

One-day connected forum and workshops
14 - 15 December 2010, Rydges World Square, Sydney

Information and Data Governance

Valuable assets for effective organisations

- Information governance defined
- Governance risk management
- Governance strategy
- Senior management and governance

Hear from our expert
panel of speakers:

- Deloitte
- Boral Cement
- Bluescope Steel
- Macquarie University
- NSW Department of Human Services
- Comcare
- National eHealth Transition Authority
- National Support Office,
Family Court of Australia
- Datarati

Post-forum workshops

Wednesday, 15 December 2010

- A** Managing intellectual assets: a governance perspective
James Price, Managing Director, Experience Matters
- B** Creating and sustaining an information environment to
encourage information usage and updating
Craig Errey, Managing Director, PTG Global

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Information governance concerns many within an organisation. It's not solely a focus on IT, nor is it only the concern of middle management. From decision makers to information users, information governance is an overarching idea that affects the entirety of an organisation. The risks around information governance include: wasting company resources and money, utilising bad data, having forgotten information run rampant and go unmanaged and having staff that are unsure of their positions with governance.

However, decision makers are still hesitant to implement governance strategies because they see it as expensive with little tangible benefit. But by understanding what the benefits are, organisations can benefit as a whole through governance and good data, avoiding many of the risks of not having as such in place.

This one-day connected forum will give attendees the opportunity to hear about:

- What information governance is and how it can be applied to their organisation
- Why information should be seen as an important asset to the organisation
- What people's roles are in regards to governance
- Governance strategies and how they can effectively and successfully be implemented into your workplace

CONNECTED FORUM - Tuesday, 14 December 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks



Will Scully-Power, Managing Director, Datarati

Governance, information and ownership

9:15 Interactive panel discussion: Defining information governance

Hear a short introduction from Ali Shariat, Sheryl Mapp and Taline Babikian, then join in the conversation to ensure everyone's on the same page when it comes to governance!

- What is "information governance"?
- Ensuring governance is understood by everyone within the organisation
- Considering the difference between information governance and information management

Panel members: Ali Shariat, Manager Planning, Architecture and Governance, NSW Department of Human Services
Kerrie Christian, MTL & Quality Systems Manager, Bluescope Steel
Taline Babikian, Information Manager, Boral Cement

Facilitated by: Will Scully-Power, Managing Director, Datarati

10:00 Governance, management and quality: what's the difference?

- Data quality: why does it lead to a need for governance?
- Ensuring you have quality, well-managed data for effective governance
- Avoiding the risks associated with bad data



Ali Shariat, Manager Planning, Architecture and Governance, NSW Department of Human Services

10:45 Morning refreshments and networking

11:15 Treating your information as a valuable company asset: Comcare's approach

- Understanding your data's place alongside other company belongings
- Illustrating the advantages of treating your information as such
- The risks associated with overlooking your information as an asset: what can go wrong?



Alyssa Blackburn, Director Knowledge Management, Comcare

Your organisation's employees, strategy and governance

12:00 Suiting information governance policies, procedures, tools and people

- Creating a holistic information governance strategy
- What business and information governance elements support an eDiscovery strategy
- Compliance monitoring

Taline Babikian, Information Manager, Boral Cement

12:45 Networking lunch

1:45 Writing and implementing an information governance policy

- Knowing whether your organisation and its culture are prepared for a governance policy
- Tailoring a policy to your organisation's data
- Effectively implementing your policy into the organisation
- Measuring your governance efforts

Andrew Ford, Director, Enterprise Information Management, Deloitte

2:30 Roles and challenges associated with information governance implementation

- Examining why information governance concerns senior management and executives
- From information creators to users: why should everyone be part of information governance?
- Information quality governance as a strategy for risk avoidance
- Data governance implementation in action: an example of information quality governance implementation for the National Healthcare Identification Service



Finalist



Tatiana Stebakova, Manager Information and Standards, National eHealth Transition Authority

3:15 Afternoon refreshments and networking

Information governance communication and change

3:45 Dealing effectively with changing data

- Illustrating the ways in which organisational data is constantly changing and evolving
- Implementing effective governance to move with ever-changing data
- Keeping your organisation's data relevant, despite constant change and evolution

Neil Fraser, Information Director, Macquarie University

4:30 Interactive discussion: The role of communication in governance

Listen to a short presentation from Brigid Costello, then take the opportunity to have your questions answered on the topic!

