



**The Premier Organization for
Data Professionals Worldwide**



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The Cleansing Project (TCP)**

**2nd DAMA UK Chapter Meeting
June 16th 2003**

15th DAMA International Symposium

- Including 7th Meta-Data Conference
- Renaissance Resort at Sea World – Orlando
- 27 April – 01 May 2003
- It was hot...
 - ...it was wet...
 - » ...it was very wet

How different is it to the London Conference?

- **Runs Sunday pm to Thursday lunchtime**
 - Sunday = Workshops & Night School sessions
 - Monday = Tutorials & Night School sessions
 - Tuesday onwards = Conference & Special Interest Groups
- **Minimum of 7 simultaneous tracks**
- **Its American, everything is bigger**
 - 5 times as big with up to 1000 delegates
- **12 hour days**
- **Informal, relaxed atmosphere**
- **Four course sit down lunch**

So who was there?

- **835 (927)** people including speakers and vendors
- **3% from outside North America:**
 - 11 (12) from UK
 - 7 (19) from Europe
 - 3 (5) from Australia
 - 1 each from Middle East (3), Asia (6) and Africa (2)



So why go?

- **Listen and learn from the experts**
- **Listen and learn from your peers**
- **See the latest data management solutions**
- **Greater choice of speakers**
- **You won't see some of these people in the UK**
- **Opportunity to see wider choice of vendors**
- **You get the US perspective**
- **Networking opportunities**
- **Value for money**

So what was it like?

- www.wilshireconferences.com/MD2003
 - 44 page summary available to download
- **Keynotes overview:**
 - Trends in Data Administration
 - » John Ladley, President Knowledge Interspace
 - Data Management – Thinking Outside the Box
 - » Graeme Simsion, University of Melbourne
 - How Data Management Built the Pyramids
 - » Warren Selkow, Consultant

So what were the best bits?

- **Data Stewardship Special Interest Group**
 - Chaired by Bob Seiner
 - www.tdan.com
- **Surviving the trek to Data Element Standardization**
 - Michael Gorman and Hank Lavender
- **Information Quality in an Integrated ERP Product Environment**
 - Danette McGilvray

So why don't you go?

- **Conference costs \$1,495 (£1,000), but:**
 - Discount for booking early
 - Discount for DAMA members
 - And if you present then the conference is free
- **We paid £600 each**
- **Accommodation about £110 per night**
 - But that's to MoD standards!
- **Flights to US are cheap**
- **Breakfast and lunch included at conference**
- **Total cost per head <£2K**
- **A week at Sunningdale...**

Forthcoming US Conferences

- **Information Quality 2003**
 - 08-12 Sep, San Diego, California
 - Both TCP and BT speaking
 - Additional discounts available through us
 - www.infoimpact.com
- **Enterprise Data Forum**
 - 03-06 Nov, Cherry Hill, New Jersey
 - 160 miles from Dulles International
 - TCP have submitted a presentation
 - www.wilshireconferences.com
- **16th DAMA International Symposium**
 - 02-06 May 2004, Beverly Hills, California



Questions?

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