



Day 1 (Basic)	Day 2 (Basic)	Day 3 (Advanced)	Day 4 (Advanced)
Tuesday	Wednesday	Thursday	Friday
<b>March 6, 2012</b>	<b>March 7, 2012</b>	<b>March 8, 2012</b>	<b>March 9, 2012</b>
<p><b>S1: 9–10:30 A.M.</b></p> <p>Introduction; A Step-By-Step Project Methodology for IQ Practice RW, YL, ALL Readings: RIQ (materials for registered participants)</p>	<p><b>S6: 9–10:30 A.M.</b></p> <p><b>P1: TDQM Cycle</b> Analyze and Improve: Data Modeling (ERD) QIBRAS Readings: TBD</p>	<p><b>S11: 9-10:30 A.M.</b></p> <p><b>Project 2: Information Product Life Cycle Management</b> Managing Info as a Product RW Readings: JDQ Ch 8</p>	<p><b>S16: 9 – 10:30 A.M.</b></p> <p><b>P3: Institutionalization</b> Chief Data Officer: Enterprise Data Solution for Business Challenges RW</p>
10:30 – 11 A.M. Coffee Break	10:30 – 11 A.M. Coffee Break	10:30 – 11 A.M. Coffee Break	10:30 – 11 A.M. Coffee Break
<p><b>S2: 11–12:15 P.M.</b></p> <p><b>Project 1 (P1): TDQM Cycle</b> Define DQ/IQ RW Readings: JDQ Chapters 1, 2</p>	<p><b>S7: 11–12:15 P.M.</b></p> <p><b>P1: TDQM Cycle</b> Analyze and Improve: Normalization QIBRAS Readings: TBD</p>	<p><b>S12: 11-12:15 P.M.</b></p> <p><b>P2: Information Product Life Cycle Management</b> IPMAP: One Data Element at a time Readings: JDQ Ch 9</p>	<p><b>S17: 11:12:15 P.M.</b></p> <p>Selected Project Presentations ALL</p>
12:15–1 P.M. <i>Lunch Break</i>	12:15–1 P.M. <i>Lunch Break</i>	12:15–1 P.M. <i>Lunch Break</i>	12:15–1 P.M. <i>Lunch Break</i>
<p><b>S3: 1-2:15 P.M.</b></p> <p><b>P1: TDQM Cycle</b> IQ in Context YL Readings: JDQ Ch 6,7</p>	<p><b>S8: 1-2:15 P.M.</b></p> <p><b>P1: TDQM Cycle:</b> SQL for DQ Analysis QIBRAS Readings: TBD</p>	<p><b>S13: 1-2:15 P.M.</b></p> <p><b>Project 3: Institutionalization</b> Data Quality Case Study YL Readings: JDQ Ch 10</p>	<p><b>S18: 1-2:30 P.M.</b></p> <p>Open Discussion - Additional Projects - Collaborations</p>
2:15-2:30 P.M. Coffee Break	2:15-2:30 P.M. Coffee Break	2:15-2:30 P.M. Coffee Break	2:15-2:30 P.M. Coffee Break
<p><b>S4: 2:30–4P.M.</b></p> <p><b>P1: TDQM Cycle</b> Measure IQ RW Readings: JDQ Ch 3-4</p>	<p><b>S9: 2:30-4 P.M.</b></p> <p><b>P1: TDQM Cycle</b> IQ Tools FP, GR Readings: TBD</p>	<p><b>S14: 2:30-4 P.M.</b></p> <p><b>P3: Institutionalization</b> IQ Policies and Strategies YL Readings: JDQ Ch 11</p>	<p><b>S20: 2:30-4 P.M.</b></p> <p>- Ceremony - Closing Remarks</p>
4-4:15 P.M. Coffee Break	4-4:15 P.M. Coffee Break	4-4:15 P.M. Coffee Break	4 P.M. End of Program, Obrigado!
<p><b>S5: 4:15–5:45 P.M.</b></p> <p>Mario Cervi IQ-1 project for 2<sup>nd</sup> certificate Readings: MC's project</p>	<p><b>S10: 4:15–5:45 P.M.</b></p> <p>Projects Discussion ALL</p>	<p><b>S15: 4:15–5:45 P.M.</b></p> <p>Projects Discussion ALL</p>	

ALL: All participants; MC: Mario Cervi; YL: Yang Lee; GR: Guilherme Rocha; FP: Flavio Pires; RW: Rich Wang  
JDQ: *Journey to Data Quality* (MIT Press, 2006) – English or Portuguese version  
RIQ: *Readings in IQ* – A collection of papers written by Dr. Richard Wang and Dr. Yang Lee in a CD.