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## Total Data Quality Management (Wellington, New Zealand)

Strategies, tactics and best practice methods for improving enterprise data quality

**Event Date:** 21-22 June 2004

**Location:** Intercontinental Wellington, Cnr Grey St & Featherston St, Wellington, New Zealand

### Key Speakers

**Richard Y. Wang Ph.D.**, Director, MIT Information Quality Program (MITIQ), Co-director, Total Data Quality Management Program, MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) .

**Yang W. Lee Ph.D.**, Joseph G. Reisman Professor, College of Business Administration, NORTHEASTERN UNIVERSITY (USA).

### Key Topics

- You will be exposed to state-of-the-art research and practice in the field of TDQM
- You will discover data quality principles, methods and techniques that have been successfully implemented in leading public and private sector organisations around the world
- You will be able to increase the value and decrease the costs of poor data quality on your data warehousing, ERP, CRM and BI initiatives
- You will learn how to develop and utilise data element maps and apply the principles of "managing information as a product" in your organisation
- You will discover the key principles, practices and procedures that enable continuous improvement in data quality

### Event Summary

### Why you should attend

- You will be exposed to state-of-the-art research and practice in the field of TDQM
- You will discover data quality principles, methods and techniques that have been successfully implemented in leading public and private sector organisations around the world
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- You will learn how to develop and utilise data element maps and apply the principles of "managing information as a product" in your organisation
- You will discover the key principles, practices and procedures that enable continuous improvement in data quality
- You will learn how to conduct a data quality audit and develop key performance metrics
- You will return to your organisation with the knowledge and skills needed to implement a successful data quality programme

### Event Speakers

**Richard Y. Wang Ph.D.**, Director, MIT Information Quality Program (MITIQ), Co-director, Total Data Quality Management Program, MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) .

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### Event Sponsors

### Organiser

**marcus evans** specialises in the research and development of strategic events for senior business executives. From our international network of 29 offices, marcus evans produces over 1000 event days a year on strategic issues in corporate finance, telecommunications, technology, health, transportation, capital markets, human resources and business improvement. Above all, marcus evans provides clients with business information and knowledge which enables them to sustain a valuable competitive advantage and makes a positive contribution to their success.

### Who Should Attend

- This course is designed for, but not limited to:
- CIOs and IT Directors
  - Directors, GMs and Senior Managers of Data and Information Quality
  - Data Warehouse Managers
  - Data and Meta Data Managers
  - Business Intelligence Managers

**"Ultimately, poor data quality is like dirt on the windshield. You may be able to drive for a long time with slowly degrading vision, but at some point, you either have to stop and clear the windshield or risk everything."**

Business success is becoming ever more dependant on the accuracy, quality and integrity of mission critical data resources. With 75% of companies reporting significant strategic, operational and financial costs resulting from defective data - complacency about data quality is not an option.



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- CRM Managers
- ERP Managers
- Database Managers
- Data Architects
- DSS Managers
- Systems Analysts
- Corporate Record Managers
- Direct Marketing Managers
- Scholars and Academics in the field of data and information management looking to learn the latest data quality research, techniques, methods and best practices from the world's leading experts

**Contact Info**

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