

Agenda

Live Streaming Workshops – 2, 5, 6, 9, 10, 11 November - See Website for Workshop Dates & Times

Full Day Workshops	Data Strategy: from Framework to Execution Ian Wallis, Managing Director, Data Strategists Ltd	Building a Data Governance Business Case: Show the Value Håkan Edvinsson, Informed Decisions Consulting	Advancing into Master Data Management William McKnight, McKnight Consulting Group	Migrating Analytics to the Cloud Donald Farmer, TreeHive Strategy
Half Day Workshops	Kick-starting your Data Management Initiative in Four Simple Steps Dr. Bas van Gils, Strategy Alliance	Getting Started With Data Quality – A Primer Jon Evans, Equillian	Effective Data Governance in a Transformation Environment Sam Cremins, Associate - Data Governance, The Pensions Regulator	Information Management Fundamentals Chris Bradley, Data Management Advisors
Half Day Workshops	How to Build, Manage & Enhance a Data Team Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Ieva Langenfelde, Data Governance Manager, Heineken	Practical Reference and Master Data Management Chris Bradley, Data Management Advisors	Establishing Data Governance: Teaching Dumbo to Fly Johan Lindholm, Data Governance Lead, Göteborg Energi AB	Reduce, Reuse, Recycle - What to Do When Data Governance has Been Binned Charles Joseph, Datazied
Half Day Workshops	Timeless Principles Should Remain but Change Everything Else: Fundamentals of Data Warehousing & Business Intelligence Howard Diesel, ModelWare Systems	The Process-Data Connection: How Concept Modelling Supports Process and Architecture Work Alec Sharp, Clariteq Systems Consulting		

Tuesday 3 November 2020: Conference Day 1 & Exhibits

09:00 - 09:10	Conference Opening , Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Donald Farmer, Principal, TreeHive Strategy					
09:10 - 10:00	Plenary Keynote: The Dawn of Data Excellence , Roberto Maranca, Data Excellence VP, Schneider Electric					
10:10 - 10:50	EDBIA Keynote: National Trust, Europe's Largest Conservation Charity, Transforms its Data Culture Christina Finlay, Director, Data and Insight & Sarah Turner, Head of Business Intelligence, National Trust			Data Governance Keynote: Data Governance - Holding a Mirror to Your Company Guy Harvey, Data Transformation Lead, Siemens Managed Services		
	Enterprise Data	BI & Analytics	Data Strategy	Data Governance	Data Governance & MDM	Master Data Management
11:20 - 12:05	View from a Data Owner Megan Dooley, Head of Data and Insight, Telefonica	Streaming Analytics - an Overview of the Concepts, Architecture and Technology of Doing Data Science on Real-Time Data Bas Geerdink, CTO, Aizonic	Data is the New Oil? Data is Like Milk... Kitti Noemi Nemeth, Enterprise Data Manager Communications and Change Management, FrieslandCampina	A Case Study in Implementing a Data Governance Hub Mary Drabble, Principal Data Governance Analyst, Standard Life Aberdeen	Data Management: from the Trenches Dr. Bas van Gils, Strategy Alliance	The Golden Triangle of CRM, MDM and DMP Yaniv Naor, Senior Global MDM Strategist and Business Lead, Hugo Boss
12:15 - 13:00	Data as a National Asset Towards Saudi 2030 Vision Yassir Alsuwais, General Manager BI and Data Management, Ministry of Finance	Modernisation of the BI and Analytics Architecture Centred on Personas Gabriele Rossi, Enterprise Architect, ABN AMRO	External Data Management – Integral Part of the Data Governance Minna Stjernvall, Concept Owner of the External Data Services, OP Financial Group & Jussi Jutila, Siili Solutions Oyj	Exploiting Existing Projects to Deliver Data Governance Initiatives Karen Reeds, Data Governance Specialist, tada.data	Effective Data Governance Programme Planning Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts	How Good is Your Data? Karen Wood, Senior Manager, Master Data, Walgreens Boots Alliance
13:00 - 14:30	Networking Lunch, Exhibits & Lunchtime Sessions					
14:30 - 15:15	EDBIA Keynote: Becoming Data Driven – A Data Strategy For Success & Business Insight Nigel Turner, Principal Information Management Consultant EMEA, Global Data Strategy			MDM Keynote: Artificial Intelligence and Master Data Management: Hand in Hand William McKnight, McKnight Consulting Group		
15:25 - 16:10	The Data Quality Manifesto Nino Letteriello, DAMA EMEA & FIT Strategy	Getting Data Analytics to Have an Impact on Strategy in a Large Organization Michiel van Staden, Data Analytics Lead, Absa	England Cricket Pushing the "Boundary" with Their Data Damian Smith, Head of IT, England and Wales Cricket Board	Data Governance is About Change; How Göteborg Energi Established DG Johan Lindholm, Data Governance Lead, Göteborg Energi	DG and MDM - Managing Sibling Rivalry Charles Joseph, Datazied	Product Data Vision as Foundation of State of the Art PIM and Multi Domain Data Models Kersten Wirth, PIM-Consult GmbH
16:40 - 17:05	Tips To Successfully Deliver Data Management Abel Aboh, Data Management Lead, EasyJet	Data Discovery: Know Your Data Bhavaya Jha, Manager Advanced Analytics and Insights, M&G plc	How Data Governance Supports Data Science at Dŵr Cymru Welsh Water Justin Doran, Data and Analytics Manager (Data Governance), Dŵr Cymru Welsh Water	Leading a Tool-Centric Data Governance Effort Without a CDO Benjamin Bunting, Global Data Steward, Aegon Asset Management Europe	Implementing Data Governance and Quality Programme in Financial Services Company Michele Valentini, FIT Strategy	Governance, Migration & Change! The Three Musketeers for Improving Your Data Estate Sam Cremins, Data Governance Advisor, The Pensions Regulator
17:05 - 18:05	Networking Drinks Reception and Exhibits					

