

CDQ Academy: Data Excellence for Business Value (Module 1)

8th October, 2019 - Mercure Hotel Wiesbaden (Germany)

Time	Topic	Speaker
9:00 – 09:45	Course Opening <ul style="list-style-type: none"> Welcome note, introductions round Course highlights and agenda overview 	Zib Korendo (CDQ AG)
9:45 – 11:00	Data Management – Enabling the Digital and Data-Driven Enterprise <ul style="list-style-type: none"> Trends for data excellence in digital and data-driven business models and decision-making Understanding value contribution of data management to the business 	Prof. Dr. Christine Legner (University of Lausanne)
11:00 – 11:30	<i>Coffee Break and Networking</i>	
11:30 – 12:30	Data to Value – Care, Connect and Use	Alfredo Robles (BASF)
12:30 – 13:30	<i>Lunch Break</i>	All
13:30 – 14:45	Data Strategies <ul style="list-style-type: none"> Practices for setting the scope and targets of data management Reference model for developing data management strategy 	Tobias Pentek (CDQ AG)
14:45 – 15:15	<i>Coffee Break and Networking</i>	
15:15 – 16:15	Group work: Data Strategy Elevator Pitch	Tobias Pentek (CDQ AG)
16:15 – 17:00	Feedback on Group Work and Discussion	All
From 18:00	<i>Dinner and Networking</i>	

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Time	Topic	Speaker
08:30 – 08:45	Opening Day 2 <ul style="list-style-type: none"> Recapitulation and group reflections on Data Excellence Model and Data Strategy (Day 1) Agenda and highlights - day 2 	Zib Korendo (CDQ AG)
08:45 – 10:00	Data Excellence for Business Value <ul style="list-style-type: none"> Reference model for data management capabilities to answer business-critical data needs Data excellence - data quality and beyond Business value through data management 	Tobias Pentek (CDQ AG)
10:00 – 10:15	<i>Coffee Break and Networking</i>	
10:15 – 11:15	Group work: Quick Assessment approach	Tobias Pentek (CDQ AG)
11:15 – 12:00	Feedback on Group Work and Discussion	
12:00 – 13:00	<i>Lunch Break</i>	
13:00 – 14:15	Maturity Assessment for Continuous Improvement <ul style="list-style-type: none"> Reference model for maturity assessment of data management excellence Defining and prioritizing improvement measures 	Zib Korendo (CDQ AG)
14:15 – 15:15	Group work: Challenges and Mitigation Strategies for Sustainable Data Management	Zib Korendo (CDQ AG)
15:15 – 15:45	<i>Coffee Break and Networking</i>	All
15:45 – 16:30	Feedback on Group Work and Discussion	Tobias Pentek (CDQ AG)
16:30 – 16:45	Module 1: Wrap-up and Participants' Feedback	All