

TDWI BI EXECUTIVE SUMMIT

February 22–24, 2010

Las Vegas | Caesars Palace

TAKING BI TO THE NEXT LEVEL

www.tdwi.org/LV2010/ES

Dedicated Program for BI Directors and BI Sponsors



TDWI BI EXECUTIVE SUMMIT

February 22–24, 2010 | Las Vegas

Co-located with the
TDWI World Conference



Learn to take
business
intelligence to
the next level.

TAKING BI TO THE NEXT LEVEL

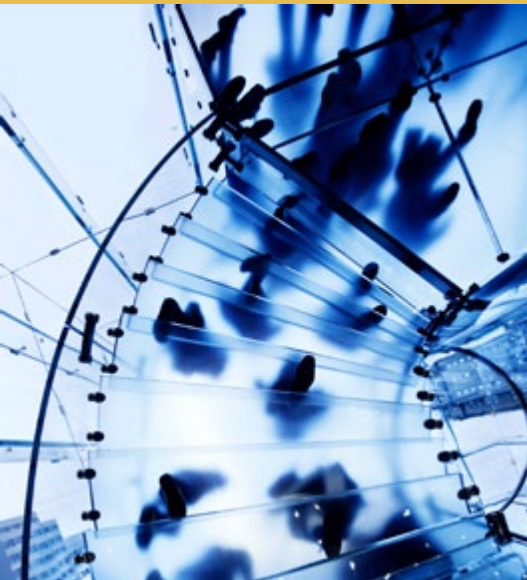
With business needs and expectations higher than ever, having a data warehouse simply isn't enough anymore. **It's time to take your BI program to the next level, and at TDWI's BI Executive Summit in February, we'll show you how.**

You will learn:

- How to move beyond simple reporting to in-depth analytics that deliver deep insights
- To use right-time data to drive the business and make timely decisions
- Best practices for laying a strong foundation in data quality and governance
- How to develop a well-designed BI road map with buy-in from senior executives
- How to transform the data warehouse into a strategic resource
- How to analyze social media and discover what customers are saying about your brand
- Future trends and technologies that will dominate the BI landscape in the next three to five years

FOR MORE INFORMATION OR TO REGISTER:

www.tdwi.org/LV2010/ES



Transform your
data warehouse
into a strategic
resource.

What a TDWI BI Executive Summit Offers You

A unique and interactive peer knowledge-sharing event focused on business intelligence, performance management, and data warehousing. The TDWI BI Executive Summit is specifically developed for BI directors and sponsors like you who own, shape, and influence their organizations' BI/DW initiatives. All attendees must qualify to attend. You can preview the qualification questions at www.tdwi.org/LV2010/ES/qualify.

Multiple opportunities to meet peers. Since BI professionals learn best by talking directly with each other, the Summit unites BI executives from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as thought leaders in the BI industry who can address your most challenging questions and issues.

Valuable strategies, techniques, and tools. Workshops, case studies, panels, and networking opportunities are designed to give you a comprehensive understanding of the challenges BI executives face and solid methods for overcoming them in a rapidly changing business environment.

Las Vegas Summit Features

- A special focus on taking BI to the next level
- More than a dozen BI practitioners speaking about best practices in BI, data governance, and performance management
- Workshops that will help you apply your BI knowledge in small group settings
- Case studies where you can learn from your peers
- Peer networking tables where you can meet other senior BI professionals who share your interests
- A Monday night reception designed to cement your bonds with other senior BI professionals
- A "Future of BI" panel where you'll hear what industry experts see when they gaze into the BI crystal ball

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TDWI BI Executive Summit Agenda

