

How to Build & Implement
"Non-Invasive" Data Governance® & Data Stewardship Programs
A 2-Day Seminar from Robert S. Seiner and KIK Consulting & Educational Services, LLC

How to Build & Implement "Non-Invasive" Data Governance® & Data Stewardship Programs

**Takeaways Includes a Proven Framework of Roles,
Tools, Templates & Models for Success**

2-Day Public Seminar
Thursday & Friday, January 24th & 25th, 2008
Sheraton Station Square Pittsburgh
Pittsburgh, Pennsylvania (USA)



KIK Consulting & Educational Services, LLC
Robert S. Seiner – President & Principal
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412.220.9643, Fax 9644



See inside for ...

Seminar Description
Seminar Agenda
Seminar Testimonials
Instructor Qualifications
Registration Form & Payment
Information Seminar Policy

Limited Seating Available! Register Today!

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SEMINAR DESCRIPTION

Who is the target audience:

Data Management Professionals & Business Data Managers

When will the Seminar take place:

Thursday & Friday, January 24 & 25, 2008

Where will the Seminar take place:

Sheraton Station Square, Pittsburgh, Pennsylvania (USA)

How will the Seminar be offered:

2-Days of Interactive Education With Robert S. Seiner

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

What else should be considered:

One-on-One Consultation Time Will Be Available With the Instructor

at No Additional Cost Based on Scheduling Availability.

Public, Private and Government entities and companies are finding it necessary to implement “Non-Invasive”® (and Non-Threatening) Data Governance programs to achieve regulatory compliance and strategic management of enterprise data. Many of these organizations are focusing on maximizing the value of data integration efforts (CDI, MDM, EDW, ERP, ...), improving data infrastructure, and improving data architecture as drivers behind implementing programs that are molded to fit their existing organization, culture and behavior.

Data Governance and Stewardship programs, applied to the existing organization and information resources of your organization (including Data, Master Data & Meta-Data) are implemented to improve the value you gain from your data assets. Governance and Data Stewardship programs focus on improving data quality, reducing data duplication, formalizing accountability for data, and improving business and IT productivity. A “Non-Invasive”® Data Governance Program will rapidly improve the ROI from data architecture, data quality, data warehousing and business intelligence efforts, application integration efforts, ERP, CRM, content and knowledge management, and EAI efforts.

Students of this class will learn how to implement effective Data Governance & Data Stewardship programs and how to immediately formulate a strategy & plan that will deliver measurable results with minimal investment.

Robert S. Seiner of KIK Consulting & Educational Services, LLC has been implementing successful data governance and data stewardship programs for more than twelve years and has been transferring “how-to” knowledge to corporate, government and education entities via consulting, consultative mentoring & education for more than ten years. A significant amount of the Seminar relates to Mr. Seiner’s experiences with many notable companies, government organizations and institutions of higher learning.

Mr. Seiner has offered this Seminar for corporate, government and education entities on site at their locations for many years and began providing the course in a public setting a few years ago due to overwhelming interest. By providing public classes, Mr. Seiner hopes to reach a broader audience and those companies that are interested in learning about successful stewardship & governance implementations but that don’t have the numbers of interested individuals to bring the Seminar on-site.

Space is limited to the first twenty five paid registrations. Register today!

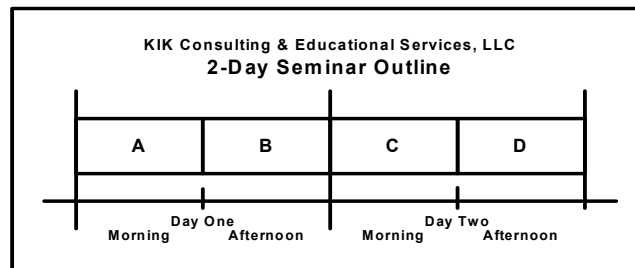
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FURTHER SEMINAR DESCRIPTION

- Price \$1175 if paid on or before December 17th, 2007
 \$1275 if paid after December 17th, 2007 and before January 24th, 2008.
 Prices include the 2 day Seminar, Seminar materials, breakfast and lunch both days
- Seminar Location: Sheraton Station Square Pittsburgh (A Starwood Hotel)
 300 W Station Square Dr · Pittsburgh, Pennsylvania 15219 · United States
 Mention “KIK Consulting” When Registering to Get Blocked Room Rate of \$124.00.
 Call the Sheraton directly for reservations at (412) 261-2000
 www.starwood.com/sheraton/index.html
- Schedule: Registration: Thursday, January 24th, 7:30 a.m. – 8:30 a.m.
 Seminar Day One: Thursday, January 24th, 8:30 a.m. – 4:30 p.m.
 Seminar Day Two: Friday, January 25th, 8:30 a.m. – 2:30 p.m.

