:00	**Plenary Keynote: Ready to apply Generative Data Value, DataGPT?** Jan Henderyckx, Partner, *BearingPoint*			*Partnership 2 & 3*
10:05 - 10:20	**Data Governance Awards**			*Partnership 2 & 3*
10:20 - 10:50	**Networking Break and Exhibits**			*Lobby*
10:50 - 11:40	**Keynote: Daring to Release the Power of Data** Valentina Niklasson, Data Governance lead, *Volvo Penta* Håkan Edvinsson, CTO, Principal Consultant, Partner, *Informed Decisions* *Partnership 2 & 3*		**Keynote Panel: The Integration of AI and ML in Master Data Management** Gerard Bartley, Data Lead, *OCI Chemical* Jan Henderyckx, Partner, *BearingPoint* Malcolm Hawker, Head of Data Strategy, *Profisee* Michael McMorrow, Principal, *MMM Data Perspectives* *Partnership 1*	
11:50 - 12:30	**Designing an Actionable Data Governance Organization** Dana Julinschi, Senior Data Governance Officer, *FMO - Dutch Development Bank* *Partnership 2 & 3*	**Reduce, Reuse, Recycle - What to do When Data Governance Has Been Binned** Charles Joseph, Founder and MD, *Datazed Associates* *Partnership 1*	**The Case for MDM** Sue Geuens, Data Head of Enterprise Product Data, *Elsevier* *Affiliation 3*	**Designing and Establishing a Chief Data Office: Creating Value and Solving Problems** Ellie Fitzpatrick, Director, Chief Data Office, *PWC* Sian Maragna, Director, *PWC* *Affiliation 1 & 2*
12:30 - 14:00	**Networking Lunch & Exhibits**			*Lobby*
13:00 - 13:20	**Lunchtime Session: Data Governance for Transactional Data: The Data Police, or a Data Service?** Leonoor van der Beek, Head of Data Governance, *Tata Steel Europe* Pedro Pinho, CEO, *Apgar Group*			*Partnership 1*
13:30 - 13:50	**Lunchtime Session: How Data Governance at The VERY Group is Driving Cultural Change Through Stewardship, Alation and Collaboration** Charlene Blundell, Data Governance Manager, *The Very Group*			*Affiliation 1 & 2*
14:05 - 14:45	**Building a Dream Team! People-Focused Data Governance** Deep Lidder, Data Governance Specialist, *Cervello A Kearney Company* *Affiliation 1 & 2*	**Forget DG Indicators; Go for Business Outcomes!** Johan Lindholm, Data Governance Strategist, *Göteborg Energi* Hakan Edvinsson, CTO, Principal, Consultant, Partner, *Informed Decisions* *Partnership 2 & 3*	**Keynote: The Future of MDM** Malcolm Hawker, Head of Data Strategy, *Profisee* *Partnership 1*	
14:50 - 15:30	**How Can you Combine the Strength of Data Governance with the Flexibility and Speed of Agile?** Sophie Angenot, Managing Partner, *QuaData* *Partnership 2 & 3*	**Crossing the Starting Line – First Steps in Data Ownership and Stewardship** Nigel Turner, Principal Information Management Consultant, *EMEA Global Data Strategy* *Partnership 1*	**How do you get ready for a MDM tool?** Lidija Karaga, President of the Board, *Poslovna Inteligencija* *Affiliation 1 & 2*	**Value based Data Cleansing** Gerard Bartley, Data Lead, *OCI Chemical* *Affiliation 3*
15:30 - 16:00	**Networking Break and Exhibits**			*Lobby*
16:00 - 16:40	**Keynote: The Changing Face of Data Governance** Guy Harvey, Data Manager, *University Hospitals Birmingham NHS Foundation Trust* *Partnership 2 & 3*		**Keynote Panel: Talent Strategies for Building Great Data Teams** Yasemin Kural, Senior Head of Data Architecture, *Farfetch* Abel Aboh, Data Management Lead, *Bank of England* Megan Dooley, Head of Data Office, *The Openwork Partnership* *Partnership 1*	
16:50 - 17:30	**Plenary Keynote: Be More Pirate** Alex Barker, Facilitator, Speaker, Author, Coach, *Be More Pirate*			*Partnership 1*
17:30 - 18:30	**Networking Drinks Reception and Exhibits**			*Lobby*

Wednesday, 10 May 2023 - Conference Day 2 & Exhibits			
9:00 - 9:50	**Conference Opening and Plenary Keynote: Data Observability – A Catalyst for AI-Driven Real-time Data Governance Automation** Mike Ferguson, Owner, CEO and Head of Research, *Intelligent Business Strategies* *Partnership 2 & 3*		
9:50 - 10:20	**Networking Break and Exhibits**		*Lobby*
