

**Interrelated one-day conferences:  
27 & 28 May 2008, Rydges World Square, Sydney**

**Early bird discount  
valid until  
2 May 2008**

To ensure that your organisation benefits from these interrelated conferences, Ark Group has made the registration process flexible so that you can attend one day and a colleague can attend the other.

## **Realising the Capabilities of your Data Warehouse and Repository**

**EFFECTIVELY MANAGING YOUR  
ORGANISATION'S DATA THROUGH  
CONSOLIDATION, ANALYSIS AND  
REPORTING**

**Tuesday, 27 May 2008  
Rydges World Square, Sydney**

A one-day conference designed specifically for professionals seeking to expand and maximise data capabilities within their organisations. Learn from the experiences of others and leave this event with an understanding of how to:

- Set up the right expectations for your warehouse project
- Ensure successful warehouse creation, integration and longevity
- Provide streamlined methodology for quick cost reduction
- Build a high quality data warehouse to support information needs
- Plan for the future of your warehouse

### **Hear from speakers representing:**

American Express

Australian Prudential Regulation Authority (APRA)

Optus

Department of Innovation, Industry, Science & Research

PBL Media

Analytics 8

Patricks

BusinessMinds Australia

The Data Warehousing Institute

MBF Australia Limited

Metcash

3 Mobile

## **Strategic Data Mining: Techniques, Tools and Tactics**

**STRATEGICALLY REMOVING USEFUL  
INFORMATION FROM COMPLEX DATA  
COLLECTIONS**

**Wednesday, 28 May 2008  
Rydges World Square, Sydney**

A one-day conference for professionals seeking to extract information from large or complex data sets. Through hearing practical case studies, you will learn how to:

- Establish data mining as an integral component of your data project
- Understand why and when to implement data mining applications
- Consider specific techniques and technology for effective mining
- Compare key data mining methods
- Strategically select the right products to suit your business needs
- Monitor ongoing performance

### **Hear from speakers representing:**

**EDO Kendalls**

**Monash University**

**La Trobe University**

**Institute of Analytics Professionals of Australia**

**University of Technology, Sydney**

**Australian National University**

**Australian Taxation Office (ATO)**

**Supported by:**



Produced by:



[www.arkgroupaustralia.com.au](http://www.arkgroupaustralia.com.au)

## **Realising the Capabilities of your Data Warehouse and Repository** **Tuesday, 27 May**

## **Strategic Data Mining: Techniques, Tools and Tactics** **Wednesday, 28 May**

These interrelated one-day conferences will explore two pressing data issues for many organisations: exploring the various capabilities of your data warehouse, and analysing the techniques, tools and tactics involved in data mining. This pair of conferences aims to take a holistic approach to exploring and exploiting the potential of data tools and methods within your organisation.

Attendees can choose to book on to either of the conferences, or indeed, senior managers may want to attend both days and/or accompany their employees to either conference in order to work through their own understanding of the data capabilities, and gain an understanding of how they can assist data professionals to communicate their message effectively.

### **Conference 1: Realising the Capabilities of your Data Warehouse and Repository** ***Effectively managing your organisation's data through consolidation, analysis and reporting***

**Data warehouses and repositories are at the core of strategic reporting systems. They're used to assist in the management and control of principal business functions, and to consolidate and validate group business information to provide a context in which to report and analyse data.**

**Most corporate database systems are designed to store the data required by an organisation and to handle large volumes of transactions. As such, companies are investing in data warehouses to keep up with complex reporting and manage vast amounts of data.**

**However, this is never a simple task and organisations are often left seeking further information and education about the systems available, their functions, and how to build a data warehouse and design a high performing and effective data repository. You will learn how to strategically employ a data warehouse within your organisation through hearing practical case studies that will explore the following critical issues:**

- **Aligning your strategy with your business environment**
- **Considering the business case: impacts on ROI**
- **Correctly selecting tools and design techniques**
- **Sourcing the right people for the project**
- **Managing longevity and recognising the importance of quality maintenance**
- **Considering performance issues and future requirements for your warehouse**

#### **Who should attend?**

Data Managers, Data Officers, Data Modelers, Data Entry Personnel, Meta-data Managers, Project managers, IT Professionals, Information Managers, Information/Data Architects, Enterprise Architects, Enterprise Resource Planners (ERP), Records Managers, Customer Relationship Managers (CRM), Cataloguers, Applications Managers, Business Intelligence Professionals, Practitioners, Business System Managers and System Developers.

