



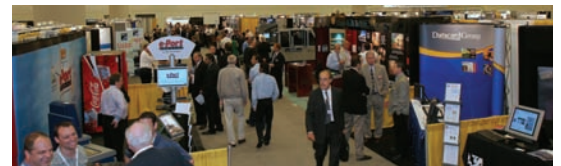
**Register Today for
Our Best Rates!**

MDM **Canada 20** SUMMIT **08**

FEBRUARY 4-5, 2008
HOLIDAY INN ON KING
TORONTO, ONTARIO

CONFERENCE HIGHLIGHTS:

- What are CDI, MDM and data governance?
- What is driving business interest in these solutions?
- What are the better architectures and vendors?
- How do these solutions differ from data warehouse and customer relationship management initiatives?
- How will the market and technologies evolve?
- Who will be the leading vendors?
- How does an IT organization get started?
- How do I optimize my professional development to leverage this trend on behalf of my management?
- What are the most successful best practices for creating a “single customer view”?
- “All Canadian content” case studies



For sponsorship and exhibit opportunities please contact
Tony Carrini at 212-803-8547 or anthony.carrini@sourcemedia.com.

www.sourcemediaconferences.com/MDMCanada | 800-803-3424 | 212-803-6093

DMReview

SourceMedia
CONFERENCES & EVENTS



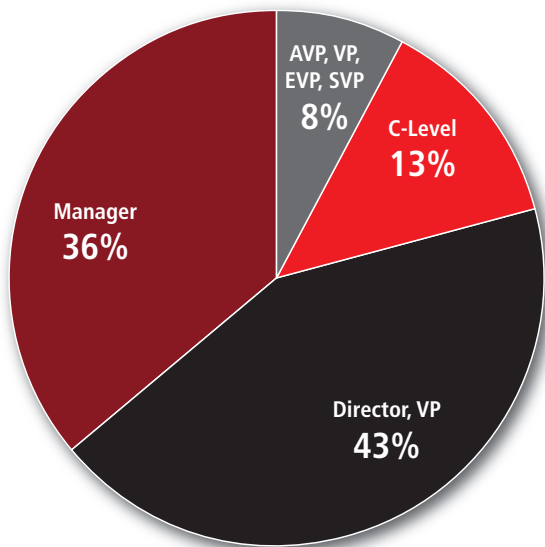
MDMCanada20 SUMMIT08

MDM Canada Summit 2008 is the premiere event for the CDI MDM industry. With more than 1,200 attendees, speakers and vendors annually at our U.S. events, MDM Canada Summit 2008 will be the largest gathering in Canada.

WHO SHOULD ATTEND?

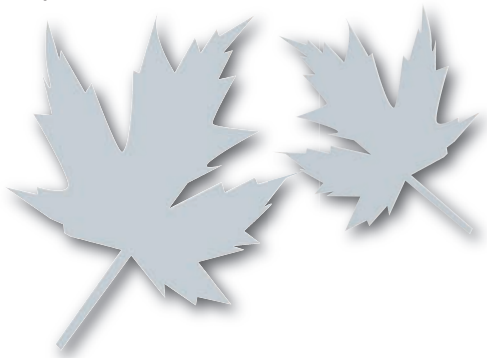
CDI-MDM SUMMIT - FALL 2007 ATTENDEES

New York, NY



MDM CANADA 2008 IS FOR IT PROFESSIONALS AT ANY LEVEL.

The MDM Canada event is attracting speakers and delegates from around the world – including practitioners from market-leading companies and thought leaders in fields such as data governance. Learn the best practice evaluation and implementation strategies from early adopters of CDI and MDM solutions.



You'll also network with fellow CDI and MDM technologists project leads that will share their success secrets. Titles include:

- CDI Project Leadership
- CDI Program Managers
- Chief Technical Officers
- Chief Customer Officers
- Chief Information Officers
- Enterprise Architects
- Enterprise Data Architects
- Enterprise Data Modelers
- Enterprise Data Warehouse Architects
- Data Architects
- Corporate Data Stewards
- Business Unit Data Stewards
- Vice Presidents and Directors of Sales/Marketing Analytics
- Vice Presidents for Customer Experience
- Vice Presidents for Customer Service
- VPs and Directors of Business Planning
- Vice Presidents and Directors of Service
- Vice Presidents for Business Intelligence
- Customer Contact Center Directors/Managers
- Channel Managers
- CRM Managers
- Directors of Customer Analysis
- Directors of Centers of Excellence for Application Integration
- Directors of Centers of Excellence for Master Data Management
- Directors of Centers of Excellence for Siebel
- Directors of Centers of Excellence for SAP
- Business Intelligence Program Managers
- Data Warehousing Program Managers
- Database Marketing Analysts
- Data Quality Analyst

The Best, Bold & Brightest Distinguished Faculty – Undisputed Thought Leaders In Their Fields



CONFERENCE CHAIR
Aaron Zornes
Chief Research Officer, The MDM Institute

INVITED SPEAKERS:

