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site map

## Total Data Quality Management (Sydney)

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

**Event Date:** 28-29 June 2004

**Location:** Four Points Sheraton, 161 Sussex St, Sydney, Australia

### 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

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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

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### Event Sponsors

### Organiser

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### 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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[TOP ^](#)

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- the event
  - event overview
  - speakers
  - sponsors
  - organisers
  - who should attend
  - contact info
  - travel info
- event control
  - more information
  - request a brochure
  - call me back
  - email updates
  - send to a colleague
  - bookmark this page
- opportunities
  - media partnerships
  - press
  - sponsorship
  - speaking
  - documentation

- 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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