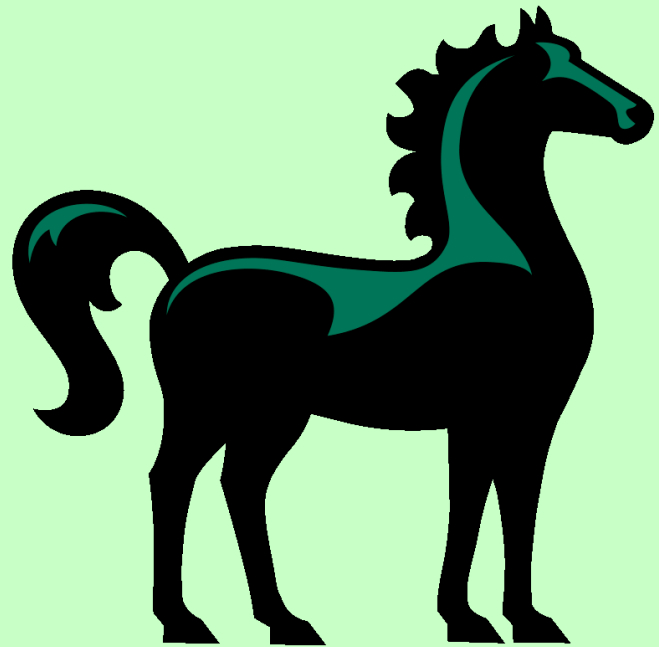




Welcome

**Please help yourself
to refreshments**

 **Start time 9am**



Welcome

Richard Whitaker

**Head of Data Management,
Strategy & Culture**

Insurance, Pensions & Investments



Membership Benefits Overview



Who is DAMA UK?

We nurture a UK data professional community, managing data as a key asset by connecting people, providing resources, and supporting growth.



Who should join DAMA UK?

Experienced Data
Management Professionals

Professionals Looking for Data
Management Career
Advancement

Starting or New to Data
Management

Studying Data Management

DAMA International & DAMA UK

	DAMA International	Local Chapter - DAMA UK
Scope / Reach	Global – worldwide membership, global standards, international initiatives.	Regional – UK-oriented, local community focus, national events.
Primary Role	Set and maintain global standards (DMBOK), global certification (CDMP), overall governance of the discipline.	Interpret, contextualise and deliver that value at the local level (UK), organise local events, community building, local training.
Resources	Global scale resources: frameworks, best-practice publications, international network.	Localised resources: UK-specific webinars/trainings, local networking, sector-specific insight for UK.
Membership Value	International recognition, access to global network, global certification.	Local networking, UK-market relevance, easier access to peers in same region, UK-specific events.
Governance	Oversees the global brand, international affiliation, standards.	Volunteer local committee; aligned to DAMA International but operating per local structure and needs.

Membership



Membership Benefits

Training Discounts

Enjoy exclusive discounts of up to 25% from our partners including Fit Academy, IRM UK and Dataversity

Mentoring Scheme

Opportunity to gain insights and knowledge from our panel of mentors, or become a mentor and share your experiences with mentees

DMBOK Purchases & Bookstore

Discounts on DMBOK purchases to support CDMP training
DAMA members bookstore, offering discounts on data & business books

Members Only Webinars

Access our members only webinars with exclusive topics and speakers
Incorporating on-demand training designed for professionals at all levels

Events & Networking

Regional events for all data disciplines from entry to C-suite level

Contribute to DAMA UK

Enrich the membership offering by contributing webinars, case studies, tools and templates, and blog articles

Knowledge Bank

Access to our library of case studies and articles
Downloadable tools and templates, accompanied by 'how-to' videos

Members Only Q&A with SMEs

Access live virtual sessions hosted by subject matter experts, experienced in a breadth of data disciplines

LinkedIn Community

Private community groups on LinkedIn to connect with peers



CDMP

DAMA UK offers training in Data Management which can be used as the foundations towards becoming a Certified Data Management Professional.

Leverage our partners for CDMP Practitioner level training.

