



## **DAMA Ireland & DAMA UK Joint Event Hosted by the Bank of Ireland**

### **The AI Dataverse: Navigating the New Frontier**

**TUESDAY 28 OCTOBER 2025 9:30 – 16:30**

**Bank of Ireland, 1 Donegall Square, Belfast**

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**BearingPoint**



START TIME	END TIME	DURATION	TOPIC	SUMMARY	SPEAKER(S)
09:30	10:00	30 minutes	Arrival, Registration & Coffee		<i>Sponsored by Datactics</i>
10:00	10:10	10 minutes	Welcome & Overview of the Day	<ul style="list-style-type: none"> <li>Welcome</li> <li>Logistics of the day</li> <li>Journey to today</li> <li>Overview of agenda</li> <li>Sponsors</li> </ul>	<b>Carl Kane,</b> Senior Manager, Data Management, <b>Bank of Ireland &amp; President DAMA Ireland</b>
10:10	10:30	20 minutes	Overview of DAMA	<ul style="list-style-type: none"> <li>Overview of DAMA International</li> <li>DAMA UK – aims, membership, services &amp; benefits</li> <li>DAMA Ireland – overview and current status</li> <li>Further information &amp; contacts</li> </ul>	<b>Ellie Fitzpatrick,</b> Head of Data Strategy & Responsible AI, <b>BearingPoint &amp; DAMA Ireland</b>  <b>Nigel Turner,</b> Principal Consultant <b>Global Data Strategy &amp; Committee Member, DAMA UK</b>

10:30	11:00	30 minutes	<p><b><u>Keynote</u></b></p> <p>Data Strategy in the Age of AI – From Hype to Value</p>	<ul style="list-style-type: none"> <li>• How data strategy must be anchored in business outcomes to unlock real value from AI</li> <li>• Lessons from Bank of Ireland, highlighting the shift from data-led delivery to business-enabled transformation</li> <li>• How design thinking, agile execution, and robust governance frameworks support AI readiness</li> <li>• The critical role of people, culture and capability development in embedding data</li> </ul>	<p><b>Conor Sayles,</b> Head of Data Management, <b>Bank of Ireland</b></p>
11:00	11:30	30 minutes	Coffee & Networking Break		Sponsored by Dataactics
11:30	12:00	30 minutes	<p><b><u>Fireside Chat</u></b></p> <p>Data and AI Ethics: Big Questions, Practical Implications</p>	<ul style="list-style-type: none"> <li>• Can we move beyond the vague and superficial discussions about data protection and privacy?</li> <li>• What are the practical implications of the choices that are being made today?</li> <li>• What significant impacts will these choices have in the future?</li> <li>• What are we (ethical data professionals) going to do with this future?</li> </ul>	<p><b>Daragh O'Brien,</b> CEO, <b>Castlebridge</b></p> <p><b>Sue Geuens,</b> Director Data Governance &amp; Product Data <b>Elsevier</b> &amp; Committee Member <b>DAMA UK</b></p>

12:00	12:30	30 minutes	AI and Reference Data: A Powerful Partnership	<ul style="list-style-type: none"> <li>How AI success depends on reference data</li> <li>Using AI to enhance reference data quality &amp; collection</li> <li>How robust reference data fuels smarter, more scalable AI solutions</li> </ul>	<b>Beth Fitzpatrick,</b> Senior Data Management Consultant, <b>Royal London</b>
12:30	13:30	60 minutes	<i>Lunch &amp; Networking</i>		<i>Sponsored by Datactics</i>
13:30	13:45	15 minutes	Lightning Talks - Topic: AI: Friend or Foe?	<ul style="list-style-type: none"> <li>5 x 2-minute talks</li> </ul>	<b>Carl Kane</b> (Moderator) <b>Daragh O'Brien</b> <b>Tom Carroll</b> (Datactics) <b>Donna O'Neill</b> (PWC) <b>Ellie Fitzpatrick</b> (BearingPoint) <b>Sue Geuens</b>

13:45	14:15	30 minutes	Hiring Ireland's First AI Employee (with DAMA-aligned Guardrails)	<ul style="list-style-type: none"> <li>• Why we "hired" an AI and gave it a clear job description before it did any work</li> <li>• The simple DAMA aligned house rules we set: what it can see, who it can talk to, and when a human double-checks.</li> <li>• What went wrong and how the guardrails contained risk</li> <li>• A one-page checklist anyone can use to bring AI into a team responsibly</li> </ul>	<b>Barry James,</b> Director of Data & AI, <b>Nucleo</b>
14:15	14:45	30 minutes	Do We Still Need the Human in the Loop (HITL)?	<ul style="list-style-type: none"> <li>• Explores whether AI can evolve to a point where humans are no longer required</li> <li>• Analyses the potential implications of future AI</li> </ul>	<b>Prof. Adele Marshall,</b> Director, Virtual Institute for Data Intensive Research, <b>Queen's University, Belfast</b>
14:45	15:15	30 minutes	<i>Coffee &amp; Networking Break</i>		<i>Sponsored by Datactics</i>

15:15	15:45	30 minutes	AI Starts With Data: Why Governance Is Your First Frontier	<ul style="list-style-type: none"> <li>As AI adoption accelerates, many organisations are finding that their existing data governance frameworks are no longer fit for purpose</li> <li>How modernising data governance is essential for AI readiness, and how it forms the foundation for robust AI governance</li> <li>Practical strategies for aligning data and AI governance</li> </ul>	<b>Ellie Fitzpatrick,</b> Head of Data Strategy & Responsible AI, <b>BearingPoint &amp; DAMA Ireland</b>
15:45	16:15	30 minutes	Topic - The Crystal Ball: What's Coming Next in Data & AI	Panel Session and Attendee Q & A	<b>Nigel Turner</b> (Moderator) <b>Tom Carroll</b> (Datactics) <b>Conor Sayles</b> <b>Adele Marshall</b> <b>Beth Fitzpatrick</b>
16:15	16:30	15 minutes	Close Down	<ul style="list-style-type: none"> <li>Prize Draw</li> <li>Follow Ups &amp; Next Steps</li> <li>Final Remarks</li> </ul>	<b>Carl, Ellie &amp; Nigel</b>
16:30			<i>Post Event Drinks Reception</i>	<i>Margot – see <a href="https://margotbelfast.com">https://margotbelfast.com</a></i>	<i>Sponsored by BearingPoint</i>