



## Data & Security Connect Conference

This executive, leadership and practitioner learning event features a series of compact, highly focused data- and security-oriented sessions presented by thought leaders in strategy, transformation, governance, enterprise architecture, portfolio management, organizational change management, and leadership. Stimulating ideas, observations on industry practices, success stories from perspectives practitioners, and open dialogue among presenters and attendees will provide valuable that can be immediately applied to their organizations.

**DMC Management Conferences:** Since 2015 DMC has mindfully created the perfect opportunity for learning, networking, and leveraging undiscovered possibilities. Launched during Alberta’s deepest recession in memory, DMC’s philosophy of **‘Learn, Connect, Succeed’** is rooted deeply in giving back to our peers in the business and technology community through the creation of value-focused opportunities and economic benefits for Canada’s ICT industry. DMC engages the best and brightest professionals, providing a rich opportunity to connect, network and learn with others who have invested their current and future careers in our industry.

**DMC Event – Format/Schedule:** DMC’s competency-building events focus on the pragmatic and realistic application of good practice, informed with immediately applicable knowledge, information outcomes and advice. DMC’s events are not user conferences.

**“Here, you learn how to structure, organize, and leverage the best out of your People, Process, Technology and Data.”**

**Wade Walker, Chairman**

DMC delivers an engagement platform to network and learn how to do the stuff your organization needs to achieve their strategic imperatives, objectives, and goals. This is accomplished through providing content and information tempered with the depth and breadth of the speaker’s subject matter expertise in the delivery of ICT Business strategy, structures, and solutions to Fortune 1000 organizations worldwide. From conference speaker sessions to the workshops, DMC’s events provide impromptu learning exercises between sessions, thus building relationships and conversation that can be had over lunch, at the group tables or post-event in 1:1 engagement. These learning events do not deep dive into the technical architecture of code libraries, hype, and jargon.

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**World Class Leaders & Speakers. Learn. Connect. Succeed.**

DMC Data Management Conference (“DMC”) is an Intelligent Data Management Ltd. company based in Alberta, Canada.

IQ Management Inc. is an Alberta company, in partnership with DMC Data Management Conference.

Event Dates: June 1-3, 2023 Calgary, Alberta Canada

Register to Attend here: <https://dmc-conf.com/events.html> Corporate Sponsorship [Michele@verifico.ca](mailto:Michele@verifico.ca) or Call +1-587-500-0487



## Data & Security Connect Conference

### Three-day Intensive Learning Event

Two days of Conference proceedings featuring thought leadership sessions, prominent speakers, interactive exercises, and discussions plus an additional day of hands-on workshops, providing opportunities for such things as:

- Personal and professional development, and visioning
- Understanding processes and methodologies through immersive experiential learning
- Experimentation and execution via guided case studies and scenarios on software, and
- Learning and becoming professionally accredited through an internationally recognized Certification body.

**Learn:** Few professional conferences and industry events provide the same level of value for the intellect and professional equity as those presented by DMC. Through a fortunate association with an impressive network of internationally, nationally, and locally recognized industry experts, DMC hosts speakers of a calibre that normally would not be seen at a Canadian conference. Of course, the value is that when you attend a DMC event, you are learning from the leaders in our industry – often from the leading expert in the field, or the person who invented it.

**Connect:** DMC's events provide the opportunity to connect and mingle with industry leaders, luminaries, influencers, and peers. Few experiences are more valuable than connecting with and having open and informal discussions with some of the industry's best minds about challenges you and your team are facing regarding opportunities that can be seized today or emerging advancements within the industry. DMC gets this, and we value the same things – ***DMC's leaders are themselves practitioners in the data and technology industry, and are participants in the learning, connecting, and developing.***

**Succeed:** Leaders and technology professionals craft your future by putting yourself front and centre in a network of like-minded professionals.

- Improve the people, process and decision-making dynamic between your business and IT organization, as well as between groups within IT.
- Create a new working environment without boundaries where teams of specialists, whether business or technology, combine to produce a multiplier business result.
- Make new connections and learn new techniques and best practices while opening new doors to your professional future.

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## Audience

Relevant to any business or technology leader and those aspiring to those roles that are responsible for strategy development, portfolio management, enterprise architecture, steering multiple transformational initiatives, creating policy, defining governance processes, integrating, enriching, and protecting their organization's data assets and those generally interested in creating a highly dynamic and productive relationship between business-side and technology organizations.

- Leaders and Technology professionals that want to arm themselves with skills and knowledge that can be infused in their professional and personal work with thought leadership, strategy, and best practices. Leaders looking to build their professional capital and create opportunities for value creation and advancement through refined and applicable life-long learning.

## Messages

- Increasingly data is stepping out from behind the wall of technology to take its rightful place as a business asset with tangible value, which needs to be managed, maintained, and ethically leveraged to maximize value
- "IT" is the acronym for Information Technology. However, the time has come to separate the "I" and "T" and recognize Data as one of the most valuable assets almost any organization owns. As an asset from which repeatable and near unlimited potential can be realized, it merits continuous investment in its care and feeding, as would any other capital asset to ensure it is in a state to be fully leveraged.
- Many organizations continue to suffer from a legacy of excessive use of technical jargon and 'bafflegab' which has in the past only served to alienate business partners, resulting in the chasm that persists between business and technology. The organization's data asset can serve as the bridge and a point of collaboration between equals upon which a story of repeatable and magnified value can be built.