For more information on courses and discounts, contact info@dama-uk.org

DAMA UK 3-Day
Virtual CDMP Courses

FIT Academy Training
Discounts – 20%

DATAVERSITY Training
Discounts – 20%

IRM UK Training
Discounts – 10%

Webinars

Public

At least one webinar is scheduled per month on various topics, including implementation methods, industry trends, frameworks, research and vendor specific offerings. Links are later published for rewatch

- Public BrightTALK channel available here: <https://www.brighttalk.com/channel/12405/>
- Q&A
- Back catalogue is available to anyone with a BrightTALK account

Member Only

One webinar is published per month in addition to the public channel
Premium content is reserved for Members only

- The members only event list is on the DAMA website: <https://www.dama-uk.org/Events>
- Interactive sessions, audience participation and Q&A
- Back catalogue of Members Webinars can be found here: <https://www.dama-uk.org/past-events>

Other Resources

- In addition to webinars, we also have a selection of articles, blogs, case studies and newsletters available
 - <https://www.dama-uk.org/Articles>
 - <https://www.dama-uk.org/Blog>
- In the Members Resources area you can access a library of tools and templates that you can download, alongside instructional 'how-to' videos
 - <https://www.dama-uk.org/pages/members-resources>



Blogs

Articles



Newsletters

Case
Studies

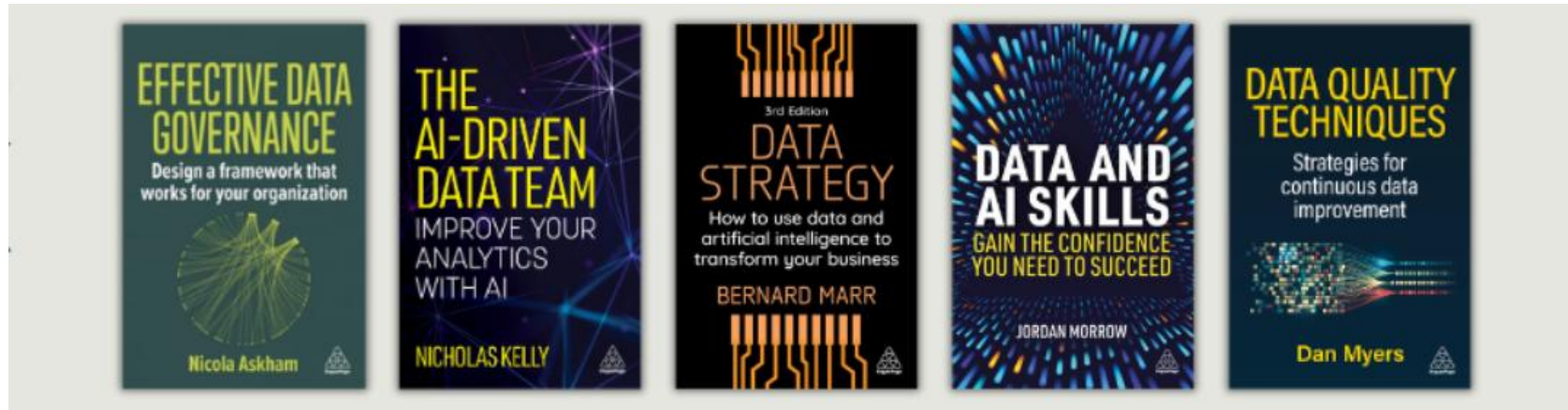


Tools &
Templates

Members Bookstore



Award-winning Publishing
