

A decorative graphic consisting of five squares of varying sizes and colors (purple, blue, teal, light green) arranged in a descending line from left to right.

DAMMA UK

MANCHESTER EVENT 25TH JUNE



Agenda



Time	Agenda Item	Type	Host/Presenter(s)
9:30 to 10:00	Arrival & registration	n/a	n/a
10:00 to 10:30	Welcome and Introductions	n/a	Sarah Higham & Affinity Reply
10:30 to 10:45	Overview of DAMA UK	Presentation	Sarah Higham
10:45 to 11:30	Data Modernisation for AI (Affinity Reply)	Presentation	Savvi Vijayakumaraguru
11:30 to 11:45	BREAK		
11:45 to 12:30	Transition from Data Governance to Data Enablement (Flutter UK&I)	Presentation	Donna O'Neill and Neeta Chander (Flutter UKI)
12:30 to 12:45	Competition time		Donna O'Neill
12:45 to 13:45	LUNCH		
13:45 to 14:45	All things Data Products	Panel discussion	Panel Facilitator - Sarah Higham Panellists - Diane Elvers, Tom Scott Coombes & Dr Adetokunbo (Ade) Ajibola
14:45 to 15:00	BREAK		
15:00 to 15:45	Data Management for AI	Workshop	Sam Hoskinson
15:45 to 16:00	Thank you and Close		
16:00 to 17:00	Post Event Drinks Reception		

Rules of Engagement



- **Respect & Inclusion:** Do not talk over others, use inclusive language and allow all attendees an equal chance to speak.
- **Active Listening & Attention:** Keep phones on silence during the session to ensure we have everyone's full attention.
- **Confidentiality:** We want people to feel they can be open and honest as part of the group discussions therefore please do not share confidential discussions or organisational information outside the event unless it has been authorised.
- Enjoy networking with new people and the event 😊

Introductions



Introduction to DAMA UK

Presenter: Sarah Higham (Vice Chair of DAMA UK & Head of Data Enablement at Flutter UK&I)



History & Context



DAMA = DATA MANAGEMENT ASSOCIATION

DAMA International non-profit, vendor-independent, voluntary

www.dama.org



- Founded in 1988 in Los Angeles
- Supports all professionals working in information and data management
- Now global, with 100+ chapters on every continent
 - North America (37 Chapters)
 - Central & South America
 - Europe
 - Middle East
 - Asia
 - Africa
 - Australasia

About DAMA UK: Our Purpose & Governance



OUR CHAPTER

- **DAMA UK** is a non-profit, vendor-independent, voluntary organisation
- Created in April 2003
- Affiliated Chapter of DAMA International
- Probably the world's largest single DAMA chapter...

OUR MISSION

We nurture a community of data professionals in the UK, to manage data and information as a key asset. We do this by connecting people, providing resources, and supporting development.



OUR GOVERNANCE

- Run by a voluntary Committee of 15 people (Elections for new members in-progress)
- Our Committee is elected by our membership, but we also co-opt people where they have specific skills we require
- We are all volunteers, but we do employ:
 - A PT administration manager to help run the organisation
 - An external agency to manage our social media accounts

DAMA UK Membership Benefits

Training Discounts

Enjoy exclusive discounts of up to 25% from our partners including Fit Academy, Nicola Askham, 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

Discounts on DMBOK purchases to support CDMP training

Members Only Webinars

Access to our members only webinars with exclusive topics and speakers

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

LinkedIn Community

Private community groups on LinkedIn to connect with peers

On Demand Case Studies

Access to on-demand live training designed for professionals at all levels

Knowledge Bank

Access to our library of case studies and articles



DAMA UK: Current Membership & Types



TOTAL

2,225 current members

Includes *Individual* & *Corporate* Members.

INDIVIDUAL

714 current members

£50 a year (full)
£25 a year (student)

CORPORATE

85 current member organisations

Includes bronze, silver and gold & platinum memberships.



Presentation - Data Modernisation for AI.

Presenter: Savvi
Vijayakumaraguru



ENJOY A 15MIN BREAK





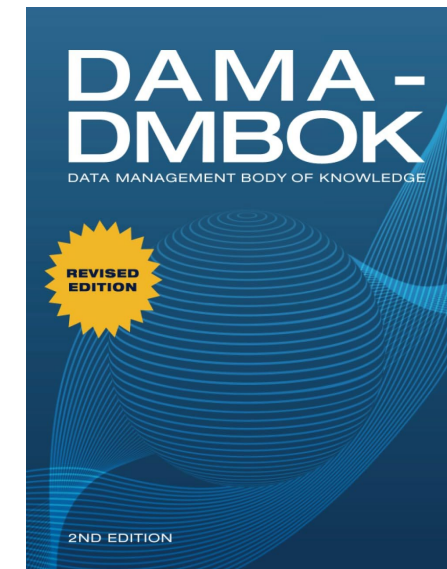
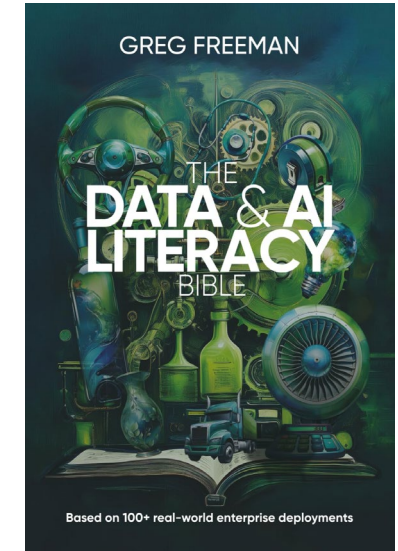
Presentation – The transition from Data Governance to Data Enablement.

Presenters: Donna O'Neill and Neeta Chander (Flutter UK&I)

Competition Time

Question and Prizes

DAMA UK hosted **87** public webinars over the past 12 months, and the most popular webinar was with Nicola Askam on “How to do Data Governance”.
How many people in total watched the webinars live over the 12 months?



ENJOY YOUR LUNCH



Panel Discussion – All Things Data Products.

Panel Facilitator: Sarah Higham.



Panellists



**Adetokunbo
Ajibola**
Founder & CEO
of Berkeley Data
Strategists.



Diane Elvers
Senior Director –
Data Governance &
Standards at
AstraZeneca.



**Tom Scott-
Coombes**
Principal Data
Engineer at Affinity
Reply.

ENJOY A 15MIN BREAK





Data Management for AI Workshop.

Host - **Sam Hoskins** (Affinity
Reply)



Data Management for AI - Workshop

What is AI Ready Data?

AI-ready data means that your data must be representative of the use case, of every pattern, errors, outliers and unexpected emergence that is needed to train or run an AI model for a specific use. It's a process and a practice based on availability of metadata to align, qualify and govern the data.

(Gartner Expert - **Rita L. Sallam**)

1

What key changes are your organisations making in data management in preparation for scaling AI in relation to the topics on slide 15?

2

What are the key challenges your organisations are facing in data management when scaling AI?

3

What solutions do you suggest for each of the challenges?

THANK YOU & CLOSE