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- The Business/IT relationship is more intimate and immediate today than it has ever been before because more and more business models are heavily dependent on, if not fully realized through, information systems. Many modern organizations now fully embrace the notion that they are in the business of information.
- The perception of the IT shop as an “order taker” is neither successful nor sustaining. A higher-order strategic partnership is necessary for an organization to achieve its long-term potential.
- Get ready: GDPR-style privacy legislation is coming to a province near you, with associated crushing penalties for non-compliance. Quebec’s recent adoption of Law 25 is causing shock waves today in companies in neighbouring provinces that are struggling to comply within deadlines. With Federal and Provincial governments across Canada actively exploring adoption, this your organization may be facing this reality very soon. Is your organization ready? Is there a plan? Learn from engaging conversations with peers and industry experts how to mitigate and prepare.
- The business/IT relationship is often strained by politics, battles over funding, fiefdoms, and other perspectives that fragment rather than unite the organization. Openly discuss the opportunities that can be realized through new internal partnership, collaboration and adoption of lexicon and practices to manage data as among your organization’s most valuable assets.
- Inadequate assessment of risks and costs associated with violating standards and cutting corners in the interest of short-term delivery to satisfy business demand coupled with infighting in pursuit of the “best” solution serves to amplify existing barriers to execute effectively. This is referred to as “Data debt”, a concept similar to “Technical debt”. An unfortunate reality is that until organizations become disciplined in their approach to manage, protect, enrich, and measure their data as among the most valuable business assets they own, mounting Data Debt is expected to continue.
- Flexible and agile enterprise architectures are the hallmark of modern IT environments and should be the primary design point. Concepts such as service orientation, virtualization, modular implementations, and the selection of core foundational components define the modern IT and business environment.

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- The opportunity for Business Architecture must become fully owned by business personnel. As a partnership between business and IT personnel, enterprise architecture can become a sustaining strategic leadership discipline in the organization.
- Everything must be driven by Value and Efficiency. It is no longer enough just to discover and address existing inefficiencies, the future must be about “architecting for efficiency” from the start, as a first principle.
- There is real data around data program integration. Ninety-two percent (92%) of executives say integrating data driven decision making into their corporations has been very hard to accomplish. Therefore, leadership skills focussed on data-centric initiatives must be nurtured, as ninety-eight percent (98%) of companies are investing in big-data and artificial intelligence projects today.  
SOURCE: mZippia: By Abby McCain Jan. 16, 2023
- Every organization is a complex series of compromises. Leaders must know how and when to make those compromises in the best interest of the enterprise and employ modern processes, mitigation practices and decision-making structures to ensure that it works in practice.
- The battle for control between IT and the business is an unnecessary and harmful distraction. Whether driven by business perceptions of poor performance by IT, reckless and inconsistent spending, requirements that haven’t been completely thought through, unintended consequences, or unsuccessful results, placing blame won’t help. Reacting with spending cuts, expanding ‘shadow IT’ efforts, or outsourcing risks compounding the problem. Changing organizational behaviour to eliminate confrontation through a common purpose is a better approach.
- Unsuccessful business/IT partnerships are rarely about IT or IT decisions. They are about a lack of leadership, understanding and vision, poor communications, and decision-making structures that do not reflect the intimate relationship that must exist between business and IT in the modern enterprise.
- The need for speed, and too much technology, has turned solution delivery upside down – with pre-conceived Vendor solutions leading the collection of requirements instead of the other way around. As a result, enterprise coherency and architectural integrity have no role at all in decision-making.

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## Potential Topics

### DATA

- Data as a Business Asset
- Privacy changes to be expected in North America's near future and impacts
- Data Monetization: from assessment to productization, methods of realizing direct and indirect value from the data asset
- Why semantic understanding is critical to business success
- A Data-centric versus Application-centric approach to business: What does it mean?
- Analytics for the Executive
- Privacy Legislation is (finally) catching up with Technology Capabilities. Lagging Ethics?
- Data Debt: what it is and how to mitigate its (substantial) damage
- The modern Data Driven organization: Must-have artifacts
- Goal Setting for the professional: Life Balance and achieving your vision
- Preparing for compliance as Canada moves towards GDPR-esque Privacy Legislation
- Re-thinking patterns of Enterprise Data
- Re-inventing: Creating your organization's Blue Ocean of opportunity through Design Thinking
- Pragmatic adoption of Data Science through a pragmatic lens of business value delivery
- Identification, isolation, exploitation: Hidden value currently unattainable in your organization's docs
- The Card Catalog Paradigm: Catalog/Index your organization's unstructured data, making it easily findable and enabling integration with structured data.

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## SECURITY

- Trend: hybrid and remote workers have accelerated digital transformation programs
- Organizations need to adopt a data-first strategy to cybersecurity, leveraging rich datasets of streaming and at-rest data assets to proactively detect, sequester and thwart intrusion.
- Most cybersecurity programs don't focus on data, they focus on 'borders where attackers are help at bay, not on the data itself.'
- Data 'in-motion' is particularly vulnerable without dynamic and full visibility.
- Application services at the 'edge' via mobility with biometrics or other forms of identification built-in are part of the technology ecosystem that increasingly tests data and business governance models to the maximum, ensuring risk on the edge is well managed and the personal and sensitive data is protected.
- **Security and related services are more important than ever before; Corporate Espionage is unprecedented record high for Canadian businesses and up to 60% of corporate data unsecured, based on current statics.**

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