



IRM UK
Enterprise Data and
Business Intelligence
& Analytics Conference Europe



IRM UK
Data Ed Week Europe
2019

Do you need to justify your attendance?

Enterprise Data and Business Intelligence & Analytics Conference Europe 2019

co-located with

Data Ed Week Europe

18-22 November 2019, London

The 'Must Attend' Event for Data Management, Business intelligence & Analytics Professionals

We do appreciate that it may be difficult to get approval to attend a conference due to budget restrictions and company time. This event provides an unparalleled networking opportunity for Data Management, BI & Analytics Professionals from across Europe and beyond. Whether you are just starting your journey, you are an experienced practitioner or you would like to understand the role of Data Management, BI & Analytics further, this event is for you; but how do you communicate this to your manager?

Why You Should Attend:

Learn from your Peers. The conference provides an interactive forum where BI, Analytics and Data Management Professionals can meet, discuss and debate on how best to rise to the challenges faced by their organisations today and in the future. The 2018 conference attracted delegates from 30 countries.

Four Conference Tracks with 50+ Sessions. Choose from **4 conference tracks** focussing on BI & Analytics, Enterprise Data, Data Strategy and Round Table Discussions. Delegates can also choose from **3 tracks** from the Data Ed Week Europe, which is co-located with this conference. Delegates can therefore choose from **7 tracks in total**.

Focus on Case Studies. Learn from other organisations past successes and challenges. Case studies and contributors include Barclays Bank, Sears Holding, British Telecom, Direct Line Group, Telefonica UK, Capital One, Virgin Atlantic, St James's Place, ABN AMRO, Home Office, Centrica Hive, Addison Lee, Dixons Carphone, MOL Group, SEGA Europe, Saudi Aramco, JLL, Primark, ECOLAB, Well Pharmacy, Göteborg Energi, Farfetch, Nucleus Financial and more...

Sixteen Post-Conference Workshops. Choose from a comprehensive range of post conference workshops on specific topics to get you quickly up-to-speed or fine tune your performance. Choose from introductory to advanced levels.

Launching this Year! The Conference is now co-located with the Data ED Week Europe. This will be made up of a series of 1, 2 and 3 day intensive workshops around Enterprise Data, BI & Analytics. The workshops will range from introductory to advanced levels, taught by world leading data experts including Danette McGilvray, Donald Farmer, Mike Ferguson, Alec Sharp, Nigel Turner, Rick van der Lans, Malcolm Chisholm, Barry Devlin, Jon Evans, Daragh O'Brien and Katherine O'Keefe. There will be workshops on Data Warehouse & BI, MDM, Data Management in a Hybrid and Multi Cloud Computing, Analytics, Big Data, Data Modelling, Data Quality and Data Governance.

Conference Keynotes Include:

Bridging the Gap: Learn Leadership Lessons from the Building of the Golden Gate Bridge

Danette McGilvray, President and Principal, Granite Falls Consulting

The New Boundaries of Business Intelligence

Donald Farmer, Principal, TreeHive Strategy

Data Disrupted - How 200 Years of Disruption and Innovation Shaped Today's Data Landscape and Will Forever Change Our Future

Mark Allen, Head of Data Governance, Capital One

Corporate Data Literacy – a New Language for Business

HoChun Ho, Global Head of Data Governance and Management, JLL

Unified Data Delivery – Shortening Time to Value in a Digital Enterprise

Mike Ferguson, Managing Director, Intelligent Business Strategies

Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI

Alasdair Anderson, Independent Consultant, A2Z-CM

Data Strategy CDO Keynote Panel

Moderator: Ian Wallis, Managing Director, Data Strategists Ltd

Panellists: Graeme McDermott, CDO, Addison Lee, Liz Henderson, Head of Data Enablement, Telefonica UK Ltd & Tim Lum, Head of Data and Insights, Virgin Atlantic

What Delegates Have Said:

"This event never fails to enable me to connect with people who I can learn from and who can re-energise me in Data Management."

Andy Moore, Process Specialist, Information, Rolls Royce

"Good variety, good to have different views on same subjects. Informative, can now "join the dots" on capabilities for my organisation. Plenty of information, lots of food for thought."

Teresa Bateman, Solution Architect, Tesco Plc

"I would attend this event over and over again. It's worth all the effort! I must commend the organiser for a well-done job. So far, this event marks the best of conference experiences in the past 10 years."

Abraham Afolabi, Data Manager, EC Harris LLP

"Great conference, the best event in Data Management! Excellent speakers and very interesting content."

Ana Teresa Szmoes, Caixa Geral de Depósitos

"Quality of speakers and content made this a valuable conference in both practical and thought provoking ways."

Lee Farndell, BI and Data Warehouse Consultant, Siemens

"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

"Really great event with an interesting and useful mix of speakers and topics."

Ellie Fitzpatrick, Data Governance Manager, Yorkshire Building Society Group

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

Neil Storkey, Global BI Data Manager, British American Tobacco

"Great opportunity to validate my views and to learn from others."

Garry Manser, Head of Data Governance, Visa Europe

"First time attending – really enjoyed. Will look to come back in the future."

John Daniels, Data Migration Manager, United Utilities

"My first event. Definitely back next year as it was very good. The quality of information was very high. Good speakers delivering good content."

Andrew Davies, Information Architecture Manager, BAE Systems Naval Ships

"Excellent event, would thoroughly recommend it to all data professionals. Would actively encourage potential delegates to attend pre-conference sessions, very informative sessions. The opportunity to listen and interact with so many like-minded data professionals in one place."

Jimmy McGrath, Information Development and Improvement Manager, Care Quality Commission

"Second time at this Conference, will be back but next time with my team!"

Derek Lennox, Data Governance Manager, National Australia Bank Group

"Great way to learn best practices, gain new insights and get ideas for change in your own organisation."

Weird van der Kooij, Sr. Data Manager, Nuon Vattenfall

"The event was very energising... seeing other companies on the same journey, with the same issues was good to see. Some good take aways... nuggets that will be employed back at work. Enjoyable event."

David West, Group Data Architect, Barclays Bank

"The great strength of this conference is the number and variety of presentations/speakers. The big weakness of this conference is that I can't get to all the presentations I want to!"

Martin Willcox, Senior Architect, Co-op Group

"Really worthwhile. Overall value of event 9/10. "

Ian Stone, Data Architect, Prudential

"Extremely well organised, lectures were thought provoking. Many ideas I will take back to my organisation. A lot more I now want to read about. I will recommend this conference to more business units next year. Thoroughly enjoyed it! "

Neil Shah, Information and Data Risk Analyst, Capital One Bank