for the Business Community
Est 1967



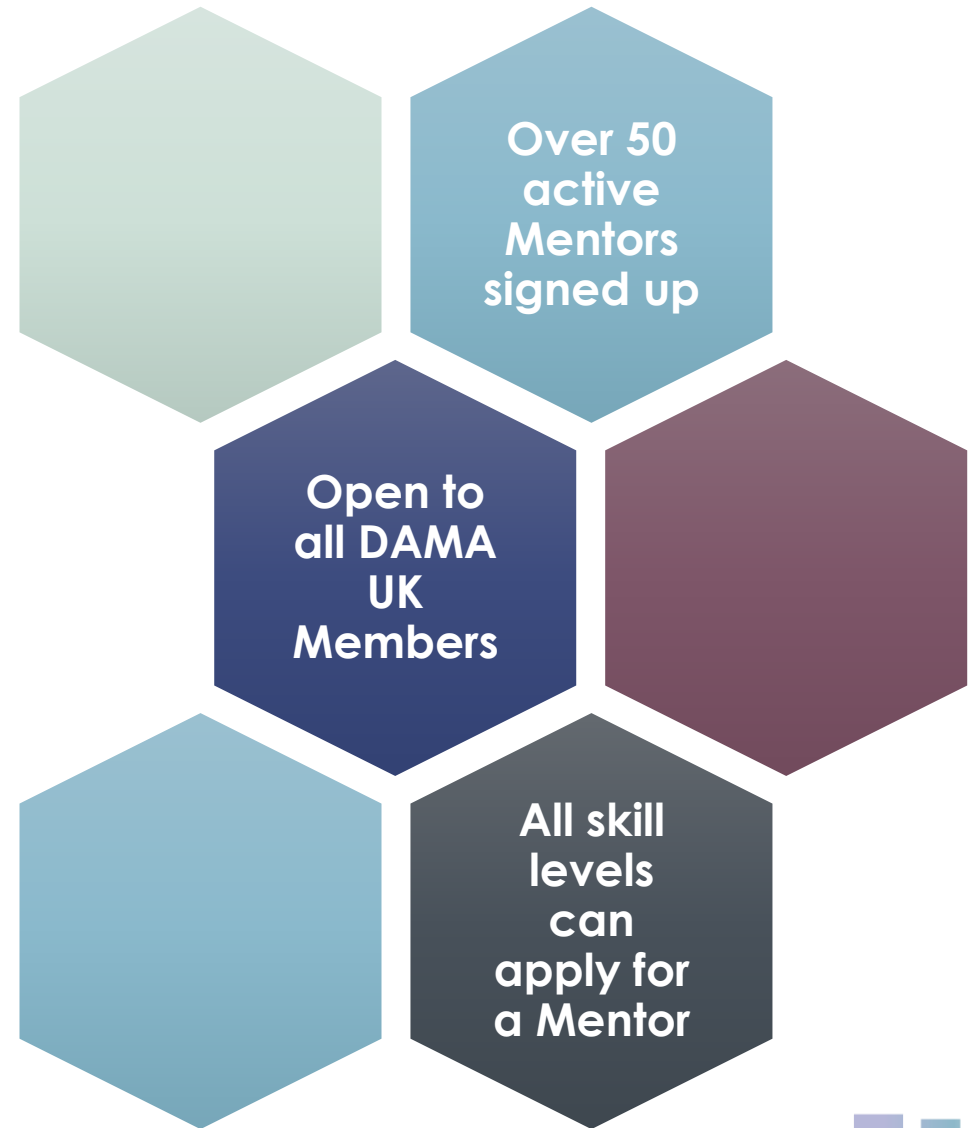
- We are partnered with Kogan Page and members have access to a dedicated DAMA UK Members' Bookstore and discount code via the members' area.
- Kogan Page is a leading independent publisher of award-winning data & business books from global experts, academics and specialist professionals

More information can be found here: <https://www.dama-uk.org/pages/KoganPage>

Mentoring Scheme

- Our popular mentoring scheme is open to those at all levels of data experience
- People can sign up as mentors or mentees, or both
- Established network of data professionals aiming to share skills, expertise and best practice
- All Mentors and Mentees are assessed for suitability

More information can be found here:
<https://www.dama-uk.org/mentoring>



LinkedIn

DAMA Company Page

- <https://www.linkedin.com/company/dama-uk-ltd/>

DAMA UK Community Group

- <https://www.linkedin.com/groups/2470543/>

DAMA Scotland Community Group

- <https://www.linkedin.com/groups/13638791/>

DAMA Wales Community Group

- <https://www.linkedin.com/groups/13059763/>

- Company page can be followed, posts are made by Social Media team
- Community groups are useful resources to connect with peers and share industry insights
- Membership to the community groups is approval based

Membership Options



Membership Tiers – Individual Membership

Individual
Membership

£60 per year

Student
Membership

£30 per year
(once
Student status
is confirmed)