- The importance of effectively communicating governance across the organisation
- Communicating about governance without inducing panic and worry amongst employees
- Ensuring your organisation's culture is prepared for change and governance



Facilitated by: Brigid Costello, Manager Knowledge and Information Services and Systems, National Support Office, Family Court of Australia

5:15 Chairperson's closing remarks and end of connected forum



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WORKSHOPS - Wednesday, 15 December 2010

Workshop A: Managing intellectual assets: a governance perspective

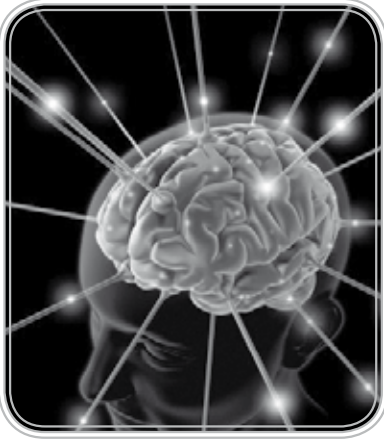
Registration: 9:00 am
Workshop starts: 9:30 am
Workshop ends: 12:30pm

Facilitated by: *James Price, Managing Director, Experience Matters*

About the workshop:

Using case histories and real examples of success and failure, revealing globally conducted research from Australian organisations and deploying practical tools and methodologies, this workshop will address the governance aspects of the five fundamental questions in the management of intellectual assets:

1. What are the intellectual assets of an organisation and how are they identified?
2. What is the value of the intellectual assets of an organisation and how are they valued?
3. What is the real cost of managing intellectual assets and why do business cases often not add up?
4. How are intellectual assets managed at enterprise level to drive the greatest business benefit?
5. What are the business benefits and how are those benefits realised and, more importantly, recognised by the organisation?



About your workshop leader:

James Price is the Managing Director of Experience Matters. His career has been in the information management industry, working for firms in hardware distribution, systems integration, and software development and consulting. His experience is in sales, marketing, product management and general management.

Workshop B: Creating and sustaining an information environment to encourage information usage and updating

Registration: 1.00 pm
Workshop starts: 1:30 pm
Workshop ends: 4:30 pm

Facilitated by: *Craig Errey, Managing Director, PTG Global*

About the workshop:

It's one thing to define and agree on governance for information, it's another thing altogether to design a system that makes it easy for people to create, use and update information consistently with the governance protocols.

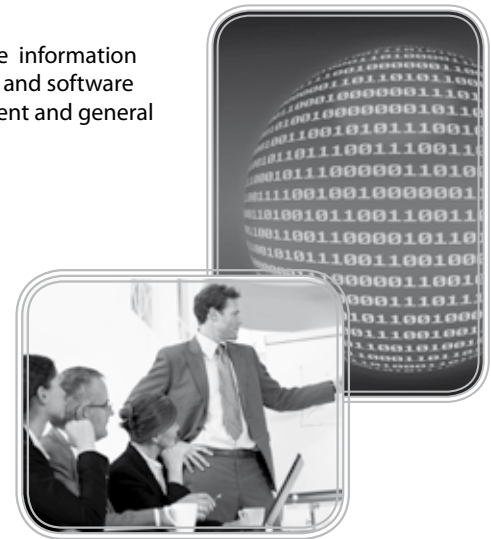
In this workshop, we will show you how to understand the information needs of the end users and design a system's user interface to support discovery and methods of encouraging people to contribute and update information. Rather than relying on direct management intervention and traditional motivational techniques, we will use the design of the user interface to embed and sustain new behaviours in people.

Throughout the workshop you will:

- Conduct a cognitive task analysis to identify what information people need and how they use it to make critical decisions
- Design a user interface that makes it easy to create, discover and update information
- Incentivise people to regularly and correctly use the system and comply with governance

About your workshop leader:

Craig Errey is the managing director and founder of PTG Global. He has over 15 years' experience in user experience, user interface design and change management, and holds a Masters qualification in organisational psychology. Craig runs the R&D function, having produced a number of world firsts including XPDesign – the first systematic methodology for user interface design and Certified Usable – the first guarantee for usability and user experience. Craig has been the primary experience architect behind many of Australia's most popular websites including CBA, Virgin Blue and ASIC, and works on cutting edge technologies such as touch, medical and special-purpose applications.



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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2nd			
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*Group discounts are applicable for the connected forum only

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I have read and accepted the booking conditions

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

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- 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:
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- Delegates are responsible for their own travel, accommodation and visa requirements.

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If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Sophia Bailey

Phone: 1300 550 662

Email: sbailey@arkgroupasia.com

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If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai

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