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SEMINAR AGENDA – REVISED FOR JANUARY 2008



A. DAY ONE – MORNING – APPROXIMATELY 3 TO 3.5 HOURS

- Defining Data Governance and Data Stewardship Approaches (Non-Invasive, 3-D, 2x4, ...)
- Keeping Data Governance Practical in the Organizational Context
- Defining Data Governance & Data Stewardship, Key Concepts & Best Practices
- Building and/or Enhancing Data Governance Policy, Directives, Guidelines
- Framing/Selling a Data Governance/Stewardship Program in a Corporate Context
- Defining Data Governance/Stewardship Program Business and Technical Goals and Objectives
- Defining Measurements and Metrics of Data Governance/Stewardship Success

B. DAY ONE – AFTERNOON – APPROXIMATELY 3 TO 3.5 HOURS

- Defining Data Governance/Stewardship Program Critical Success Factors
- Contending with Organizational (In)Tolerance for Change
- Defining Data Stewardship Program Management Roles, Responsibilities, Time Commitments
- Defining Participating Data Steward Roles & Responsibilities, Time Commitments and Tasks
- Managing Data by Domains, Master Data and Subject Area
- Identifying Vs. Assigning Appropriate Data Stewards, Steward Criteria and Traits

C. DAY TWO – MORNING – APPROXIMATELY 3 TO 3.5 HOURS

- Developing Data Governance/Stewardship Tools, Work Flow, Process/Methodology Integration
- Work Flow & Process Integration Through Proactive and Reactive Data Governance
- Developing Conflict Resolution Paths – Design, Production, Usage Conflicts
- Developing Conceptual Meta-Models to Support Governance/Stewardship Programs
- Identifying Sources of Data Steward Meta-Data and Mapping to the Meta-Model
- Recording and Managing Data Stewardship Meta-Data
- Developing Data Stewardship Change Management Procedures and Notification

D. DAY TWO – AFTERNOON

- Implementing a Common Data Matrix, Data Governance Activity Matrix, DQ & Issue Log, ...
- Understanding Data Governance/Stewardship Beyond Structured Data
- Identifying the “Best” Place to Start a Data Governance/Stewardship Program (if necessary)
- Developing Next Steps/Action Plan to Build Data Governance/Stewardship Program
- Developing a Plan to Market Data Governance/Stewardship

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TESTIMONIALS FROM KIK SEMINAR ATTENDEES

From people who have attended the Seminar in 2004, 2005, 2006, 2007:

- “I found the course to be very straight forward and presented in a format I can take back and apply at my organization.”
- “Well worth the investment in time and cost. The workbook is a valuable resource for applying in different environments.”
- “The format is very effective – a great combination of presentation and workbook / template.”
- “This course offered a hands-on approach to handling data within our organization. We had many opportunities to explore our own constraints in solving data issues.”
- “The presentation and workbook materials are invaluable. They will greatly assist us as we begin our stewardship and governance program.”
- “Thanks Bob. This course will be extremely valuable to my immediate success in my job. Kudos.”
- “Very relevant – Good materials and discussion. Great hotel facilities and location.”
- “This was a good class. Thanks.”
- “Course materials are awesome.”
- “I would like to have a similar exercise with only our staff so all discussion could be specific to our needs. We’ll be in touch.”
- “The course materials were very good. I will utilize the workbook as a guide as I plan for and go through the various phases of the governance and stewardship project execution.”
- “I would recommend the course to anyone who is managing or will manage a governance / stewardship initiative.”

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INSTRUCTOR QUALIFICATIONS



Robert S. (Bob) Seiner is well recognized and respected in the information asset management industry (covering data, content, and knowledge management) for his tremendous commitment to collecting, recording and sharing information about successful practices. Mr. Seiner is the President and Principal Consultant of KIK Consulting & Educational Services, LLC, an information management consulting firm that focuses on cost-effective / practical solutions & education in data and meta-data management, data governance and stewardship programs, content and knowledge management solutions. Mr. Seiner has maintained a focus on knowledge transfer throughout his twenty year career, through his popular internet publication The Data Administration Newsletter, LLC – TDAN.com, and through more than ten years of conference speaking and hosting workshops.

The bullets below represent a portion of the consulting & educational qualifications and mentoring capabilities of Mr. Seiner.