10:20 - 11:00	**Data Governance is a Journey, Not a Destination** Kristine Ball, Data Governance Manager, *Lexmark* *Partnership 1*	**Leveraging FAIR for Better Data Governance** Chipo Msengezi, Project Manager - Knowledge & Data Management, *CABI* Ada Isaac, Research and Delivery Manager - Data Policy & Practice, *CABI* *Affiliation 3*	**MDM and Data Modelling – Explaining the Value to the Business in Terms They Will Understand** Daragh O Brien, CEO & Director of Strategy, *Castlebridge* *Partnership 2 & 3*	**Management of Organisational Change for Data-Driven Projects** William Mcknight, President, *McKnight Consulting Group* *Affiliation 1 & 2*
11:10 - 11:50	**Governing Data Destined for the Trash** Mary Drabble, Head of Data Governance and Strategy, *abrdn* *Affiliation 1 & 2*		**Role of Data Governance in Master Data Management** David Plotkin, Manager of Metadata Services, *MUFG Bank, Ltd* *Partnership 1*	**Measuring Data Impact with the Office for National Statistics** Adam Milward, CEO & Co-Founder, *MetaDataWorks* *Affiliation 3*
11:50 - 13:20	**Networking Lunch & Exhibits**			*Lobby*
12:20 - 12:40	**Lunchtime Session: MDM is Dead, Long Live MDM!** Jason Kodish, Chief Strategy Officer, *Mastech Infotrellis* *Partnership 1*		**Lunchtime Session: The Data Race** Sébastien Thomas, CEO, **DataGalaxy** *Affiliation 3*	
12:50 - 13:10	**Lunchtime Session: Augmenting Master Data with Data Integrity: Governance and Quality Considerations** Jonathan Robson, Data Governance Director, *Precisely* Justin Thomas, MDM Director, *Precisely* *Affiliation 1 & 2*			
13:20 - 14:10	**Data Quality – The "Lines of Defence"** Michael McMorrow, Principal, *MMM Data Perspectives* *Partnership 1*		**Enabling Environmental Policy Execution And Enforcement Through Data Governance And Reference Data** Pascal Dussart, Enterprise Business Architect, *Flanders' Department for the Environment and Spatial Planning* Steven Geirnaert, Data Governance Officer, *Flanders' Department for the Environment and Spatial Planning* *Affiliation 3*	**How to Launch an MDM Program in 90 Days** Malcolm Hawker, Head of Data Strategy, *Profisee* *Affiliation 1 & 2*
14:10 - 15:00	**Keynote: Making Data Work - How Not to Wreck Your Data Governance Programme** Nigel Turner, Principal Information Management Consultant, *EMEA Global Data Strategy* *Partnership 2 & 3*		**Keynote: Rethinking Master Data Management with Data Mesh** Danilo Sato, Director of Data & AI, *ThoughtWorks* *Partnership 1*	
15:00 - 15:30	**Networking Break and Exhibits**			*Lobby*
15:30 - 16:10	**Plenary Keynote: What the Future Will Bring Based on Data and Artificial Intelligence** William McKnight, President, *McKnight Consulting Group* *Partnership 1*			
16:15 - 16:35	**Conference Close - Where Do We Go From Here?** Gerard Bartley, Data Lead, *OCI Chemical* Mary Drabble, Head of Data Governance and Strategy, *abrdn* *Partnership 1*			
Thursday, 11 May 2023 - Workshops Day 1			
9:00 - 12:15	**A Practical Guide to Achieving Data Quality in your Business** *Gerard Bartley, Data Lead, **OCI Chemical*** *Square*	**Data Mesh and Data Fabric - Managing Data Governance and Information Quality** Nigel Turner, Principal Information Management Consultant, *EMEA Global Data Strategy* *Manage*	**A Best Practice Guide to Design and Implementing State of the Art Master Data Management** Mike Ferguson, Owner, CEO and Head of Research, *Intelligent Business Strategies* *Mile*	
9:00 - 16:45	**Telling Your Data Story** Sue Geuens, Data Head of Enterprise Product Data, Elsevier Daragh O Brien, CEO & Director of Strategy, Castlebridge *Control*			
13:30 - 16:45	**Data Governance Clinic** Nicola Askham, The Data Governance Coach, *Nicola Askham Ltd* *Manage*	**Metadata Quality: Ignore At Your Own Risk** David Plotkin, Manager of Metadata Services, *MUFG Bank, Ltd* *Square*	**Machine Learning and Advanced Analytics Stack with MDM** William McKnight, President, *McKnight Consulting Group* *Mile*	
*10:30 - 10:45 Morning Tea/Coffee Break	12: 15 - 13:30 Lunch	15:00 - 15:15 Afternoon Tea/Coffee Break*			
Friday, 12 May 2023 - Workshops Day 2			
9:00 - 16:30	**Complete Guide to Data Stewardship** David Plotkin, Manager of Metadata Services, *MUFG Bank, Ltd* *Manage*	**5-Step method to Data Frameworks** Irina Steenbeek, Managing Director, *Data Crossroads* *Square*	**Advanced Data Governance - The Case for Success** Sue Geuens, Data Management Specialist, *Independent* *Mile*	
*10:30 - 10:45 Morning Tea/Coffee Break	12:15 - 13:30 Lunch	15:00 - 15:15 Afternoon Tea/Coffee Break*			*Lobby*