**All prices are per annum, and inclusive of VAT*

Membership Tiers – Corporate Membership

Bronze

£300

5 Members

Silver

£540

25 Members

Gold

£2,100

100 Members

Dedicated
Relationship Manager

Platinum

£4,200

500+
Members
unlimited

Dedicated
Relationship Manager

**All prices are per annum, and inclusive of VAT*

Corporate Membership

Seats

- Can be allocated to any member of the organisation, regardless of geography

Benefits

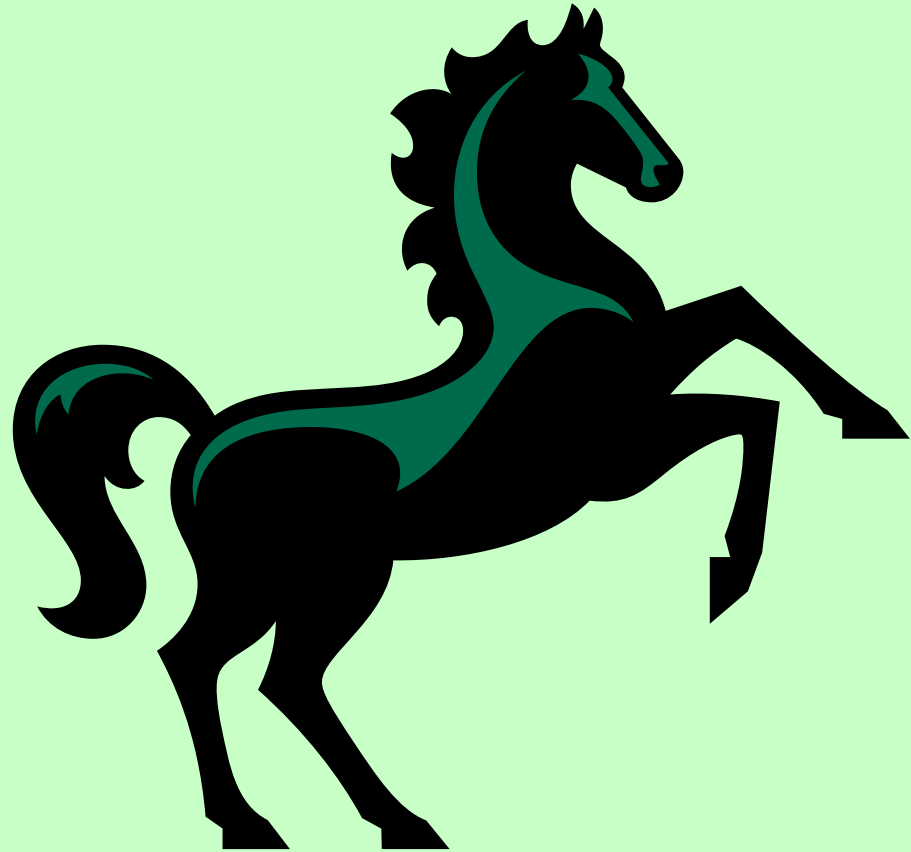
- All membership benefits are available to all members across all tiers

Platinum & Gold

- Platinum & Gold members benefit from a dedicated relationship manager. They ensure consistent communication, personalised support, and early visibility of opportunities such as events, collaborations, and award submissions.

