

11-13 April 2011, London

Fee £1445 + VAT

Group Booking & Series Discounts Available

Data Management Series

Data Modelling Fundamentals
1-2 March 2011, London
20-21 September 2011, London

Data Modelling Masterclass
3-4 March 2011, London
22-23 September 2011, London

Information Process Quality Improvement
11-13 April 2011, London

New Technologies and Architectures for Data Warehousing and Business Intelligence
14-15 April 2011, London

Series Discounts

Attend more than one seminar in this series and you will be entitled to the following discounts:

2nd course	10%
3rd course	15%
4th course	20%

Group Booking Discounts

20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Series Discount or any other discount.

"Extremely knowledgeable on topic and explains it really well."

Ann Brigdale, Data Quality Lead Specialist, Nationwide Building Society

"Great energy and enthusiasm - never flagged."

Rachel Ware, Quality Analyst, Reuter's Data

"Excellent content, relevant, clear and well delivered. Knows his subject matter inside out."

Darrel Green, Asset Catalogue Manager, Infracore BCV

Presenter



Mr. English is an internationally recognised speaker, educator, author and consultant in knowledge

management and information quality improvement.

Mr. English has developed the TIQM Quality System applying Kaizen quality principles to information quality management. He chairs Information Quality Conferences around the world. He is a co-founder of the International Association for Information and Data Quality (IAIDQ).

In-House Training

For an in-house presentation of this or any other IRM UK seminar, please contact us on:
T: +44 (0)20 8866 8366
E: customerservice@irmuk.co.uk

Information Process Quality Improvement

Best Practices for Business Information Quality and Business Performance Excellence

Larry English

Overview

Poor information quality costs organizations 20-35% of operating revenue in process failure and "information scrap and rework" in direct costs with missed opportunity costs often greater.

This seminar describes quality principles applied to business and systems processes to achieve effective business performance. It provides guidelines for implementing an effective IQ environment.

Learning Objectives

- Define Information Quality and Information Quality Management and Quality Principles
- Describe categories of information quality tools and how to use them effectively
- Learn how to measure information definition and content quality
- Understand how to measure costs of poor quality information and ROI of process improvements
- Conduct an information quality process improvement initiative to minimize costs of Information Scrap and Rework
- Describe how to organize and manage an information quality environment

Seminar & Workshop Outline

Defining Information Quality (IQ)

- Quality and information quality
- Customer satisfaction as business driver
- Dispelling myths about IQ

Applying Quality Principles to Information

- The information product
- Kaizen, TQM and business excellence principles
- Identifying information "customers"
- Customer "expectations" of their information products
- The TIQM® Quality System Overview

Information Quality Tools and Processes

- Categories of IQ tools
- Architecture of IQ tools in the TIQM process

Assessing Information Product Specifications and Information Architecture Quality

- Data definition quality characteristics
- Three categories of data definition quality assessment
- QFD: Designing quality into Information Models and Database Design
- Measuring data definition quality

Assessing Information Quality

- Critical to Quality (CTQ) Information Quality Characteristics
- Applying Statistical Quality Control (SQC) to Information processes

Measuring the Costs of Poor Quality Information and the ROI of Information Process

- Measuring Costs of Poor Quality Information Management Processes
- Calculating Costs of Poor Quality Information
- Calculating Customer Lifetime Value as a measure of Information Value

Improving Information Process Quality: Data Defect Prevention

- The Plan-Do-Check-Act cycle for information process improvement
- Root cause analysis using cause and effect diagrams
- From quality assurance to continuous quality

Minimizing Costs of Information Scrap and Rework

- Principles of data correction control
- Minimizing costs of data transformation and movement

Implementing and Sustaining an Information Quality Improvement Environment

- Deming's fourteen points of quality applied to information
- Organizing and facilitating culture change for information quality

Audience

- Information Quality Team
- Data Management
- Data Warehouse
- IT Management
- Quality Management
- Systems Analysts
- Information Stewards
- Business personnel who require quality information
- Internal and EDP auditors

Special Features

- Free copy of Mr. English's new Information Quality Applied book
- Lecture with exercises and interchange to reinforce the concepts
- Video: How to conduct Kaizen process improvements

TIQM Certification

The TIQM Certification Programme is currently being offered on-site. It requires a minimum of 11-13 days of in-depth training by Larry English in the processes of TIQM coupled with Practicum projects in each required TIQM process. E-mail jeanette.hall@irmuk.co.uk for further information.

Registration Information

Registration Fees:

Full payment or a purchase order is due prior to the event.

Payment may be made in Sterling (£) or Euros (€). If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT* (17.5%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

*As from 1st January 2011 VAT rate increase to 20%

GROUP DISCOUNTS: 20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Series Discount or any other discount.

The registration fee includes the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

Non-UK Delegates: Please check with your local tax authorities.

Cancellation Liability: In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

Cancellation Policy: Cancellations must be received in writing at least two weeks before the commencement of the event and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the event date will be liable for the full fee. Substitutions can be made at any time.

Hotel Accommodation and Seminar Venue Details

IRM UK in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

Email: info@jpetem.com **www.jpetem.com**

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Alternatively, you may book directly at the relevant hotels

Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event
12.30 – 13.30 Lunch 13.30 – 17.00 Event

Mailing Information

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

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