- Mr. Seiner has more than twenty years of experience in the helping companies to solve business and technical problems with data, meta-data, content & knowledge management solutions.
- Mr. Seiner has consulted with and educated (on-site) many notable organizations including Walt Disney World, CISCO Systems, Michigan State University, Philips Medical Systems, The Mayo Clinic, SunTrust Banks, Blue Cross Blue Shield, Philips Medical Systems, Lockheed Martin & the CIA, United States Air Force, University of North Carolina at Greensboro, Yellow Book (UK), GMAC-RFC, Wachovia, Nationwide, States of California, Florida & Pennsylvania, Bank of Tokyo, JP Morgan Chase, Boeing, Arbitron, Principal Financial, Rockwell Collins, Acuity Specialty Products, PNC Bank, ... many others.
- Mr. Seiner has presented or held workshops at major industry conferences/events in Anaheim, Atlanta, Atlantic City, Boston, Chicago, Dallas, Las Vegas, Los Angeles, New Orleans, New York City, Orlando, Phoenix, Pittsburgh, San Antonio, San Diego, Seattle, St. Louis, Wash. D.C., ... more.
- Mr. Seiner was awarded the 2007 DAMA International Professional Award for significant and demonstrable contributions in the areas of data resource management and information resource management.
- Mr. Seiner has directed a top 100 IT consulting firm's business intelligence & knowledge management practice while being actively engaged with clients as a consultant and educator.
- Mr. Seiner has authored and published dozens of articles in major IT journals including Data Management Review (DMR) magazine, The Data Warehousing Institute's Journal of Data Warehousing, DBazine, TDAN.com, Real World Decision Support magazine, ... others.
- In 2003/4/5/6/7, Mr. Seiner has been invited to judge several prestigious industry awards including the Wilshire Award for Meta-Data Best Practices, The Data Warehousing Institute's Best Practice Award, and the DM Review Best Practices Award.
- Mr. Seiner is the publisher of a highly successful electronic publication that focuses on sharing knowledge of best practices in the management of all information assets. The Data Administration Newsletter (TDAN.com) celebrated its 10th anniversary in July of 2007 and attracts close to 150k visitors every month. TDAN.com has been awarded "Best on Web" and "Editor's Choice" honors by the likes of AOL, Netscape, @brint.com, datawarehouse.com, searchdatabase.com, Emerald, ... others.

For more information about Mr. Seiner, KIK Consulting & Educational Services, TDAN.com, and to design a consultative mentoring program specifically to meet your company's needs, please visit Mr. Seiner's web-sites locate at www.kikconsulting.com and www.tdan.com. Mr. Seiner can be contacted at 412-220-9643, Fax 412-220-9644, or rseiner@kikconsulting.com. References furnished upon request.

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REGISTRATION FORM & PAYMENT INFORMATION

Course Rate: **\$1175.00 if paid on or before December 17th, 2007**
\$1275.00 if paid after December 17th and before January 24th, 2008

Make Checks Payable to: KIK Consulting & Educational Services, LLC
Card Method of Payment: Visa or MasterCard – Please Circle One
Cardholder Name:
Credit Card Number:
Card Expire Date MM/YY: Card Code (last 3 digits on back of the card)
U.S. attendees paying by credit card, please enter the credit card **billing zip code**:
How did you hear of the public Seminar?

Please note: If you are registering someone other than yourself, please enter your information.

Name:
Attendee Name (if different):
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Billing City:
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Phone:
Fax:
E-mail:

Please sign the acknowledgement: I have read and understand the attached Seminar policy.

Please Sign and Print Name Here

Make payment to KIK Consulting & Educational Services, LLC. Your Seminar registration confirmation with invoice or credit card receipt will be sent via email within 5 business days.

KIK Consulting & Educational Services, LLC – KIKconsulting.com
Post Office Box 112571
Pittsburgh, Pennsylvania 15241
Tel. 412-220-9643, Fax 412-220-9644 (Private Fax)
Email: rseiner@kikconsulting.com

To Register Right Now
Please Fax or Call With Your Information!
Space is Limited to the First 25 Registrants.

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**KIK CONSULTING & EDUCATIONAL SERVICES, LLC
SEMINAR POLICY**

AVAILABILITY: KIK Consulting & Educational Services, LLC limits the number of participants at its events to twenty-five. Seating is not crowded and consultation & mentoring between participants is highly encouraged. Private consultation, arranged in advance, can be scheduled in a separate room prior to or after the Seminar days, depending on availability.

PAYMENT POLICY: All registration fees must be paid in US Dollars. Full payment must be made prior to attendance at the seminar. It is policy that only U.S. government employees may submit training authorization forms in lieu of pre-payment. The Tax ID Number that you should use is 26-0095878.

CONFIRMATION: Your registration confirmation will be sent via email within 5 business days of registration. All registrations received at least 5 days prior to the first day of the seminar will be confirmed by email, along with a credit card receipt if requested. Registrations received after that date will not necessarily be confirmed by email; in this case you may pick up your receipt at the seminar or request the receipt via email. Seminar materials will be available for pick up on site.

CANCELLATION POLICY: Should you need to cancel for any reason, you must notify us in writing and it must be postmarked or received within the time frames defined in this paragraph. Substitutions may be made at any time. Cancellations received less than 38 days prior to the first day of the seminar (*or December 17th, 2007*) will be subject to a \$500 cancellation charge. Cancellations received less than 2 weeks prior to the first day of the seminar (*or January 10, 2008*) will not be entitled to a refund of any kind. Confirmed registrants who do not attend and do not cancel are liable for the entire registration fee. Please note: Non-payment does not constitute cancellation.

SPECIAL NEEDS: KIK Consulting & Educational Services, LLC & the Seminar Location support the Americans with Disabilities Act. If you require special assistance, please call 412-220-9643.

SCHEDULE: Every effort will be made to keep the schedule exactly as shown in this brochure, however if the situation requires, KIK reserves the right to make changes and substitutions as needed.

SOLICITATION: Solicitation at the event by anyone other than sponsors is strictly prohibited.

**If you have questions or need assistance, please call 412-220-9643
or email rseiner@tdan.com.**