For more information, please contact
info@dama-uk.org





AI for Good in Data Governance

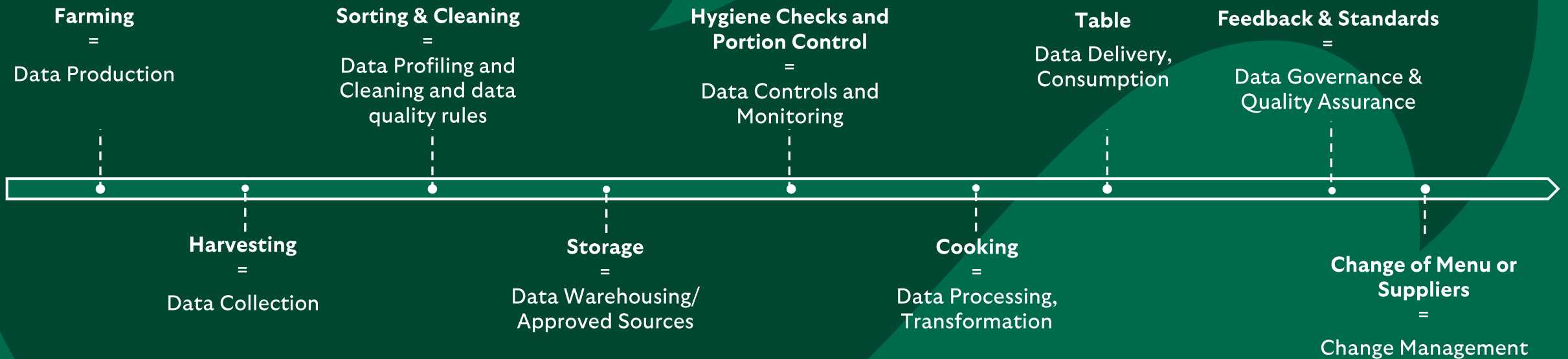
Ed Parr-Vannahme

**Senior Data Management Manager
Insurance, Pensions & Investments**

Terri-Ann Saltmer

**Data Management & Strategy Graduate
Insurance, Pensions & Investments**

Farm to Table Analogy



Why now?



AI Strategy & Operating Model

70% of Chief Data & Analytics Officers have primary responsibility for AI strategy and operating model

Source: 2025 Gartner CDAO Survey



Prioritised Data Governance

Data governance is a top priority for 65% of surveyed data leaders

... followed by data quality (47%), AI (44%)

Source: Atlan Survey



AI Experimentation

62% of respondents say their organisations are at least experimenting with AI agents

Source: Atlan Survey



Cost of Bad Data

Gartner estimates poor data quality costs organizations an average of \$12.9 million every year in wasted resources and lost opportunities

Source: Gartner Study

**LBG case
study: Data
Quality
Agentic AI**



The Opportunities



Automate DQ rule creation

- Automate rules creation to adjust format for different datasets
- Automation of validation checks of each rule generation
- Export of rules from Collibra, individually by data instance



Improved consistency

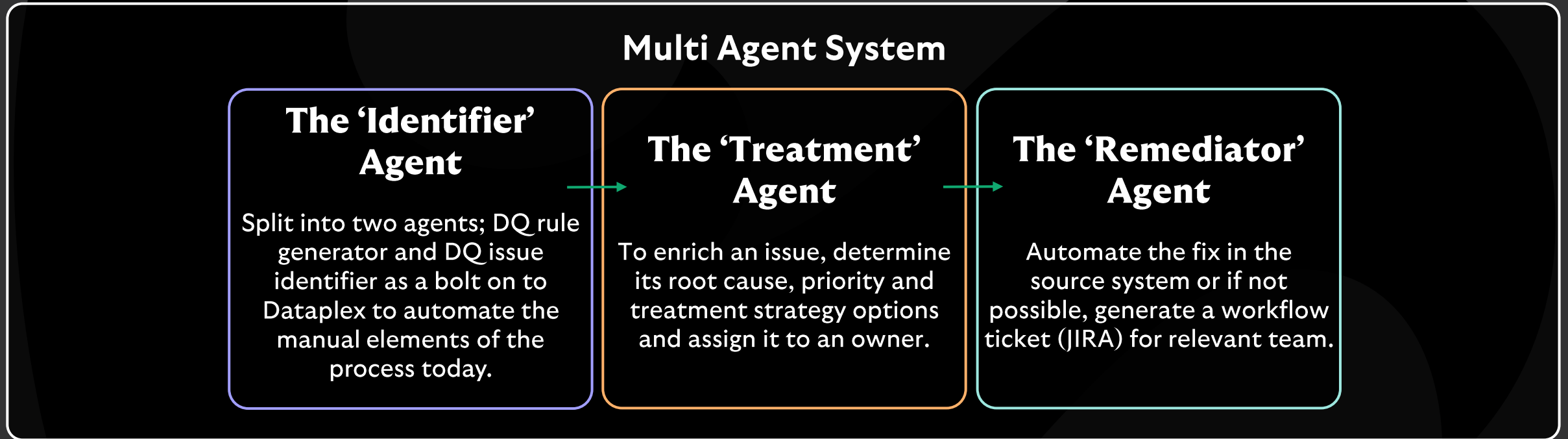
- Robustness of central knowledge bank of DQ rules or treatment strategies
- Consistency in identification, analysis, risk scoring and treatment of DQ issues



Semi-automation of DQ fixes & Read across

- Reducing resource demand to remediate DQ issues
- Improved read across of issues occurring in other apps or wider business
- Improved read across of issue remediation

The Approach: Multi-agent DQ operating model Proof of Concept



Exploring opportunities to utilise generative and agentic AI across the E2E data quality lifecycle.

