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 return to your organisation with the knowledge and skills needed to implement a successful data quality programme

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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

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