

## **2007 Information and Data Quality Conference. By You, With You in Mind, and For You: A Very Personal Invitation**

*By  
C. Lwanga Yonke*

### **INTRODUCTION**

In my very first article for our IAIDQ newsletter, I would like to share with you my sincere hope and desire that many of you will attend this year's Information Data Quality conference. Let's all meet at Las Vegas, Nevada, September 24-27, 2007. Register at the conference web site: [www.idq-conference.com](http://www.idq-conference.com). Please note that early bird rates are available until August 28 only.

As Program Chair, I am especially excited about this year's conference, because we have taken deliberate steps to truly make it an event for the entire IAIDQ community, designed by you, with you in mind, and for you.

### **DESIGNED BY YOU**

The Program Committee that developed the Call for Presentations and evaluated all the proposals received is comprised of six IAIDQ members, including four Charter Members who have been with IAIDQ since the beginning. One committee member is based in Australia. Of course our Conference Co-Chair, Dave Wilson, is also an IAIDQ Director and Charter Member.



*From the 2006 IDQ Conference*

## DESIGNED WITH YOU IN MIND

As we planned the conference, we made an all-out effort to listen to your voice, recognizing that as members of IAIDQ, you are our valued customers. We reviewed your responses to several requests for input we had sent through the IAIDQ IQForum and the Book Club lists earlier this year; carefully studied the topics and issues raised through the IQForum since 2004, went through the results of a member survey conducted in January 2006, and analyzed the comments from last year's conference.

Throughout this whole process, we were driven by a prime directive: to make this conference extremely valuable for every IAIDQ member.

## DESIGNED FOR YOU

I am proud to report that we have been able to translate your interests, wishes and requests into an exciting array of presentations and activities.

**Serve Balanced Interests.** The topics of the 50+ presentations in the Program are distributed as follows: 1/3 business, 1/3 IT, and 1/3 common. Our goal was to honor the near 50/50 split of IAIDQ membership between IT and Business roles.

**Focus on the Most Current and Important Topics.** This focus is best demonstrated by the 10 mini-tracks developed for the conference, which I list below. The selected presentations richly reflect the depth and breadth of our growing IQ discipline. (Note: the number in parenthesis represents the number of presentations in each mini-track; some presentations appear in more than one track).

- Leading the IQ Function (7)
- Governance, Stewardship and Accountabilities (6)
- Methodologies and Frameworks (8)
- Fundamental Concepts (7)
- Specifying, Measuring and Reporting IQ (5)
- Improving Data and Data Processes (5)
- IQ Architectures, Technology, SOA (9)
- Value, ROI and Management Support (6)
- ERPs, MDM, CDI (8)
- Compliance and Emerging Frontiers (6)

**Demystify Leading Edge Technology.** Response from IQ vendors has been outstanding. By attending the conference, you will have the opportunity to enjoy hands-on demos of the leading IQ tools. You will also be able to interact face-to-face with product experts, gathered in one place to showcase their latest innovations and to understand your emerging needs.

**Help Members Sharpen their Professional Skills.** Sixteen of the 51 speakers at the conference are IAIDQ members. We encourage all of you to submit proposals next year, so this number can be even higher!

**Provide Value for Membership.** A special discount of up to \$250 is offered to IAIDQ members. See our web site or recent e-mails sent to you for the discount code to use when you register. Group discounts for 5 or more are also available, so bring along colleagues from both business and IT.

**Build the IAIDQ Community.** The Program includes three IAIDQ activities:

- An update on the IQ Principles work started at the 2005 Conference in Houston
- An update and overview of IAIDQ Communities of Practice
- A general meeting open to all current, past, and prospective IAIDQ members.

Furthermore, the Board of Directors will hold a Planning Workshop the weekend before the conference (September 22-23, 2007). IAIDQ members are strongly encouraged to attend and participate. Watch future communications for additional details.

Last but not least, we are also planning social events at the conference to enable attendees to network and explore common interests.

We hope all the above will be of particular interest to those of you seeking to get more involved with IAIDQ, and to those interested in assuming a leadership role in our professional society.

## **CONCLUSION**

Though we had a very successful conference last year in San Francisco, only 32 IAIDQ members attended it (18% of the total attendance). We hope that at least 150 of you will join us in Vegas this year. Let's make IDQ 2007 an outstanding gathering of our global IAIDQ community!

## **About the Author**



C. Lwanga Yonke works as Manager, Information Quality at Aera Energy LLC, where he leads the company's highly successful information quality process.

He is Program Chair of the upcoming 2007 Information and Data Quality Conference in Las Vegas, Nevada.

His previous positions include Manager of BI, Data Warehousing, Data Architecture, and various petroleum engineering and operations assignments. An ASQ Certified Quality Engineer, Lwanga earned an MBA from California State University and holds a BS degree in petroleum engineering from the University of California at Berkeley.

He is a founding member of IAIDQ and currently serves as an Advisor to the IAIDQ Board. Lwanga can be reached at [lwanga.yonke@iaidq.org](mailto:lwanga.yonke@iaidq.org)

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