Sandra Baskerville

*Director, Customer Information,
The Co-Operators*

Steve Boily

*Director, Enterprise Architecture,
Hudson Bay Company*

Awel Dico

Enterprise Architect, Bank of Montreal

Anne Donohoe

*Director of Customer Relationship Marketing,
Intrawest*

Dennis Geokas

CTO, Canada InfoWay

Andrew Hussain

CIO, Workplace Safety & Insurance Board

Justin LaFayette

*Director of Portfolio Strategy, MDM,
IBM Canada*

C. Chales MacLennan

CIO, Citizenship & Immigration Canada

Christopher MacKenzie

*Director of Customer Relations,
Rogers Communications*

Andrea Pelosi

Director of SAP MDM, Nortel

Robert S. Seiner

*President & Principal, KIK Consulting &
Educational Services, LLC & Publisher,
The Data Administration Newsletter, LLC*

David Templeton

*Enterprise Data Management,
Royal Bank of Canada*

Charles Thompson

Director - Commercial EDW, Bell Canada

Andrew Wnek

CIO, Canadian Tyre

PRE-CONFERENCE WORKSHOPS*

CDI, MDM & DATA GOVERNANCE BOOT CAMP:
Everything You Always Wanted to Know
But Were Afraid to Ask ...

**DATA GOVERNANCE & DATA
STEWARDSHIP WORKSHOP:**
A Non-Invasive Approach

*for an additional fee.

CONFERENCE AT-A-GLANCE
*Speakers and sessions subject to change.

SUMMIT GENERAL SESSIONS

SUMMIT KEYNOTE:

Milestones on the MDM Road Map for 2008-09

BEST PRACTICES:

The Evolution of MDM

BEST PRACTICES:

Defining the Business Case for an Investment in CDI-MDM

BEST PRACTICES:

Competing on Analytics via CDI-MDM

EXPERT TESTIMONY:

Technical Evaluation Criteria & Field Reports on
Major Solutions

PANEL:

The Role of Data Governance in a Successful
CDI-MDM Initiative

PANEL:

Managing Master Data in the Global Enterprise

EXPERT TESTIMONY:

Kickstarting the CDI-MDM Data Governance Process

EXPERT TESTIMONY:

Avoiding the Systems Integrator Money Pit

CONFERENCE SPONSORS

To find out how to customize a sponsorship/exhibit package which is most appropriate to your business, please contact Tony Carrini at 212-803-8547 or anthony.carrini@sourcemedia.com.





MDM Canada 20 SUMMIT 08

**Register Today
for Our Best Rates!**

FEBRUARY 4-5, 2008
HOLIDAY INN ON KING
TORONTO, ONTARIO

Payments

Please make checks payable to SourceMedia, Inc. C&E and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all breakfasts, lunches, refreshment breaks, receptions and a copy of the conference workbook. Full Payment must be received 14 days prior to the event.

Disclaimers

We reserve the right to change or replace speakers without notice.

Substitutions and Cancellations

Substitutions may be sent at any time. All cancellations must be received in writing at least 14 days prior to the event in order to receive a refund or letter of credit. All refunds are subject to a \$250 administration fee. No refunds or letters of credit are available later than 14 days prior to the event.

Hotel Accommodations

SourceMedia has secured a block of rooms at a special discounted rate. Be sure to mention that you are a SourceMedia event participant. Rooms will be available on a first come first serve basis. Please make your reservations by January 4, 2008.

Hotel Info

Address: Holiday Inn on King
370 King Street West
Toronto, Ontario M5V 1J9
Phone: 416-599-4000
Web: www.hiok.com
Room Rate: \$145 CAD single/double
Reservation Code: QSRG9
Attire: Business Casual

The hotel rate is subject to applicable state and local taxes, plus a \$0.25 tourism tax per night.

Ground Transportation

Receive a 5% discount from Boston Coach as a SourceMedia, Inc. event participant. Call 800-672-7676. Mention account #31695. Reservations must be made in advance. Please call for pricing and reservations.

2 QUICK WAYS TO REGISTER

- **Web:** www.sourcemediaconferences.com/MDMCanada
- **Call:** 1-800-803-3434

REGISTRATION RATES

	Early Bird 1 Expires: 1/18/08	Early Bird 2 Expires: 2/1/08	Standard
<input type="checkbox"/> Workshop 1: CDI, MDM and Data Governance Boot Camp	\$449 CAD	\$449 CAD	\$449 CAD
<input type="checkbox"/> Workshop 2: Data Stewardship & Data Governance: A Non-Invasive Approach	\$449 CAD	\$449 CAD	\$449 CAD
<input type="checkbox"/> Full Conference Only	\$695 CAD	\$795 CAD	\$995 CAD

Special Promotion for attendees only*

- Add \$199 CAD to your package and gain access to the CDI-MDM Summit - Fall 2007 sessions in mp3 format (includes powerpoints).*

*You must pay and attend the conference to receive the files. Please note, only sessions that have signed releases from speakers will be available.

SAVE THE DATE

MDM Summit Spring 2008

MARCH 30 - APRIL 1, 2008
HILTON SAN FRANCISCO
SAN FRANCISCO, CA

SourceMedia, Inc.
One State Street Plaza, 27th Floor
New York, NY 10004

Presorted
First Class
U.S. Postage
PAID
Bronx, NY
Permit No. 8898