MONDAY, FEBRUARY 22

8:00 a.m.	TDWI WORLD CONFERENCE KEYNOTE Buytendijk on Strategy, Decision Making, and Business Intelligence • Frank Buytendijk, Vice President and Fellow, Enterprise Performance Management, Oracle Corporation
9:00 a.m.	BI Market Trends: Driving Success Through Analysis and Action • Wayne Eckerson, Director, TDWI Research
10:00 a.m.	BREAK
10:30 a.m.	CASE STUDIES: Beyond Reporting: Exploiting Analytics to Drive Business Operations with Actionable Information • Rozalind Kitt, DW Manager, Spokane Teachers Credit Union • Suman Sharma, IT Leader of BI, GE Rail Service • Sameer Gaur, Senior Vice President of Operations, GE Rail Service
11:45 a.m.	SPONSOR SPEED DATING: Short presentations on key topics in BI and DW
12:00 p.m.	PEER NETWORKING LUNCH
2:00 p.m.	WORKSHOP: BI on a Limited Budget • Jonathan Retano, Associate Director BI & DW, Impax Laboratories, Inc.
3:30 p.m.	BREAK
4:00 p.m.	The Ten Habits of Highly Effective Data Quality Leaders • Thomas Redman, the "Data Doc," Navesink Consulting Group
4:45 p.m.	PANEL: Best Practices in Data Governance and Data Quality • Philip Russom, Senior Manager, TDWI Research • Various panelists
5:30 p.m.	EVENING NETWORKING RECEPTION

TUESDAY, FEBRUARY 23

8:00 a.m.	Building (or Rebuilding) Your BI Strategy • Jill Dyché, Partner, Baseline Consulting
9:00 a.m.	PANEL: Management Strategies for Delivering Effective BI Solutions • Various panelists
9:45 a.m.	BREAK
10:15 a.m.	BI-Based Organizations: The New Requirement for Competing in the Marketplace • Hugh Watson, Professor of MIS, Terry College of Business, University of Georgia
10:30 a.m.	CASE STUDY: Making Money with Cloud-Based Dashboards • Shawn Spott, Vice President, Marketing Research and Strategic Analysis, RBC Wealth Management
11:00 a.m.	CASE STUDY: Delivering Real-Time Insights to Customers • Jonathan Levine, Co-President/CTO, LinkShare Corp. • David Ramos, Director of BI and Analytics, LinkShare Corp.
12:00 p.m.	PEER NETWORKING LUNCH
2:00 p.m.	ROLE-BASED WORKSHOP: Roundtables
4:00 p.m.	Social Intelligence: Analyzing Customer Behavior Using Social Media • Bill Baker, CTO, Visible Technologies
4:45 p.m.	The Keys to Creating a Successful Analytics Strategy • Aldo Mancini, Global Head of Data Intelligence, Synovat
5:30 p.m.	TDWI WORLD CONFERENCE EXHIBIT HALL RECEPTION

WEDNESDAY, FEBRUARY 24

8:00 a.m.	Data Warehousing on a Thumb Drive... and Other Reflections on the State of the BI Industry • Mark Madsen, Principal, Third Nature
9:00 a.m.	BREAK
9:15 a.m.	PANEL: The Future of BI • Sponsor representatives
11:15 a.m.	Summit Close
11:15 a.m.	TDWI WORLD CONFERENCE EXHIBIT HALL LUNCH



Move beyond reporting to in-depth analytics.

Stay on top of the latest technologies in BI and DW

Your BI Executive Summit registration includes access to the TDWI World Conference Exhibit Hall, where the leading providers of hardware, software, and services for BI, data warehousing, and related technologies will be demonstrating their latest solutions. Time will be set aside for you to visit these solution providers without missing any BI Executive Summit sessions.

FOR MORE INFORMATION OR TO REGISTER:

www.tdwi.org/LV2010/ES

Pre- and Post-Summit Courses

Enhance your BI Executive Summit experience by also registering for full- and half-day courses at the TDWI World Conference. Below are some recommended courses that complement the Summit. Visit www.tdwi.org/LV2010 for more information.

PRE-SUMMIT, SUNDAY, FEBRUARY 21

COURSE #	COURSE TITLE/INSTRUCTOR	TIME
S1	TDWI Data Warehousing Concepts and Principles: An Introduction to the Field of Data Warehousing <i>Mark Peco</i>	9:00 a.m.-5:00 p.m.
S2	TDWI Business Intelligence Fundamentals: From Data Warehousing to Business Impact <i>Todd Saunders</i>	9:00 a.m.-5:00 p.m.
S3	BI from Both Sides: Aligning Business and IT <i>Jill Dyché</i>	9:00 a.m.-5:00 p.m.
S4A	How Healthy is Your BI Environment? Assessing Its Strengths and Weaknesses <i>Claudia Imhoff</i>	9:00 a.m.-12:15 p.m.
S4P	The Information Worker in the 21st Century <i>Claudia Imhoff & Colin White</i>	1:45-5:00 p.m.
S5P	Performance Dashboards: Measuring, Monitoring, and Managing Your Business <i>Wayne Eckerson</i>	1:45-5:00 p.m.