Wednesday 4 November 2020: Conference Day 2 & Exhibits

09:00 - 10:00	Plenary Keynote: The Culture of Governance , Donald Farmer, TreeHive Strategy					
	Enterprise Data	BI & Analytics	Data Strategy	Data Governance	Data Governance & MDM	Master Data Management
10:30 - 11:15	Enterprise Data Challenges; Three Success Stories Håkan Edvinsson, Informed Decisions Consulting AB	Who Do You Think You Are? Data Lineage & BI in the Enterprise Paul Lynn, Senior Enterprise Data Advisor, ABN AMRO	Data Quality by Design and by Default - Model GDPR Concepts for Data Protection Michael McMorrow, MMM Data Perspectives	How to Answer the Difficult Questions about Data Governance Ieva Langenfelde, Data Governance Manager, Heineken	Where's Wally? Unearthing & Aligning MDM Efforts at Farfetch Yasemin Kural, Head of Data Architecture & Miguel Jorge Macedo, Data Governance Manager, Farfetch	Master Data Processes: the Backbone of Successful MDM System Implementations Dr. Christiana Klingenberg, msg systems ag & Thomas Brandstätter, Head of Digital Information Management in Corporate Marketing, WAGO Kontakttechnik GmbH
11:25 - 12:10	Data Ethics – Sustaining Trust in the Digital Age Maria Nørgaard & Geoffrey van Ijzendoorn-Joshi, Data Management Association	Data Value Stream Life-Cycle for Analytics in Manufacturing Felix Streichert, Chief Data Manager, Bosch	The Business Case for a Technology Capability to Transition through Metadata Management Maturity Levels Manrich Kotze, Team Leader: Data Governance, Capitec Bank	10 Years On: Success, Difficulty, Evolution: The History of DG in a Government Organisation Iain Andrews, Data Integrity and Flood Data Manager & Nick Keen, Data Governance National Lead, Environment Agency	The Data Wrestling Match Ellie Fitzpatrick, Data Framework & Policies Lead & Jocelyn Sheriff, Data Intelligence Lead, PwC	Launching and Embedding DG and MDM in Waitrose Siobhan Bowie, Head of Data Governance, Waitrose & Partners & Ralf Teschner, Global Lead for Data Governance, Capgemini
12:10 - 13:30	Networking Lunch, Exhibits & Lunchtime Sessions					
13:30 - 14:15	EDBIA Keynote: Artificial Intelligence in the Experience Economy Andreas Bitterer, Chief Analytics Evangelist EMEA, SAP			Data Governance Keynote Panel: How Data Governance Can Help you Turn your Data Assets into Tangible Value Moderator: Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts Panellists: Stijn Christiaens, Colibra		
14:25 - 15:10	How to Drive Process Improvement in GBS Finance Operations Leveraging on Data Luca Condoosta, GBS Finance Manager Americas, ABB	Advances in Interactive and Innovative Dashboards Ralf Kaul, Senior Consultant, Ernst and Young	Data Transformation Brick by Brick Donna Wayman, Head of UK Portfolio, Zurich Insurance	Data Governance and Data Literacy at the Ministry of Defence Nigel Shaw, CIO, DE&S – Ministry of Defence, Nigel Ravenscroft, Dep Head Data Governance Defence Digital – Ministry of Defence & Mark Humphries, Chair DAMA UK/ Civica	2 Year Journey of Implementation of Data Governance - From an Idea to a Valuable Data Service at Gazprom Neft Alexander Erofeev, Chief Data Officer - Upstream, OJSC Gazprom Neft	The Rise of the Digital Twin in Master Data Management Martin Oberhofer, Distinguished Engineer, IBM & Marcus Boone, Program Director, IBM
15:40 - 16:25	EDBIA Keynote: People Analytics & Insight: Transforming the Employee Experience at HMRC Ian Wallis, Deputy Director, People Analytics & Insight, HMRC			Data Governance Keynote: Shifting to AI Ready Governance: Practical Principles and Recipes Dr. Fran Cardells, Special Advisor, Allianz		
16:30 - 16:50	Plenary Keynote Panel - Where Do We Go from Here? and Conference Close Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Donald Farmer, TreeHive Strategy					