What makes it 'agentic' vs just 'genAI'

Gen AI



Creates

*Produces content, pattern-based and generates data
in response to a prompt.*

Agentic AI



Acts

*Takes actions autonomously to achieve a goal, with
limited human input*

**Our operating model Agent have roles, tools
triggers, outputs & feedback loops**

PoC Outputs



Multi-agent DQ AI framework successfully established, demonstrated in a controlled environment



Strong performance for low-complexity DQ use cases e.g. Date of Birth



Improvements in speed of identification, investigation and proposed remediation of DQ issues

Learnings

- Performance (speed) degrades with data quality issue complexity
- Need for stronger grounding and validation
- The importance of governance and Responsible AI controls

Next iterations

- Enhance AI capability and knowledge foundations
- Embed governance and scale integration
- Operationalise, adopt, and scale to BAU

What's next for AI at Lloyds Banking Group?



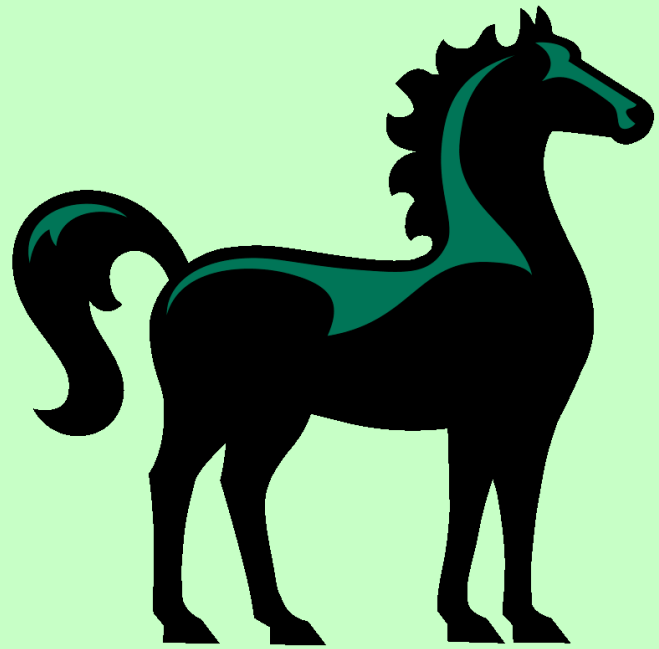
**Embracing Cloud
technology**



**Machine learning
platform migration**



**Evolving expectations
and delivering cutting-
edge services**



Q&A

Meet Our Panel



Mary Drabble

**Head of Data & AI
Governance**



**Richard
Whitaker**

**Head of Data
Management,
Strategy & Culture**



**Robin
McKenzie**

**Data Management
Lead**



Leanne Bridges

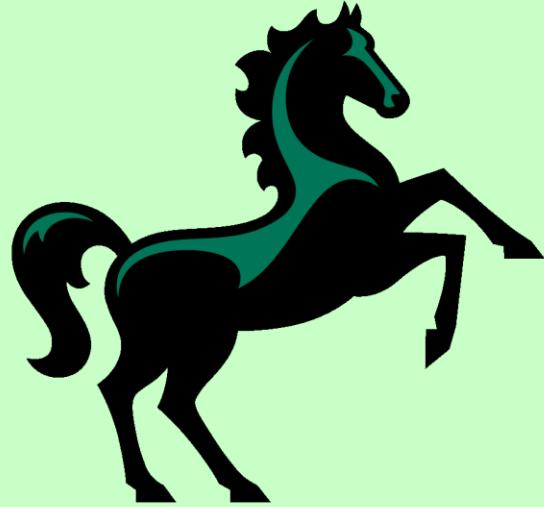
**Head of Data &
Digital Risk**



Stuart Wallace

**Head of Data
Management &
Strategy**





Thank You