



## *QIBRAS 1-Day Executive Information Quality Program*

São Paulo, Brazil  
March 5, 2012

<b>Time</b>	
08:00-09:00am	<b>Registration and Breakfast</b>
<b>Session 1</b>	
09:00-09:15 am	<b>Welcome:</b> Flavio de Almeida Pires and Guilherme Rocha
09:15-09:30 am	<b>Opening Remarks:</b> Yang Lee and Richard Wang
09:30-10:40 am	<b>The Landscape of the Information Quality field</b> Richard Wang
10:40-11:00 am	<i>Coffee Break</i>
<b>Session 2</b>	
11:00-12:30pm	<b>Information Quality Knowledge for Executives</b> Yang Lee and Richard Wang
12:30-02:00 pm	<i>Lunch</i>
<b>Session 3</b>	
02:00-03:30 pm	<b>Information Quality Strategies</b> Yang Lee and Richard Wang
03:30-04:00 pm	<i>Coffee Break</i>
<b>Session 4</b>	
04:00-05:30pm	<b>Open Forum</b> Moderators: Yang Lee, Flavio de Almeida Pires, Guilherme Rocha and Richard Wang
<b>Session 5</b>	
05:30-05:45pm	Closing Remarks: Guilherme Rocha and Flavio de Almeida Pires
05:45-07:30 pm	Reception

Point of Contacts:

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