



IRM UK

Data Governance Conference & Master Data Management Summit

Do you need to justify your attendance?

2 Co-Located Conferences

Data Governance Conference Europe 2020

Master Data Management Summit Europe 2020

12-15 May 2020, London

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

This is a “Must Attend” Event for Data Governance and MDM Professionals

- **Europe’s Only Co-Located Conferences on Data Governance and MDM.** Two co-located conferences, in one to four days, gives you the unique opportunity to leverage the powerful combination of Data Governance and MDM to deliver optimal business outcomes through trusted information.
- **Five Tracks with More than Sixty Sessions.** The co-located conferences are neither analyst led nor vendor led. Learn from over 50 world renowned independent speakers and major users of MDM and Data Governance. The conferences provide an excellent mix of theory, visions and practical implementations.
- **Focus on End-User Case Studies & Expert Panel Discussions.** Take an inside look at the successes and challenges behind real-world Data Governance and MDM implementations. Case studies and contributors include:
 - The LEGO Group
 - Coca-Cola Hellenic BSO
 - Standard Life Aberdeen
 - Allianz
 - Hugo Boss
 - Zurich Insurance
 - AXA Bank
 - Siemens
 - EDF Energy
 - Heineken
 - Aegon Asset Management Europe
 - Waitrose & Partners
 - Walgreens Boots Alliance
 - FMO – Dutch Development Bank
 - The Pensions Regulator
 - Jacobs Douwe Egberts
 - England & Wales Cricket Board
 - The Environment Agency
 - Dŵr Cymru Welsh Water
 - Göteborg Energi
 - FrieslandCampina
 - Capgemini
 - PwC
 - MOL Nyrt
 - City of Vienna
 - OP Financial Group
 - Farfetch
 - BEC
 - Capitec Bank
 - WAGO
 - BearingPoint
 - and many more.
- **World Class Expert Speakers.** With our selection of world class speakers who are leaders in their field, you will be able to discover new approaches and innovative ideas, as well as insights into future Data Governance and MDM practice.

- **Ten “Fast Track” Pre-Conference Workshops.** Choose from introductory or advanced levels on specific topics to get you quickly up to speed or fine tune your performance.
- **Post-Conference Workshops.** There will be three full day post conference workshops. Enhance your in-depth knowledge and skills in Data Governance and MDM practice.
- **Excellent Networking Opportunity.** Network with an outstanding group of Data Governance, MDM and Enterprise Data Professionals. This a tremendous opportunity to discuss your work issues with your peer group. The 2019 conference attracted delegates from 26 countries.
- **Major Data Governance and MDM Solution Providers.** Discuss your Data Governance & MDM challenges with leading solution providers.

Testimonials.

Nobody is better informed about our conferences than our past delegates. Here is what some of them have to say:

“As always, a great event focused on both industry and technology.”

Bradley Smith, Group Master Data Services Manger, Meggitt Plc

“Essential: Best in the industry”

Steve Maarup, Solutions Architect, Global IT, LEO Pharma

“Excellent event to gain inspiration and learn about the latest trends and practices around Master Data and Data Governance. Excellent opportunities to network.”

Sachin Dhoble, Head of Data Management, Maersk

“It is a ‘must attend’ MDM & DG event for any practitioners and the program gets better every year.”

Mary Drabble, Principle Data Governance Analyst, Aberdeen Standard Investments

“Two days well spent, every session was of value. Great set of topics, focused on core data issues.”

Gareth Thomas, Group Data Management Director, Kingfisher

“Well organized, lots of information shared – excellent!”

Mark Allen, Head of Data Governance, Capital One

“This was the first IRM event that I have attended and I have nothing but high praise for the excellent presentations, high quality information and fun and intuitive speakers. Even the venue selected is very controlled and comfortable. I am very pleased that I had the opportunity to attend.”

Shiv Soni, Senior Data Analyst, Scottish Government

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

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

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

Karima Makrof, Enterprise Architect, MDM, AB Volvo

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

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

“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

“Best conference I have attended so far.”

Emeric Nectoux, Enterprise Architect, Volvo

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

Colin Wood, Enterprise Information Architect, GSK

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

Galand Vincent, Senior Business Analyst, ING Belgium

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

Tim Allen, Information Management Manager, National Grid

“Very good and inspirational. I especially enjoyed the use cases”

Helle Lindsted, Master Data Manager, Maersk Supply Service

“A very worthwhile activity”

Kevin Brown, Group Data Governance Manager, Standard Life

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

Michael Sheahan, BI Manager, IKEA Service BV

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

Natallia Khatseyeva, Consultant and Commercial Assistant, GDE France

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

Simon Merwood-Palmer, Group Data Manager, Dyson

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

Dave Bennett, Analyst, Morrisons

“Very good and practical approach, real life cases and presentations.”

Maija Hamalainen-Nikula, Senior Manager, Nokia

“Very pleased to attend, share insights and learn from those further along the journey.”

Karen Reeds, Senior BA – Data Management, SSE