

WHO: DAMA Members and Information Management Professionals:

WHAT: Information Quality Conference 2005

Special 7.5% discount (\$37-\$127) to a most important event, the Information Quality Conference 2005 organized by Information Impact Int'l in partnership with the International Association for Information and Data Quality (IAIDQ). This is the 17th IQ Conference for Practitioners and Business. Register by August 5 and get the early bird discount as well. DAMA International has endorsed the conference and arranged for this special discount. To see the IQ Conference program:

http://www.infoimpact.com/body/IQConf_2005_Houston/conf2005.html

WHEN: September 19-23, 2005

WHERE: Hyatt Regency Downtown, Houston, Texas

WHY:

- Reduced costs of Information Scrap and Rework
- Increased Customer Satisfaction
- Increased Business and Systems Productivity
- Increased Profits and Shareholder Value

Only *some* of the benefits achieved by leading-edge organizations as a result of their maturing *Information Quality Management* functions. Come hear their successes and the techniques they apply.

Featured Speakers:

- **Dr. Joyce Orsini**, the world's leading expert on W. Edwards Deming and his quality and management methods that transformed the economy of the Industrial Age. (The same will happen in the Information Age.)
- **David Marco**, expert in Meta Data describes Information Resource data's role in IQ.
- **David Walker**, CIO, Aera Energy, describes how they became world class in IQ management.
- **Maria Villar**, VP, IBM, describes an executive perspective and how to get IQ on the "Executive Board Room Agenda."

You Learn:

- How to implement or enhance your IQ function
- How to measure the costs of poor quality information and establish the business case for IQ management
- How to conduct a reliable IQ assessment
- How to improve and error-proof processes to prevent data defects and the high costs of information scrap & rework
- How to increase the success of data warehouse and business intelligence projects by implementing sound IQ principles
- How to define the leadership role for IQ management

Be a part of the *Information Quality* revolution—Not for Information Quality sake, *but for Business Quality sake!*

For more information or to register call Diane or Lori at 615-837-1211 or register at:
http://www.infoimpact.com/body/IQConf_2005_Houston/conf2005.html

Let's provide information management with quality to increase business effectiveness.

To a High IQ,

Larry English & Ben Reed
Conference Co-Chairs