IBM Software
Information On Demand 2011

October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

Information Governance
Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda.

Sunday, October 23

N/A	**8:00 – 4:00 PM** The Hotel	**Information Governance Community Meeting. Feel free to sign up and join your peers in a day of Information Governance See details and register at http://infogovcommunity.eventbrite.com**
	6:00 – 8:00 PM	**EXPO Grand Opening Reception**

Monday, October 24

	8:15 – 9:45 AM	**Opening General Session**
IIG-3888	**10:15- 11:15 AM** **Reef B**	**Ask the Experts: Implementing Information Governance Best Practices within an Organization** **Speaker: Sunil E. Soares, IBM, Director - Information Governance; Steven Adler, IBM, IBM Information Governance Solutions; Anthony Giordano, IBM, BAO Enterprise Information Management Service Line Leader; Patrick Keaton, IBM, North America Information Governance Leader**
IIG-3884	**12:30 – 1:30 PM**	**Birds of a Feather: Examples of the IBM Information Governance Unified Process**

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

Turn Insight Into Action

	Bayside Dining - Information Management BoF Tables	**Speaker: Sunil E. Soares, IBM, Director - Information Governance**
IIG-3564	**2:15 – 3:15 PM South Pacific I**	**Turning Data Into Business Value With Information Governance** **Speaker: Holger Kisker, Forrester Research, Senior Analyst**
LSF-3584	**2:15 – 3:15 PM Palm B**	**10 Rules of Successful Information Governance - Two Companies and their Different Paths to Governance Maturity** **Speakers: Brett Gow, IBM, Associate Partner - GBS; Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services; Todd Okuley, Nationwide, Director, Enterprise Data Governance**
	5:00 – 7:00 PM	**EXPO Reception**

Tuesday, October 25

	8:15 – 9:30 AM	**General Session**
IIG-3401	**10:00 – 11:00 AM South Pacific G**	**Selling Information Governance to the Business: Best Practices by Industry and Job Function** **Speakers: Sunil E. Soares, IBM, Director - Information Governance; Anthony Giordano, IBM, BAO Enterprise Information Management Service Line Leader**
IIG-2603	**11:15 – 12:15 PM Mandalay Bay D**	**Demand Management within BI** **Speaker: Michael Eggloff, IBM, Information Agenda BVA**

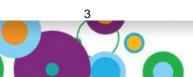|	
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LIN-3585	1:45 – 2:45 PM Palm B	**Accelerating Transformation - Putting Governance into Information Life-cycle Management** Speakers: Bill Mathews, IBM, Information Agenda Architect ; Andrea Eichhorn, IBM, Insurance Information Agenda Tiger Team; Hans Brunner, IBM, Worldwide Insurance BVA Leader
LFM-1363	1:45 – 2:45 PM Palm A	**Setting the Standard for Superior Customer Service at Northern Trust Bank of Chicago** Speakers: David Bailey, Northern Trust Bank of Chicago, SVP Northern Trust - Director of Client Data and Product Management; Kevin Fair, IBM, WW InfoSphere Sales; Brian Kordelski, IBM, Business Unit Executive, InfoSphere
IIG-3400	3:00 – 4:00 PM South Pacific G	**Data Governance at SunTrust** Speakers: Dharika Hopkins, SunTrust, Enterprise Data Governance Manager; Sunil E. Soares, IBM, Director - Information Governance
IIG-1229	4:30 – 5:45 PM South Pacific G	**Dave Heller, QBE the Americas, Head of Information Management; Paul Pries, QBE, Data Quality Manager; Paula M. Fricker, IBM, InfoSphere World-Wide Sale**
	5:00 – 7:00 PM	**EXPO Reception**
	7:00 – 11:00 PM	**Networking Event**

Wednesday, October 26

	8:15 – 9:30 AM	**General Session**
IIG-3135	10:00 – 11:00 AM South Pacific G	**Utilizing IBM Information Server for Enterprise Compliance** Speakers: Mike Striefel, St. Jude, IT Director; Eric Naiburg, IBM, Program Director, Product Marketing and Strategy

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ELG-3512	10:00 – 11:00 AM Lagoon H	**Benchmark Report on Information Governance in Global 1000 Organizations** Speaker: Deidre Paknad, IBM, Director of Information Lifecycle Governance Solutions
IIG-3501	11:30 – 12:30 South Pacific G	**Making an Information Governance Assessment Actionable at BCBS of TN** Speakers: Greg Ellis, BlueCross BlueShield of TN, Data Integration Systems Analyst; Frank Brooks, BlueCross BlueShield of TN, Director of Data Mgt. and Information Delivery; Sunil E. Soares, IBM, Director - Information Governance
IIG-1359	2:00 – 3:00 PM South Pacific G	**The Role of the Governance Czar at Northern Trust Bank of Chicago** Speakers: David Bailey, Northern Trust Bank of Chicago, SVP Northern Trust - Director of Client Data and Product Management; Brian Kordelski, IBM, Business Unit Executive, InfoSphere
ELG-3513	2:00 – 3:00 PM Lagoon H	**Compliance, Governance and Oversight Council Faculty Panel** Speaker: Deidre Paknad, IBM, Director of Information Lifecycle Governance Solutions
IIG-3500	3:15 – 4:15 PM South Pacific G	**Case Study: Implementing Metrics-driven Data Governance** Speaker: ; Sunil E. Soares, IBM, Director - Information Governance
IIG-3569	4:30 – 5:45 PM South Pacific G	**Five Use Cases: The Global View of Information Governance** Speaker: Steven Adler, IBM, IBM Information Governance Solutions

Thursday, October 27

IIG-2744	10:00 – 11:00 AM	**Utilizing the Industry Models for Data Governance : The Danske Bank StoryDavid Kearns,**

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	South Pacific G	IBM, Product Manager; Soeren Moeller-Larsen, IBM, Consulting I/T Specialist, Information Management, InfoSphere & DB2 LUW
ELG-3515	3:30 – 4:30 PM Lagoon A	Organize and Execute an Information Disposal Program

Speaker: Aliye Ergulen, IBM, Program Director, ILG |

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