### **Conference 2: Strategic Data Mining: Techniques, Tools and Tactics** ***Strategically removing useful information from complex data collections***

**Large amounts of data are routinely collected within business, and they are typically stored in large data warehouses or repositories. To effectively complete data mining tasks, suitable data needs to be extracted, linked, cleaned and integrated with external sources. In addition, further data analysis is required to source accurate, useful and understandable information.**

**However, more and more organisations are now finding that this extraction of information can translate into significant challenges as the underlying concepts of data mining are quite complex. Specific approaches are therefore needed to meet the challenges that originate from the size and complexity of data sets used in data mining.**

**Utilise this skills-based intensive one-day conference to gain insights into the following critical areas:**

- **Establishing data mining as an integral component of your data project**
- **Understanding why and when to implement data mining applications**
- **Considering specific techniques and technology for effective mining**
- **Comparing key data mining methods**
- **Strategically selecting the right products to suit your business needs**
- **Monitoring ongoing performance**

#### **Who should attend?**

Data Managers, Data Officers, Data Modelers, Meta-data Managers, Project Managers, IT Professionals, Information Managers, Information/Data Architects, Enterprise Architects, Enterprise Resource Planners (ERP), Customer Relationship Managers (CRM), Business Analysts, Business System Managers, System Developers, Business Intelligence Professionals, Risk Analysts, Statistical Analysts, Direct Marketing Analysts, E-commerce System Architects, Web Data Analysts and Financial Analysts.

# Realising the Capabilities of your Data Warehouse and Repository

Conference One: Tuesday, 27 May 2008

8.30 **Registration and refreshments**

9.00 **Chairperson's opening remarks**  
Dean King, Director, Analytics 8

## Preparing your organisation for a functional warehouse

9.15 **Aligning your data warehouse with organisational strategy**

- Developing short and long term objectives
  - Understanding the purpose and functions of your warehouse
  - Understanding where the warehouse fits within the overall business
  - Valuing your warehouse: your organisation's corporate memory
- Sam Mallett, Business Systems Manager, PBL Media

10.00 **Panel discussion: Selling your warehouse project to management**

This is your chance to gain an insight into the views of our warehousing experts. Hear a short overview from each of the panel speakers, and then have the opportunity to pose your questions and gain a better understanding of the topic!

*Speakers: Russell Garnett, BI Solutions Architect, Patricks; Stuart Horyna, Manager Business Intelligence, Department of Innovation, Industry, Science & Research; Lucky Bimolaksomo, Manager, Data Quality and MIS JAPA, American Express and Mark Burnard, Manager, Business Intelligence and Data Warehousing, Optus*

10.45 **Morning refreshments and networking**

11.15 **Sourcing the right people for your data warehouse project**

- Sourcing an internal or external project team
  - Ensuring adherence to organisational expectations, project time frames, standards and goals
  - Development: handling the variables during project development
  - Delivery: handling the politics involved in managing the project
  - Post implementation: maintaining a high level of support
- Russell Garnett, BI Solutions Architect, Patricks

## Achieving best use of your data warehouse

12.00 **Addressing the many and frequent misconceptions about your warehouse project**

- Realising that the warehouse will not solve all business problems
  - Knowing the time frames involved: implementation is a lengthy process
  - Moving beyond the project time frame: continually maintaining and monitoring the warehouse
  - Identifying the costs involved and preparing for ongoing expenses
- Stuart Horyna, Manager Business Intelligence, Department of Innovation, Industry, Science & Research

12.45 **Networking lunch**

1.45 **From data to decision making: the source to solution continuum**

- Unleashing the power of data in a business context
  - Realising the importance of master data management and application
  - The top ten "must dos" to deliver business value from research
  - What are other major organisations actually doing?
- Paul Ormonde-James, Head of Group Intelligence, MBF Australia Limited; and Australasian President, The Data Warehousing Institute

2.30 **Correctly selecting data warehouse tools and methodology**

- Ensuring tools are selected only once the project is underway
  - Selecting tools that address performance issues
  - Understanding the benefits of data marts and operational data stores
  - Streamlined methodology for a quick and inexpensive warehouse
- Kamal Karunaratna, Project and Support Manager, Australian Prudential Regulation Authority (APRA)

3.15 **Afternoon refreshments and networking**

## Addressing future opportunities for your data warehouse

3.45 **Interactive workshop: Where is your data warehouse heading?**

Facilitated by: Hanne Breddam, Director, BusinessMinds Australia

**Case study presentation: Marketing your data warehouse to future success**

Richard Roose, IT Manager - Business Intelligence Group, Metcash Trading Ltd.

**Case study presentation: Business intelligence turnaround**  
Neil Fraser, General Manager - Business Intelligence, 3 Mobile

5.15 **Chairperson's closing remarks and end of conference**

# Strategic Data Mining: Techniques, Tools and Tactics

Conference Two: Wednesday, 28 May 2008

8.45 **Registration and refreshments**

9.15 **Chairperson's opening remarks**  
Inna Kolyshkina, Chairperson, Institute of Analytics Professionals of Australia

## Laying the groundwork for data mining

9.30 **Integrating mining into your data project**

- Specific aims/questions vs more general learning from data
- Identifying and/or collecting relevant data
- Generalisation from data: the importance of the "use by" date
- Identifying algorithm and accuracy issues
- Recognising the importance of visualisation

John Maindonald, Author, Lecturer, and Data Analysis Consultant, Australian National University

10.15 **Sourcing the right resources, tools and technology**

- Establishing a data mining capability
  - Sourcing tools specific to the organisation's needs and projects
  - Delivering and deploying outcomes to improve corporate performance
  - Case studies of deployment: resources, tools and technology
- Graham Williams, Director and Senior Data Miner, Analytics, Australian Taxation Office (ATO)

