



10th DATA MANAGEMENT THINKLAB

October 23-25, 2024 | Prague, Czech Republic



Lead Partner

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09.00 – 09.30 Networking Coffee, Ready to Start! Opening



9.30 – 12.30 Workshop #1 :

- What Data Governance really is and what it often gets confused with
- The Benefits of Data Governance
- The Challenges faced implementing Data Governance
- The importance of a strategic approach
- What a Data Governance Framework consists of
- The key Data Governance deliverables

Nicola Askham

The Data Governance Coach

Award Winning Data Governance Training

13.00 – 14.00 Lunch



14.00 – 17.00 Workshop #2 : Mastering Stakeholder Influence: Building Stakeholder Support through Targeted Messaging for Master Data Initiatives

This workshop will help professionals in MDM effectively identify and engage key stakeholders across operational, tactical, and strategic levels. Participants will focus on crafting data-driven messages that clearly communicate the value of MDM initiatives, ensuring that decision-makers across the organization understand their importance and provide the necessary support.

- Welcome and introduction to the workshop
- Exercise 1: Stakeholder analysis for MDM initiatives
- Recap of Stakeholder Analysis
- Exercise 2: Developing Targeted Messages to Communicate MDM Value
- Recap of Targeted Messages
- Evaluation and Conclusion

By mastering these stakeholder engagement strategies, attendees will enhance their ability to influence leadership and secure the support needed to implement and sustain effective MDM practices across the organization.

Brian Thomsen

CEO, Founder

Astrocytia