POST-SUMMIT, THURSDAY, FEBRUARY 25

COURSE #	COURSE TITLE	TIME
TH4	The BI Pathway Approach: Delivering BI for Business Value <i>Nancy Williams</i>	9:00 a.m.-5:00 p.m.
TH6	Workshop: How to Build and Implement Effective Data Governance and Data Stewardship Programs <i>Robert S. Seiner</i>	9:00 a.m.-5:00 p.m.
TH7A	Predictive Analytics: A Business Perspective <i>Thomas A. Rathburn</i>	9:00 a.m.-12:15 p.m.

Bring Your Team to TDWI

You can bring your entire BI team with you, because the TDWI BI Executive Summit is co-located with the world-renowned TDWI World Conference. While you strengthen connections with your peers at other companies, your team members can attend several of our training courses that run the entire week. Then you and your team can catch up in the evenings to compare notes and share in some fun by attending the TDWI Exhibit Hall and hospitality suites. Geographically distributed teams often use the TDWI BI Executive Summit and TDWI World Conference as an opportunity to get together, plan, and build team spirit. Some also arrange for TDWI Research staff or faculty members to deliver presentations to their teams or facilitate group discussions. Contact Wayne Eckerson at weckerson@tdwi.org for more details.

LIMITED TIME
SPECIAL OFFER

BEST RATE

Register by Jan. 8 and
SAVE 25% off the regular
registration fee.
Use priority code:
25LV103

REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

- 1. Online:** www.tdwi.org/LV2010/ES/register
- 2. Phone:** **800.280.6218** or **541.346.3537**
(M-F, 8:00 a.m.-5:00 p.m. PT)
- 3. Submit this form**
Fax: 541.346.3545 or 541.346.3509
Mail: TDWI BI Executive Summit—Las Vegas 2010 Registration,
1277 University of Oregon, Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT YOUR INFORMATION

PRIORITY CODE: 25LV103

LAST NAME

FIRST NAME FOR ATTENDEE BADGE

TITLE

COMPANY OR INSTITUTION

DEPARTMENT

INDUSTRY

MAILING ADDRESS

CITY

STATE

ZIP

COUNTRY

TELEPHONE

E-MAIL—REQUIRED! (Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates (available through Friday, January 22, 2010) for Summit attendees at Caesars Palace. Discounted rates are also available for air travel and car rental. Visit www.tdwi.org/LV2010/ES/hotel for more details.

FOR MORE INFORMATION OR TO REGISTER:

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CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI BI Executive Summit sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall.

Pricing also includes complimentary TDWI Membership. Current TDWI Members get a \$275 discount off the Summit price (in lieu of complimentary Membership).

REGISTRATION FEES

PRIORITY CODE: 25LV103

<input type="checkbox"/> BEST RATE (Through January 8, 2010)	\$1,651
<input type="checkbox"/> EARLY REGISTRATION (January 9–January 29, 2010)	\$2,025
<input type="checkbox"/> REGULAR REGISTRATION (January 30–February 19, 2010)	\$2,201

FEE FROM TABLE ABOVE \$ _____

CURRENT MEMBER DISCOUNT (Deduct \$275 from above) - \$ _____
Membership status will be validated when your registration is processed

TEAM DISCOUNT (Deduct 10% from above) - \$ _____
For 3 or more people from the same company registering at the same time

LATE FEE (After February 19, 2010—add \$50) + \$ _____

> TOTAL FEE = \$ _____

Check Enclosed (payable to TDWI)

Purchase Order # _____

Credit Card: AMEX Diners Club Discover Card MasterCard VISA

NUMBER EXPIRATION DATE CVV2 (number on back of card)

YOUR SIGNATURE FOR CREDIT CARD

CREDIT CARD BILLING ADDRESS (REQUIRED)

SUMMIT QUESTIONS?

Phone: 425.277.9181

E-mail: education@tdwi.org

REGISTRATION QUESTIONS?

Phone: 800.280.6218 or

541.346.3537 (M-F, 8:00 a.m.–5:00 p.m. PT)

E-mail: tdwireg@continue.uoregon.edu

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