11.00 **Morning refreshments and networking**

## Creating and introducing data mining within your organisation

11.30 **Domain-driven data mining and its applications**

- Outlining the benefits and pitfalls of building applications from scratch
  - Building high quality applications by configuring the framework
  - Presenting the architecture, the components, and the design principles
  - Outlining the advantages of a framework-based implementation
- Chengqi Zhang, Research Professor, University of Technology, Sydney; Longbing Cao, Senior Lecturer, University of Technology, Sydney

12.15 **Comparing and combining analytic methods to competently achieve business outcomes**

*Many analytics software packages and methods are currently being used within large organisations. So how do you ensure that the correct method that will achieve quick and valid results is chosen?*

- Outlining criteria and considerations for selecting the optimal analytics method for an ad-hoc analytics project
- Outlining criteria and considerations for selecting the optimal analytics method in the ongoing operational environment
- Combining data mining methods for operational success

Inna Kolyshkina, Chairperson, Institute of Analytics Professionals of Australia

1.00 **Networking lunch**

2.00 **Data mining for mobile and pervasive computing applications**

- Outlining architectures
- Defining algorithms
- Applications and case studies: intelligent transportation systems; situation-aware monitoring of cardiac patients; wireless sensor networks; smart homes

Dr Seng Loke, Senior Lecturer, La Trobe University;

Dr Shonali Krishnaswamy, Senior Lecturer, Monash University

3.30 **Afternoon refreshments and networking**

## Guaranteeing long-term effectiveness

4.00 **Exploring visualisation**

- Using visualisation to simplify user understanding and maximise content value
  - Applying visualisation as a data summarisation tool
  - Designing visualisation with the end user in mind
  - Using orienteering principles as a template for visualisation
- Craig Wright, Manager of Information Systems, BDO Kendalls

4.45 **Chairperson's closing remarks and end of conference**





Fax back this form on  
+61 1300 550 663



Tel: +61 1300 550 662

4 ways to book



aga@arkgroupasia.com  
www.ark-group.com



Ark Group Australia Pty Ltd  
Main level, 83 Walker Street,  
North Sydney, NSW 2060

**Realising the Capabilities of your Data Warehouse and Repository  
and Strategic Data Mining: Techniques, Tools and Tactics  
27 & 28 May 2008, Rydges World Square, Sydney**

MM-Web

	Both Conferences	Conference 1	Conference 2
Standard Pricing	<input type="checkbox"/> \$2695 + GST = \$22964.50	<input type="checkbox"/> \$1395 + GST = \$1534.50	<input type="checkbox"/> \$1395 + GST = \$1534.50
Early Bird exp: 02/05/08 <small>Not valid with any other offer</small>	<input type="checkbox"/> Save \$250 \$2455 + GST = \$2700.50	<input type="checkbox"/> Save \$150 \$1245 + GST = \$1369.50	<input type="checkbox"/> Save \$150 \$1245 + GST = \$1369.50
Member Discount exp: 02/05/08 <small>ASTC NSW and VIC, RMAA, DAMA, DWAA and TDWI. Not valid with any other offer.</small>	<input type="checkbox"/> Save \$350 \$2345 + GST = \$2579.50	<input type="checkbox"/> Save \$200 \$1195 + GST = \$1314.50	<input type="checkbox"/> Save \$200 \$1195 + GST = \$1314.50

**Organisation Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Postcode** \_\_\_\_\_ **Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

Name	Job Title	Email Address
------	-----------	---------------

**Delegate 1** \_\_\_\_\_

**Delegate 2** \_\_\_\_\_

**Delegate 3** \_\_\_\_\_

**Delegate 4 - FREE** \_\_\_\_\_

**Signature**

I have read and accepted the booking conditions

**Please note: Payment must be received in full prior to the event to guarantee your place**

**Mastercard**     **Visa**     **American Express**

Card number

Expiry date

Cardholder's name

Cardholder's signature

**Payment enclosed** (Cheques should be made payable to Ark Group Australia Pty Ltd)

**Please invoice me**

**Booking conditions**

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.  
In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

We occasionally allow reputable companies to mail details of products we feel may be of interest.  
If you do not wish to receive this service, please tick this box

**Event venue and accommodation**

Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting reference 'Ark Group Australia'.

**Rydges World Square, Sydney**

389 Pitt Street  
Sydney NSW 2000

Tel: +61 2 8268 1888

Book online at: [www.rydges.com/cwp/arkgroup](http://www.rydges.com/cwp/arkgroup)

**Group Discount**

**When you bring a team of three,  
you can bring a 4th delegate for free!**

**Inside Knowledge**

As the world's premier KM resource, Inside Knowledge magazine is written by KM professionals, specifically to help you overcome these challenges. That is why many of the world's leading organizations use Inside Knowledge magazine as a practical guide to extracting the maximum value from their intellectual assets.

[www.ikmagazine.com](http://www.ikmagazine.com)